

MAR 1939

# The Billboard

The World's Foremost Amusement Weekly

MARCH 4, 1939

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**ARTIE SHAW**

"King of the Clarinet"  
"The Band of the Year"

OLD COLD PROGRAM  
With Robert Benchley  
CBS—10 P.M.—Sundays

6

What the Encyclopedia Britannica is to the student,  
The Billboard Year Book of the New York Legiti-  
mate Stage is to anyone connected with the theater...  
...that is why these people (and many others) are  
regular readers...

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Paramount Studios  
Republic Studios  
Monogram Pictures, Inc.  
Boris Morros  
Reliance Pictures  
Selznick International Pictures, Inc.  
Warner Bros.  
Universal Pictures Corp.  
Twentieth Century-Fox Studios  
George Haight  
RKO Studios, Inc.  
Hal Roach Studios  
Boris Kaplan  
Bertram Roach  
Paramount Pictures Corp.  
RKO Radio Pictures, Inc.  
Oscar Serlin  
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United Artists Corp.  
Kenneth MacGowen  
Audrey Parry  
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# The Billboard

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The World's Foremost Amusement Weekly

March 4,  
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## THE TRADE CAFE SOCIETY

### West Virginia Hills Are in The Bronx, Says Barn Barnum

NEW YORK, Feb. 27.—Real hillbillies rarely have good night club acts, says Meyer Horowitz, who ought to know. Jewish, and Italian hillbillies usually outshine all others on showmanship, he says.

Meyer is the owner of the Village Barn, New York City's most successful night club using the homespun motif. Ever since he opened the Barn eight years ago he has been having a tough time finding sock hillbilly acts. He usually has at least one good rustic turn in each show and, when he comes across a good one, he keeps it for months and months.

Native-born hillbillies from the states usually provide entertaining music, but in most cases they're short on comedy and showmanship. As a result, synthetic

hillbillies who rehearsed their Western drawl in Bronx apartments are as a rule more desirable in a night club than the real ones.

Meyer remembers when Annie, Judy and Zeke auditioned for him. It was the first hillbilly turn he had ever seen and he didn't especially like them, but he booked them anyway. They were an overnight click and a bargain at \$150 a week for three months. They began to attract attention, with Judy Canova eventually landing in the musical *Callin' All Stars*. She is now in pictures. The trio are of Spanish-American descent.

Crockett's Mountaineers followed for a six-month run. They were part Indian. (See WEST VIRGINIA on page 8)

### Sally's Frisco Nude Farm Gets Rose Dander Up

NEW YORK, Feb. 25.—Sally Rand, who has found that lawsuits give increased publicity value to exhibitions of her bare torso, will have to be prepared to face another by a showman who also realizes that his name is good copy. Sally's ex-husband, Billy Rose, is seeking an injunction to close her "Nude Ranch" attraction on the midway at the San Francisco Fair.

La Rand's "Nude Ranch" will become the subject of jurisprudence in the California courts when Rose's attorney argues. (See SALLY'S FRISCO on page 8)

### Night Spots Force Pubs, Celebs Into Weekly Round of Festivities

NEW YORK, Feb. 26.—What with the six-day week for musicians and the lack of spenders in night clubs and hotel rooms, operators have had to resort to

#### One (Almost) Every Night

SUNDAY—Hotel New Yorker, "Band of the Week." Leon and Eddie's "Celebrity Night."

MONDAY—Hotel Ambassador, "Tin Pan Alley Night."

TUESDAY—A bad night for anybody.

WEDNESDAY—Hotel Commodore, "Tin Pan Alley Night."

THURSDAY—Hotel Pennsylvania, "Theatrical Night."

FRIDAY AND SATURDAY—Reserved for the customers

an old ruse to hype the weekly gross—but with a new twist. Now it's the trade that pays. Musicians still work for nothing, acts are still "anxious" to be auditioned and with that a bumper crop of old gimmicks with a facelift have mushroomed on Broadway, with the result that the same faces are seen at every opening night, Celebrity Night, Tin Pan Alley Night, and what have you—and always footing the bill.

Heretofore a comparatively colorless group, unheralded as glamour boys and stay-up-lates, night club and vaude bookers, managers, arrangers, lawyers and music publishers and their moogies, song pluggers (oops, professional men), office boys, etc., have suddenly become Broadway personalities and the goats for all kinds of stunts. In the case of the music publishers they have to be along with a crowd of celebrities (and take care of the check) or else it's going to be too bad when so-and-so band leader is asked to broadcast a certain tune.

The Hotel New Yorker is considered to be about the best showcase for a band; to make a one-night appearance as filler-inner because of union's new six-day rule. On Sunday nights, when Jimmy Dorsey's Band is off, Carl Snyder, booker for the hotel, puts on "the band of the week." Band, is usually a name, the hotel having already played Vincent Lopez, Don Bestor, Eddie De Lange, Jack Tiegarden and others for scale. The agency that books the band usually promises to bring down names which it handles and allows the spot to advertise such names. In almost every instance the offices have promised more than they were able to deliver.

While the leader is on the stand he keeps a watchful eye for the music pub-

lishers and their guests. As a matter of fact, the music pub is rated in importance according to the names he brings. When the Tin Pan Alley gang can crowd the place with big names the band leader is impressed, the owner is impressed and the publisher himself is impressed. When he shows up with some song pluggers, office boys and RKO Building lobby-crowders the boys are (See NIGHT SPOTS on page 18)

### TMAT Revives Council Talk

Wants central board of  
reps of all theatrical  
unions—other ties, too

NEW YORK, Feb. 25.—According to Gustavo A. Gerber, its attorney, Theatrical Managers, Agents and Treasurers' Union is revising the plan for a joint central board of representatives of all theatrical unions. At the same time rumor persists that the TMAT is seeking more concrete alliance with a large international union, preferably with theatrical affiliations. Both Hal O'Neil, business agent, and Gerber deny that overtures have been made to either the Associated Actors and Artists of America or the International Alliance of Theatrical Stage Employees, however, for any other purpose than to stimulate the joint board suggestion for which the executive council of the American Federation of Labor appointed a committee last August.

The central body plan, as being milled, would call for two representatives of each union to make up an unit. (See TMAT REVIVES on page 8)

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### Baldwin Manager Ala. State Fair

CHICAGO, Feb. 26.—Two of the most widely known men in the fair field are affected thru a change just made in the management of the Alabama State Fair at Birmingham. Doug Baldwin succeeds P. T. Strieder, who has been manager of the fair for the last several years in addition to managing the Florida Fair at Tampa.

Baldwin has been treasurer of both the Alabama State Fair and Minnesota State Fair, spending about half his time at each. He is also well known in Minnesota radio circles for his activity in this line in connection with the State fair there.

### FTP Competition Up Again As Mauntz Resigns as P. A.

Bernard Simon gets his job, as Edwards calls him "un-co-operative" for objecting to alleged competition with B'way—producers to protest over "Mikado" policy

NEW YORK, Feb. 26.—Smoldering opposition of legit producers against the Federal Theater as unfair competition erupted anew this week when Theodore Mauntz resigned as director of publicity of the project in a protest against the administration's plan to dispense with theater party concessions for the opening of the swing version of *The Mikado* in favor of \$1.10 top and straight box-office sales. Consensus of board of governors of the League of New York Theaters favors formal protest to project heads. Letter of complaint will probably be forwarded within a few days. Project meanwhile replaced Mauntz with Bernard Simon, legit p. a.

Mauntz, who guided the p. a. department for three years, was asked to resign at the height of climactic disagreement over FTP policy, particularly as it applied to the importation from Chicago of the all-Negro hit production. Maintaining that 50 per cent of FTP attendance has been thru theater parties, without which the project could not have lasted, Mauntz favored advance party promotion for the Chicago show too. Paul Edwards, local administrator; Harry Mintern, director of the Chicago project; and George Kondolf, local director, agreed on box-office sales only, at least for the first few weeks of the run. This procedure, Mauntz held, placed the FTP production in direct competition with commercial Broadway productions. FTP theater party audiences having been made up primarily of new theatergoers in out-

lying districts and neighboring communities. Such an attitude, Edwards held, was "unco-operative," and he demanded Mauntz's withdrawal.

Commercial producers look up the (See FTP COMPETITION on page 16)

#### Cautious Simon

NEW YORK, Feb. 25.—When *The Billboard* called Bernard Simon, newly appointed director of publicity of the Federal Theater Project, for a statement on policy, he would pursue him for official attitude toward theater party procedure in the near future p. a. interrupted the interview to order his secretary to research what he said in shorthand.

### Hatch Suit Against The ACA Dismissed

CHICAGO, Feb. 25.—Suit of J. Frank Hatch, promoter and former outdoor showman, against the Amusement Corp. of America and its officers was dismissed in Superior Court here this week, the court ruling there was no cause for action.

Hatch last November offered suit for \$100,000, alleging breach of contract. He claimed he was instrumental in effecting the ACA merger of Royal American, Beckmann's Comedy and Rubin & Cherry shows, and that he was to receive \$100,000 for his part in the transaction. Court granted plaintiff time to re-instate the action if he so desired.

# 14 N. Y. Club Bookers May Lose License

NEW YORK, Feb. 25.—Following thru on its drive to clean up the club booking business, Local 809 of American Federation of Musicians Monday will recommend that the national office revoke the licenses of 14 agents charged with under-scaling. Specific charges will be presented against Charles Rapp, Al Rogers, Fred Nevins (Nefco), Carlton Hub, Louis Ricardo, Acme Booking Office, Law Price, Resort Entertainment Bureau, Sid Hall, United Entertainment Bureau, Izzy Ororo, Percy Oakes, Nick Elliott and Mike Hammer.

American Federation of Musicians last week signified its intention of co-operating 100 per cent with the local and indicated there would be wholesale revocations.

Great mass of evidence was collected by the local Saturday, Max Arons, chairman of the trial board, interrogating (See 14 N. Y. CLUB on page 8)

## Seek Picket Law Change

LOS ANGELES, Feb. 25.—Repeal of local anti-picketing ordinance is being sought by the Central Labor Council, AFL. Proposition No. 1, which was defeated at the last election, covering anti-picketing regulations throughout the State, is believed to be the barometer being used by the Labor Council.

Under the present law labor is handicapped by being unable to place picket lines around "unfair" places of business.

## ARTIE SHAW

(This Week's Cover Subject)

ARTIE SHAW was born on New York's East Side, but his boyhood was spent in New Haven, Conn. Still in his teens, his first professional music job was with Joe Platt's Band, an unknown New Haven outfit, which finally found itself stranded in Lexington, Ky. Artie, discouraged, returned to New Haven, played in a number of local combinations and finally jumped to Cleveland to play clarinet in Joe Cantor's Ork. Leaving this group, Shaw joined Austin Wylie, for whose band he did all the arranging and rehearsing over a period of two years, until he won an essay contest in a newspaper with the accompanying award of a free trip to Hollywood.

It was on the Coast that Artie, at 19, joined his first name band, that of Irving Aaronson, at the Coconut Grove. He toured with the ork thru the Middle West, played in Chicago and eventually wound up in New York where he quit the music business for a while to take some college courses. CBS, however, was after him to play in their house bands, so he went back to his clarinet, becoming an ace read man with practically every important ork on the network.

Thinking of the commercial type of music Shaw retired again, buying a farm in Bucks County, Pa., where he wrote a book on Dix Belderbocks, the Imperial jazz trumpeter. A year of country life, however, was enough for Artie and he returned once again to radio. A swing concert at the Imperial Theater, New York, in 1935, started him on the road to fronting his own band. He was the hit of the show—which included the biggest bands in the country—with a string quartet playing classical music against his own hot clarinet combo. He opened at the Oxy Club, which was followed by the Lexington Hotel, the French Casino and the Paramount Theater in quick succession, but Shaw didn't like the way the outfit sounded, so he took it out on the road for a year and a half of changing, fixing and polishing. It finally emerged as a 35-piece brass, reed and rhythm crew (minus all strings).

Shaw went into the Hotel Lincoln, New York, after this period, in October of last year, remaining until the beginning of this month. A theater tour is now in progress, and this, coupled with one-nighters, will take him out west for his first Coast appearance since his rise to fame. He opens at the Palomar, Los Angeles' ace ballroom, April 19 for a two-month engagement. In the meantime he concludes on the CBS Sunday night commercial on the CBS network; two shorts he made for Warner and Paramount will shortly be on the nation's screens, and his Bluebird records continue to head best-selling lists.

# 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

TAMARA TOUMANOVA—balletina now appearing in Stars in Your Eyes, legit show at the Majestic Theater, New York. Formerly with the Ballet Russe, she is an outstanding and marvelous dancer. In addition she's a pretty lass, dark and lovely, with the type of looks that ought to screen exceptionally well. Also, she has a lot of lines in her current show and manages them handsomely. Has a thick Russian accent, which would confine her to dialectic parts; but she handles the accent charmingly and, unlike many other dancing stars, really knows how to get maximum value from the lines.

## For LEGIT

MUSICAL

EVERETT WEST—romantic tenor, formerly with the California Varsity Eight and now a hold-over feature at the Chez Paree, Chicago. Has a fine voice that lends itself impressively to a variety of songs, both old and new. Has a presentable personality that should fit well into a musical show. Makes a youthful, attractive appearance.

# Philly Met Folds On Basket-Ball and Dance Promotions

PHILADELPHIA, Feb. 25.—Metropolitan Opera House is still the flax of operators. The house is dark again after 10 days as the Metropolitan Amusement Center, featuring basket-ball games and dancing. The syndicate which reopened the house after several years of idleness is already in arrears to the musicians' union and will get no music until its bills are paid.

Heavy cost of reopening left the operators without coin to advertise attractions. Del Regis, local band, took over three nights to a slim gate. The Regis dance-session was preceded by Catholic Athletic Association basket-ball games.

Because of the lack of ballyhoo, receipts for the one-night stands of Richard Humber and Mitchell Ayres were insufficient to pay for the orchestra. Ozko Nelson, learning of the situation, walked out of the engagement when the management could not pay him in advance. The musicians' union then put the Met on the unfair list until its arrears are settled.

Clem Williams was to have been the attraction when the Met put up the shutters. Incidentally, Philadelphia is also a jinx spot for Williams, this being the second enterprise to fold under him. The first was the closing of the Arcadin, which left him holding the bag for most of the pay of his outfit.

The syndicate spent in excess of \$12,000. It appears that this cash will go the way of the millions poured into the North Broad Street colosseum by the Stanley Co. and by Oscar Hammerstein, who built the white elephant to feature opera.

## AEA Okehs Co-Op Group

NEW YORK, Feb. 25.—Having submitted original contracts which proved a co-operative plan approaching the 100 per cent ideal as closely as Equity hopes to get, the Freeman Theater has been approved by Equity council. Curtain scheduled for March 9 at the Mercury Theater.

# What To Know About Federal Income Taxes

By HERBERT H. LEVSS

(Certified Public Accountant and Tax Consultant, New York)

(This is the last of a series of three articles on federal income taxes as they affect individuals in the entertainment world.)

The tax law allows as deductions from income "all of the ordinary and necessary expenses paid or incurred during the year in carrying on any trade or business." The following is a list of the more important expenses which the average showman would incur in the pursuit of his occupation:

1. Agents' and managers' commissions.
2. Traveling expenses, including railroad fares, or auto expenses if traveling so, meals and lodging. Railroad fare incurred in merely changing one permanent residence for another is not deductible. Traveling expenses are deductible only when on business "away from home," and to take credit for such items you must be able to show that you maintain a permanent residence.
3. Theatrical clothing, such as stage gowns, costumes, etc. The full cost may be taken only when the total useful life of the article falls entirely within the year. If the useful life covers two or more years the expense must be proportioned.
4. Musical instruments—same, private over useful life.
5. Salaries and tips to valets, maids, stagehands, etc. If such payments are salaries, you as employer are also liable for Social Security taxes.
6. Make-up.
7. Photographs.
8. Advertising.
9. Entertainment. Free tickets, etc.
10. Union dues.
11. Instruction and coaching—deductible only when the expense is incurred in connection with a specific engagement.
12. Telephone and telegrams.
13. Taxis.
14. Scripts, source material, etc.
15. If the taxpayer maintains an office expenses connected therewith are deductible. If his office and home are combined he may deduct a proportionate share of the rent as an office expense and any other expenses attributable to his business.

In claiming any of the deductions enumerated above, keep in mind that the expenditures must be such as are made because of and in furtherance of your business or occupation. Expenses which are not directly connected with or do not pertain to your business or the profession from which you derive your income are not deductible with the exception of specific items discussed in the first two articles.

Tax returns of show people are examined carefully by the tax department and many persons are called down for hearings. It is important therefore that you be able to substantiate the deductions made. Keep all bills, especially for hotels, costumes, instruments, etc. Keep a diary showing expenses in detail; it is invaluable in supporting items like tips, taxes and meals, for which you have no bills. It will be a handy reference for bills that have been lost and might otherwise be overlooked. If you go on the road record your itinerary.

If it becomes necessary to guess the amount of certain expenses, for your own sake be reasonable in your estimates. Tax examiners are human, and if you are, reasonable they will give you a fair break on items which may be subject to a difference of opinion.



HIGHLY interesting from many angles, all were the facts uncovered by The Billboard's recent poll on the effectiveness of night club and hotel publicity, capably and ingeniously handled by our night clubs editor, Paul Denis. Worthy of comment here due to the fact that it was not highlighted in the analysis published last week in connection with the poll is the poor showing of hotels in New York's amusement belt.

That hotels showed up poorly should not be a surprise to those intimately acquainted with the technique employed by hotels to attract attention to their dinner and supper rooms. It is quite in the proper order of things for a hotel to be dignified. But it is questionable whether this dignity should take the form of an aloofness that has no place in an enterprise that is operated for profit. It might be said in arguing against the profit motive for hotel rooms that a dinner or supper room of a hotel represents good will and other intangible items that redound in favor of a hotel even tho the rooms fail to pay their own way. This is faulty reasoning because even according to the hotel men's code the best kind of good will is good business. Regardless of the service, dignity and atmosphere of a spot, it does its sponsor no good from any angle if it fails to attract patronage. Hotels cannot do a good job; artists most assuredly cannot give the best that is in them when they play to a sea of white table covers.

As long as certain hotels tie down their press agents and cafe managers with uncalculable number of Don'ts they will continue to do poor business. As long as they restrict their press agents to efforts to begging space in the society columns the dine-dance and show spots will continue to be headaches to the hotel managers as well as those who are employed in the spots.

With the exception of the local hits, the Edison and Lincoln of Maria Kramer vintage and a few others of lesser importance scattered here and there, local hostilities are bucking the trend of the times by continuing to employ antiquated publicity methods, eschewing the high-pressure technique that is as necessary today in the hotel business as it is in selling Grover Whalen's flasks being traded in Flushing Meadows.

EQUITY prides itself on being the oldest and most substantial of the actor union groups affiliated with the Four A's. Equity has an opportunity at this time to prove how really substantial and potent it is. We wonder whether it will take advantage of the opportunity. Equity requires bonds for all casts. Recently, however, there was doubt whether a bonding company would default—and Equity informed the players involved that in case of a default it would not hold itself responsible. The players would take the rap individually; not Equity. To which we ask, Why shouldn't Equity as an organization bound to protect its members in every way possible take the rap, too?

Equity followed up on the first move of warning the players involved in the weakish bond by informing the general membership that it is not responsible for bond defaults. We don't criticize Equity for that. Forewarned is of course, forearmed. Yet it seems to us that players who lay down initiation fees and dues are entitled to full protection. It should be Equity's duty to investigate bonding companies thoroly and refuse bonds from the doubtful ones. When a company defaults the blame can be laid at the door of Equity investigators. The innocent and trusting players, who are poor business people to say the least, should not be forced to pay for the mistake.

Equity says that defaults are rare. That is quite true. But it represents a strong argument from a financial standpoint, in favor of Equity assuming responsibility. In such cases, Equity prides itself on its efficiency. Such being the case, the few instances of bond defaulting would not cripple its treasury if the organization were to guarantee effective bonding for all players.

Equity also puts forth as an argument in favor of its present policy that when there is a possibility of a bonding company defaulting the players in the acting company are wised up and can withdraw. The trouble from a very practical standpoint is that most of the players

(See SUGAR'S DOMINO on page 9)

# Broadway Beat

By GEORGE SPELVIN

ACCORDING to talk on the 'stem, a lot of young girl characters in *My Dear Children*, the forthcoming John Barrymore-Elaine Barrie starer, have been made a bit older than originally intended, for the sake of Miss Barrie. . . . Last Monday while mobs picketing the Nazi Bund meeting at Madison Square Garden were jammed outside the Longacre Theater and raising Cain, Jack Kirkland got the six lads in the Florodora number in *Must Love Someone* to go out on the street in costume and sing *The Star-Spangled Banner*. . . . It quieted the mob. . . . The Professional Women's League, of which May Abbey Lessey is president, celebrated its 40th birthday Sunday (26) at the Hotel Ansonia. . . . George Balanchine won't put on those Sunday night ballet shows after all; instead he may take his troupe out for a road tour. . . . Leon and Eddie's spends \$30,000 a year for advertising—which is the largest ad budget in town for a club of its size. . . . J. Frederick Bright, formerly publicity director of Roberts & Reimer, ad agency, has been appointed managing director of the Broadway Association, according to the announcement of L. H. Strauss, the association's president. . . . Eddie Carr, according to those who have seen him in the show, is doing excellently as Jester Lester in *Tobacco Road*; he's getting all the laughs, they say, and is playing the dramatic portions with power and effect. . . . The Village Barn, which has a roster that grows during band broadcasts and so entices customers to come down to see whether it's a live roster or only a fraud, is being bothered by the ASPCA, which is afraid that the roster may be unhappy; he lives in a coop just over the band stand and has never registered a complaint. . . . The Barn, though, isn't the only spot in town with a live roster as mascot: the Westwood Market at Columbus avenue and 83d street has (See BROADWAY BEAT on page 3)

depending on number of outlets under one management or ownership; was held to be "confiscatory" by Judge William H. Hargess, who pointed out that the measure also violated the uniform taxation clause of the State constitution. . . . In a separate opinion in the suit of several theater chains, led by Warner Exhibits, which joined grocery chains in contesting the law's legality, Judge Hargess said: "The chain theater, so far as the evidence in these cases shows, has no features or advantages which distinguish it from the individual theater either in buying, supply of capital, exhibition policy, receipts, advertising, or otherwise so as to justify a separate classification of chain theaters for tax purposes."

## Ohio Palace To Poll 'Em

COLUMBUS, O., Feb. 25.—Palace Theater here has inaugurated an "orchestra popularity contest" to continue for four weeks in an effort to discover the orchestra among its patronage. A special "band ballot stand" has been installed in the theater lobby, with stubholders getting a coupon asking them to vote for their four favorite bands. House brings in band attractions each week and poll is designated to give management a better idea as to the orchestral demands of its patronage, whether it leans toward the sweet or swing.

## Basson's Confidence Vote

NEW YORK, Feb. 25.—Flare-up of discontent in Local 806, motion picture operators' union, flattened out beneath an overwhelming vote of confidence in Joe Basson, president, whom a clique wished recalled on the claim he was not operating for the good of the local and that he had been working in cahoots with the theater owners. Basson called the accusers' bluff and yesterday held a meeting, half of which was devoted to speeches for and against and half to the voting. Net scores: 173 supported Basson; 390 favored the recall.

## S. F. Barbary Coast Out

SAN FRANCISCO, Feb. 25.—Last remnants of the old Barbary Coast will vanish this week with the opening of the Monaco, first unit of the "International Settlement" planned by Pierino Cavallo. A \$250,000 investment, the "settlement" will provide shops and restaurants featuring the distinctive merchandise and foods of foreign countries. No public dancing will be allowed in any of the restaurants, it was announced.

## Yale Puppeteers Touring

NEW YORK, Feb. 25.—The Yale Puppeteers have taken their newest musical revue, *It's a Small World*, on transcontinental tour. Troupe is covering the South this month and heads for the Southwest in March. April dates are set for California, where in Los Angeles the revue played 98 consecutive weeks at the Opera Street Playhouse on an earlier jaunt. Forman Brown and Harry Burnett are author and designer, respectively.

# Paris Film Men, in Tax Revolt, Sock Ad Firms; Actors in Weeds

PARIS, Feb. 18.—The conflict between movie house owners and the Paris municipal government over increased taxes recently imposed has again flared up and threatens to bring important outside influences into line with the owners as they ordered reprisals in the form of suppression of all advertising. The owners have agreed to suppress all newspaper, billboard and neon sign advertising. The loss of income will seriously affect all these branches of business, which will probably exact heavy pressure on the government to ease taxes.

Owners also adopted an open boycott of the government as they decided to protest no political news events, so that Parisians will not be able to see Daladier and other political leaders on the screen. Film companies will not send cameramen to important functions. Thus the war against the Paris municipal tax increase reaches a serious stage after the protest by closing of all houses for three days a month ago.

Film officials believe the present measures will be sufficient to lead gov-

# Dep't of Commerce Discovers Lots of People Go to Movies

WASHINGTON, Feb. 25.—According to figures recently released by the department of commerce, motion picture exhibitors of the United States spent \$30,000,000 during 1938 for stage shows and miscellaneous added attractions. This figure represents 3 per cent of \$1,000,000,000, estimated as the gross box-office receipts for all picture houses during 1938.

Breakdown of the \$1,000,000,000 gross box-office estimate indicates 63 per cent of this was used for local expenses in the following order: staff and management, \$250,000,000; rent, insurance, taxes, interest and depreciation, \$150,000,000; local advertising and publicity, \$80,000,000; light and heat, \$50,000,000; interest and dividends, \$50,000,000, and other taxes and insurance, \$40,000,000. About 35 per cent of the annual take paid for film rentals, 25 per cent, or \$250,000,000, going to the producing studios, and 10 per cent, or \$100,000,000, to distributors for prints, advertising, sales and service costs, etc.

Average daily film rental per theater was \$25; but in de luxe first-run houses per picture rental was between \$5,000 and \$25,000. Last-run theaters paid between \$5 and \$25.

Total seating capacity of 17,541 theaters operating in 1938 was estimated at 10,924,484. Average daily attendance per theater per show was given as 250, with

average daily attendance estimated at 500. Total average daily attendance at all picture houses figured at 12,152,000.

Department of commerce estimates the industry's world capital investment to be \$2,650,000,000, and of this figure the American investment comes to \$2,000,000,000. Theater construction expenditure in 1938 in the United States was \$19,717,000, as against \$29,000,000 for 1937.

# Have You Studied Harmony?

## HARMONY AND OTHER ADVANCED MUSICAL TECHNIQUES ARE USED BY TODAY'S MUSIC LEADERS

### Become a MUSIC LEADER—Earn Good Money

A mastery of our Home Study Course—in the field of your choice—will put you in position to obtain the outstanding positions in orchestras, bands, schools, churches, on radio programs—wherever music is used—at incomes that attract. Step into the place of leadership. Write today for our descriptive catalog, with sample lessons in the course that interests you.

## UNIVERSITY EXTENSION CONSERVATORY

- Dept. 32U, 1525 E. 53d St., Chicago, Ill.
- I am interested in the free catalog; also in the course marked below. Send information to:
- Piano (Standard) — Harmony
  - Piano (Normal) — Choral Conducting
  - Voice — Public School Music
  - Violin — Voice
  - Drama — Guitar
  - Trumpet — Mandolin
  - Advanced Composition — Clarinet
  - History of Music — Saxophone
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Now Available on 16mm. for Showings in Schools—Churches—Clubs—Towns Without Theatres

C. C. BUREAU PRODUCTIONS

**SPECIAL AGENT K-7**

Our big descriptive catalogue lists hundreds of other desirable film subjects. Photos of late featured programs sent for just \$20.00 a week.

EASTIN 16mm. PICTURES CO.  
Davenport, Iowa  
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**THEATRE EQUIPMENT NEW & USED**

Special feature: **MOVIE-SUPPLY CO., INC.**  
430 E. WABASH AVE. CHICAGO, ILL.

**THE FILM WEEKLY AUSTRALIA**

Offering the Motion Picture and Entertainment Field Quarterly

Conducted by KEVIN BRENNAN,  
198 City Terrace Building, The Street, Sydney, Australia Office of THE BILLBOARD.

# Pennsy Chain Tax Declared Invalid

HARRISBURG, Pa., Feb. 25.—Dauphin County Court on February 20 declared Pennsy's chain store and theater tax act of 1937 to be invalid and issued a permanent injunction restraining the State Department of Revenue from enforcing the measure.

The law, taxing theaters on a graduating scale from \$1 to \$500 annually,

**Get into the Road Show Business**

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell projectors.

Write today

**Ideal Pictures Corporation**  
Dept. B.B.  
28 East 8th Street, Chicago, Ill.

**CLINTON HOTEL**

10th Street, Below Spruce, PHILADELPHIA, P.

Seven Stories, Elevator Service

Newly furnished and decorated. Running water in all rooms. Rooms with bath. Special Theatrical Rates by Day or Week, from \$1.50 per Day to \$6.00 per Week.

**ROOFLESS PLATES** with 3 POINT SUCTION FEATURE!

Featherweight—no nails—Noval Taste—no odor—Stays! Stays! Stays! like the extra long room, clear mouth, all forms false teeth—by mail—lowest prices. 60-day trial.

Write for FREE Catalog and Information. We'll send you. Monthly Payments, 24 Hour Service. MOD. LAB., 1601 Hod William Bldg., Tampa, Fla.

**GLEN RICE, NOTICE!**

Contact E. W. LITTLEJOHN, Home Theatre, Milpitas, Calif. Information wanted without commitment by damage suit!

**STOCK TICKETS**

ONE ROLL... \$ .50  
FIVE ROLLS... 2.00  
TEN ROLLS... 3.50  
FIFTY ROLLS... 15.00  
100 ROLLS... 29.00  
ROLLS 2,500 EACH.  
Double Coupons, Double Price.

No C. O. D. Orders  
Size Single The. 152"

**TICKETS (Of Any Description)**

Special Printed to Order. Tickets From 24 to 48 Hours. Send Us Your Inquiry.

**THE TOLEDO TICKET COMPANY**  
TOLEDO, OHIO, U. S. A.  
Phone (From anywhere), ADAMS 7819.

**SPECIAL PRINTED**

Roll or Machine.

10,000... \$ 5.95  
30,000... 9.95  
50,000... 12.75  
100,000... 19.00  
1,000,000... 150.00

Double Coupons, Double Price.

# Radio Survey of Mason City, Iowa

## LAST PORTION OF STUDY SHOWS STATION WHO, DES MOINES, LEADS ALL OTHERS IN MASON CITY . . . KGLO, LOCAL STATION, DOES FIRST-GRADE JOB



THE concluding portion of a radio program study of Mason City, Ia., prepared for The Billboard by the Market Research Corp. of America, shows in total quarter hours how the stations servicing this territory rank. Taking the quarter-hour program as the basic unit, these figures are obtained by multiplying this basic unit by the number of times the program was heard. Thus, an hour program rates as four units. If an hour program is reported heard by 10 listeners, it means the station broadcasting this program is given 40 credits.

There is no doubt that the most heard station in Mason City is WHO, the NBC Red station in Des Moines, about 100 miles distant from Mason City. The Des Moines 50,000-watt

dominates both the daytime and nighttime figures, roughly to about the same extent in each case. However, it should be noted that the local Mason City station, KGLO, makes an excellent showing, all factors considered. It is a 100-watt station (nighttime) and does not carry any too great a number of network (CBS) programs. Previous portions of this survey have shown this station to be unusually strong on local programs and local area showmanship. WHO, totaling 3,155 mentions for evening listening, had 2,431 network mentions, 621 local program and 103 spot mentions. KGLO had 431 network mentions and 440 local mentions. KGLO rounded out its total of 870 with 99 spot units.

For the daytime period, WHO gar-

nered a total of 940, of which 719 were network and 221 local. KGLO had 390% chain mentions and 400 local mentions.

Both in nighttime and daytime ratings, WMT, Waterloo, ranks third, although its total mentions do not compare with the two stations heading the list. WMT totaled 110 nighttime and 50% daytime mentions.

After WMT the totals are WimpY, WCOO, Minneapolis, ranking fourth day and night; KRNT, Des Moines, fifth day and night, and WLW, WGN, WJB and other distant stations completing the list.

Next week's issue of The Billboard will contain a recapitulation of the 10 surveys published to date.

### FCC Says WLW Stay Would Usurp Power

WASHINGTON, Feb. 23.—The Federal Communications Commission, answering the petition of Duke M. Patrick, counsel for WLW, Cincinnati, seeking stay from the U. S. Court of Appeals, asserted that the court had no jurisdiction in the present case and was without power to grant a stay which would be authorization for 500,000 watts, which the FCC refused to continue. WLW's attorney had charged the commission with "assignment of error." FCC thru the brief by General Counsel William J. Dempsey and Assistant General Counsel William C. Kopyovitz, answered, in effect, "pooh-pooh."

FCC contends that only the FCC can grant an experimental license and that these experimental licenses do not convey the same rights of appeal granted regular licenses. FCC does not neglect to stress that the decision complained of does not prejudice WLW's right to operate at the maximum amount of power granted to Class A stations. In addition, the FCC pointed out that WLW has pending an application for authority to operate on a regular basis with the same power it had operated under the experimental license. This, the commissioner inferred, was a tacit admission by WLW that it recognized the difference between the regular and the experimental tickets.

Case has provoked much comment among radio lawyers and around the FCC. Consensus is that FCC has the stronger base, purely on the basis of the charges, inserted in all experimental tickets to the effect that they are given only temporarily and can be canceled without notice or hearing. Acceptance by the licensee of these terms is held to be all that the licensee can expect, according to opinion.

### WXYZ Effects Many Changes in Staff

DETROIT, Feb. 26.—WXYZ, key station of the Michigan network, has made a number of shifts. Ted Robertson, head of the sound department, has been made assistant dramatic director, being replaced by Fred Flowerday. His former assistant, Larry Kelley, announcer, becomes head of transcription department, succeeding Al Hodge, who becomes another assistant dramatic director. Fielden Harrington, announcer, has been moved up as assistant studio manager in addition to being "assistant chief announcer." John Goodhart resigned from the singing staff to go to Chicago.

In addition, following have been added to the staff: Robert Hite, announcing staff; Roy Renger, sound department; Albert Hayward, engineering; George Kelly, malling; Veva Nally, singer, and R. M. Johnstone, Ida Muller, Frank Russell and Bruce Miller, dramatic department.

Shifts represent the biggest list of changes by any local station in years.

### And No One Denies

PHILADELPHIA, Feb. 25.—WIBO proudly advertises the fact that it has the "world's worst program." A paid ad to that effect was carried in local journals this week.

Heard daily between 7 and 8 a. m., Rupert Werling, announcer, and Archie Stebel exchange "world's worst gags" between recordings.

### Novelist, Tax Expert Turn Press Agents

CHICAGO, Feb. 25.—New radio publicity firm made its bow here this week, headed by Alma Sioux Scarborough, novelist and former writer for King Features, NEA and North America Newspaper Alliance. Business end of the new set-up, to be known as Scarborough-Melcher, Inc., will be handled by Louis Melcher, tax expert and financial manager for several local radio stars.

Miss Scarborough has been in Chi several months writing radio dramatizations of some of her novels, and will continue to make radio writing a portion of the new bit. Publicity end of things will be concentrated on radio performers but not exclusively so.

### Fibber Renewed

NEW YORK, Feb. 25.—S. C. Johnson & Son, Inc., has renewed Fibber McGee (Jim Jordan) and Bill Mills Orchestra for 24 weeks beginning April 11 in the interests of Johnson's Floor Wax. Network will be 70 stations. Aired on NBC, Tuesdays.

Agency is Needham, Louis and Brorby, Chicago.

### NBC Expected To Succumb To AGMA License Demands

NEW YORK, Feb. 25.—The Leo Fibber, executive secretary of the American Guild of Musical Artists, would not commit himself on the possible outcome of license negotiations with the NBC Artists Service, general opinion is that the NBC will sign, having been more conciliatory toward the deal than the Columbia Concerts Corp., still a long way from submission.

AGMA has set Monday as NBC's deadline. Recent success of American Federation of Radio Artists in obtaining advertising agency contracts and united front put up by sister unions of the Associated Actors and Artists of America are expected to bring the artist bureau in line. In case of reversal AGMA intends to resort to Four A's pressure, having been assured of co-operation from Screen Actors' Guild already.

Aside from resenting the idea of being licensed, the basic bone of contention has been rate of commissions, AGMA limiting the bureaus to 15 and 10 per cent on the net income for concert, and radio, opera or films, respectively. Booking offices have heretofore been taking commissions on the gross figure, which included artist's traveling expenses and accompanist's salary.

PITTSBURGH, Feb. 25.—Two stations announcing changes in past week, Dick Hogue, formerly with KDKA, began duties at WQAE, opposition NBC-Red outlet. Blue net station appointed Aidan Fitzpatrick, formerly with Boston and Springfield (Mass.) stations, to fill Hogue's place.

### Aircasters Aid Copyright Pool Measure in Ore.

SALEM, Ore., Feb. 25.—Broadcasters from most of the stations in Oregon appeared Wednesday before the Legislature to support a measure which would require all copyright pools to file with the secretary of state a complete list of the composers and authors together with a complete list of the compositions they control. Measure has not yet come to vote.

John Kendall, representing a group of broadcasters, said that radio stations were virtually compelled to obtain a license from the pools for protection against copyright infringement, yet did not know what they were paying for.

Charles W. Myra, president of KOIN and KALE, Portland, and former NAB president, said broadcasters weren't trying to evade payment for any music they might use on their programs, but objected to "buying a pig in a poke."

"Radio stations are now virtually forced to sign contracts with the copyright pools on threats of reprisal for infringement of copyrights," Myra said. He explained that most stations paid for licenses from several pools and paid for the right to use the music whether they used any of it or not.

Merle Cheasmon, operator of Astoria's Station KAST, said that under his contract he was required to pay 5 per cent of his gross revenue from all programs, whether or not they made use of music, to a copyright pool, but had never been able to find out what composers or compositions his pool controlled.

Herman Kenin, representing the American Society of Composers, Authors and Publishers, denied that his pool ever refused to divulge the names of its members or their compositions. He said his pool, the largest of the kind, represented 1,100 composers and 200 publishers in America and a total of 44,000 authors and composers in the world. Since it was organized in 1914, theater owners and broadcasters have been trying to destroy it, he charged. "Radio operators do not want to pay for the music they use except on their own terms," he declared, explaining that the proposed bill would cost his pool \$20,000 a year.

### WOR Gets AP News; Mutual Ticker Pends

NEW YORK, Feb. 25.—Associated Press news tickers were installed this week at WOR service beginning Washington's Birthday. WOR thus joins the ranks of CBS and NBC in being fed AP news. Negotiations are now going on for the entire Mutual network to get AP lines.

AP stresses that in giving news to radio stations and networks without charge, other than costs involved in maintenance and so forth, that it is fulfilling an obligation it feels it owes to the public. AP deal provides that Associated Press newspapers be mentioned on all broadcasts using AP news.

### AFRA-WGN Negotiate

CHICAGO, Feb. 25.—Series of talks have been in progress here between AFRA and Mutual's WGN outlet for wage and hour codes with the unions. AFRA expects to sign the station within the next two weeks, putting into effect both commercial and sustaining rates. Ray Jones, local exec secretary; Phillip Lord, Dan Butler and Sam Thompson are representing AFRA, and Ed Wood, sales manager, and Quin Ryan, station manager, are talking for WGN.

Mason City Listening Chart				
Evening				
STATION	Network Mentions	Local Mentions	Spot Mentions	Total
WHO	2,431	621	103	3,155
KGLO	431	440	99	970
WMT	102	8	—	110
WCOO	78	—	—	78
KRNT	56	—	—	56
WLW	6	—	—	6
WGN	2	1	—	3
WJB	2	—	—	2
WBBM	2	—	—	2
KSO	2	—	—	2

Daytime				
STATION	Network Mentions	Local Mentions	Spot Mentions	Total
WHO	719	221	—	940
KGLO	390%	400	—	790%
WMT	16	34%	—	50%
WCOO	24	5	—	29
WOL	—	25	—	25
KRNT	—	1	—	1
KSO	—	—	—	—
WOW	—	—	—	—

\* Unaffiliated, non-commercial radio stations.

# GEN. FOODS SAYS "NERTS"

## Talking Shop

By JERRY FRANKEN

### A Good Job

Ruthrauff & Ryan have just issued a promotion booklet, *Human! Handle With Care*, which, I think, is one of the best jobs I've ever seen. Mountains of radio promotion are distributed annually, but very little of it takes the time to be patient, reasoning and logical. Designed to further a specific purpose or end, most promotion goes at its job hammer and tongs. The Ruthrauff & Ryan piece, it should be said, does not maintain its pace or quality, tapering off at the end into a psalm of praise for Ruthrauff & Ryan and all the leads in their radio department. This, tho, may certainly be overlooked in view of the contents of the first half of the book.

There has always been a school in radio that screamed one word and that one word alone, namely, "Showmanship." This school saw nothing else in radio and calmly overlooked commercial radio's dual purpose—entertainment and selling. Or, as the book puts it, "Entertainment by selling." This school is partly exemplified by another point raised by the book in which "formula" shows are criticized. The "name show" formula has worked out very well on many occasions and just as frequently, or nearly so, bounced right back in the faces of its supporters.

I can see the logic and truth of the support the book gives to daytime shows. This is explained by the need of listeners for escapist entertainment. Admitting this to be so, I still feel that the number of these shows is unjustified; that there are so many of them because a large portion is using the early success-failure test that to be an escapist program of daytime show need not be a trashy serial, and, finally, that if it's escapist stuff when the sun is out, why isn't it at night? There is also much truth in the theory that sponsors are easily sold on daytime strips because of the many sales success stories they have written.

*Human! Handle With Care* should be required reading for many in radio—performers, producers, directors, advertising and others. If possible, that large group that camps at radio and sneers at the alleged l. q. of its audience should read it. It could become a handbook for radio reviewers. Most radio criticism—and there certainly isn't much radio criticism compared to the schools of criticism on other entertainment media—has always seemed to me to be incompetent. Most radio critics take the opportunity to coin fine phrases and otherwise show off, rather than to look at the overall requirements of a radio program. Legit producers have long argued that the average dramatic critic approached his work with an attitude expressing this thought: "Entertain me, I dare you." This hammer-in-hand attitude is quite apparent in many radio reviews.

One line in the book, however, is really sticking with me and strikes me as one of the most pertinent phrases descriptive of the radio audience. Speaking of the hundreds of thousands of listeners, bound to "time clock and dishpan," the book says, "They endure monotony." That is truly cogency of expression.

### KTFP's Gimmick Okeh For Two-Bit Accounts

TWIN FALLS, Ida., Feb. 25.—A five-minute spot called the *Trading Post*, built by KTFP for advertisers who can't afford much of a radio budget, has checked, with a second one being started. Program is for the disarmed ad type account, five minutes being devoted to the various spot announcements, sound effects breaking up the succession.

### Casa Loma Gets Ford Dealers' Wax Series

NEW YORK, Feb. 25.—Clon Gray and the Casa Loma Orchestra were set this week for a transcribed series of shows for the Ford auto dealers. Means the band will cut 30 platters.

### Jack Happy

NASHVILLE, Tenn., Feb. 25.—Jack Harris, press agent for WBM, notes that the station has more jacks floating around than a service station. Jack Stapp is newly named program director; Jack DeWitt is engineering head; Jack Shook is a musician; Jack Montgomery a panel man; Jack Carr is a crooner; Jack Daniel is in sales, and Jack Harris is a p. a.

## L-W Continues Rights Bureau

WASHINGTON, Feb. 25.—The National Association of Broadcasters Bureau of Copyrights, problem child of the association, this week landed its second foster father, the Langlets & Went-Worth Recording Co. Stopping in and agreeing to continue the recorded tax-free music library. A previous deal between NAB and Brinckerhoff Laboratories fell thru when Brinckerhoff declared the deal was financially impractical.

NAB members have been mailed a letter and analysis of the contract arrangement with Lang-Worth. The Brinckerhoff deal would have absorbed the bureau, whereas under the L-W terms it remains in existence and is to receive 30 per cent of the money paid by stations now subscribing, the bureau having agreed to furnish these stations 100 hours of music. Twenty hours have so far been delivered. Remaining 80 hours will come from Lang-Worth at \$10 per hour, recording firm also agreeing to supply an additional 200 hours at the same price, plus increases costed by the new AFM scale. Based on a minimum of 300 subscribers, 270 hours is to be furnished by the end of 1940, and 300 hours by April 1, 1941.

NAB has about \$50,000, if not more, tied up in its wax library, designed to give broadcasters a lever against "debtors" by ASCAP.

### Herbiveaux for Menser

CHICAGO, Feb. 25.—Julius Herbiveaux, NBC production head for the Central Division here who succeeded C. L. Menser in that position January 1, is slated to succeed him as program manager Wednesday when Menser leaves that post to set up branch offices here for the Gardner Advertising Co., St. Louis. Menser had assumed his new duties at NBC when Sidney Strotz advanced to job of acting v.-p. in charge after Niels Trammell's promotion to v.-p. in New York. Menser's first big assignment with Gardner agency will be producing of its *Inside Story* program for Balston-Purina. Show will move to a Coast-to-Coast NBC net on March 14 from CBS. It was this show, incidentally, which decided Gardner's move for a Chi office.

## Midwest Gals Sing Con Dolor As Arkie the Woodchopper Weds

CHICAGO, Feb. 25.—Yes, Miss Meeker, it's true that Arkie the Woodchopper is married and has been for two years now. With that info from Eddie Cavanaugh on his radio gossip show, a catastrophe of no little proportions swept across the Midwest, leaving in its wake the broken hearts of thousands of farmers' daughters and billions of city-gals. These figures are from a survey by Phony & Schmoo. Letters, telegrams and phone calls began to stream into WLS, where our romantic friend Arkie (Luther Osenbrink) pipes his trade by singing and strumming a pre-fab. The epistles were urgent requests from feminine suitors wanting WLS to confirm this heart-breaking news.

Confirm it they did, sending out the crushing news via the ether to fall on the ears of those hopeful, trusting prairie Judy's who felt pangs of unrequited and disillustioned love. At first WLS acted without the sanction of the black-guard Arkie, who said: "This revelation will ruin my career." But Arkie didn't know the spot that he and the WLS-ers

## Radio's Top Talent Customer Tired of Hollywood's Tactics

HOLLYWOOD, Feb. 25.—General Foods, the radio advertiser which pays more weekly talent costs than any other on the air—supporting a number of major programs—is authoritatively reported "fed up" with Hollywood emanation of radio programs and is accordingly making plans to center all its radio in the East. The one exception will be the Jack Benny program, which is also an exception to the factors that have caused GF to arrive at its present conclusion.

Reported more by General Foods will call for dropping the Joe Penner and Joe E. Brown shows when their present contracts expire. The MGM Maxwell House coffee show, *Good News*, is already slated to wind up at the end of the present radio season. Agency on both the Penner and Brown shows is Denton & Egwies, which is reported to be wholeheartedly behind the move.

Reasons for General Foods' attitude are largely intangible. The company is "tired of Hollywood." The attitude is that producers, directors and others sent out from New York to work on programs go "Hollywood" when they hit this burg. Expense accounts hit new highs that never would be dreamed of before the Hollywood influence, it is claimed. This may impress as a petty thing, but its importance is not of itself but what it represents.

### WBBM Series Renewed

CHICAGO, Feb. 25.—Patrick Bros., makers of soap products, renewed for another 52 weeks with their *Misus Goes to Market*, *Meet the Misus* and *News for the Misus* series of shows conducted over WBBM by Tommy Bartlett. It was rumored that there was some chance of the sponsor either dropping or switching this big gun to the upped budget required since first of the year, but now contract went thru this week from Neiser-Meyerhoff, agency handling the shows. Account has been on WBBM over two and a half years. WBBM also thinks it has something in this Bartlett, Bartlett is grooming him for a network day-timer.

### 72Gs Worth of Spots

NEW YORK, Feb. 25.—Longines-Walthausser Co. thru Arthur Rosenberg ad agency, this week renewed its contract for time and spot announcements on WOR. During the next year the Longines watchmakers will spend \$72,000 on the station.

Contract calls for five announcements daily, four of them on time identification signals and one a commercial announcement.

As a consequence is sponsor dissatisfaction with production and the fact that the 3,000 miles between New York and here means the sponsor loses a sense of control over the program. The bank-rolls. Last-minute changes, for instance, cannot be made easily.

Another factor of annoyance is Hollywood's idea of money. Prices asked for average name film players hit the advertisers right between the eyes and send chills running spine-wards. Added to this is the general independence of these stars and difficulties in doing business with their agents.

Bulk of General Foods shows are now coming from the East, those including the two Kate Smith programs, *We the People*, *Al Pearce* and *Mary Margaret McBride*. Whether the Pearce show will be affected is not known, altho, because it was an intact cast and because Pearce is not a film star, it does not come under the category of other GF shows. Pearce prefers Coast emanation and is East temporarily.

Attitude of the ad agencies is said to be that in the main New York can supply shows the equal of those available here, and the expense and overhead of maintaining Hollywood offices can be saved.

## Paramount Tops WK's Free Plugs

HOLLYWOOD, Feb. 25.—Paramount again leads flicker plants with six plugs for films this week, with 18 of the lot's players putting in the nod for their picture matter.

Carl B. DeMille plugged *Union Pacific* over the Lux show. Edward Arnold stuck in a note about *Men About Town*, new Jack Benny flicker. Bob Hope built up some *Live It Hot* and *Never Say Die*. Martha Raye over CBS also plugged *Die*. Charlie Ruggles laddled out plaudits for *Initiation to Happiness*, new Irene Dunne-Fred MacMurray film. Bing Crosby employed *The Star Maker*, his new one, while Bob Burns ballyhooed *The From Missouri*. *Gracie Allen Murder Case* and *Men About Town* were also boosted.

Bob Hussey, Paramount's praiser, recently elevated to radio relations post, reported responsible for plant's budget of plugs.

### WBBM, Chi, Prunes Staff

CHICAGO, Feb. 25.—Budget pruning hit Station WBBM, giving several employees the gate. All ten specialists were let out to be replaced by page boys. Plans to consolidate the news and community departments were also under way, bus number to be let out by this move had not yet been determined. Ted MacMurray, of the program section, resigned to go with NBC and was not to be replaced. Statement from the CBS outlet said that the "ax-wing" was a result of increasing overhead instigated by the union agreements plus a general siphoning in all costs. Station's spot and local biz have shown a decline, too, making the retrenchment necessary, it was said.

### AFRA Sets KNX; Starts On Other Coast Spots

HOLLYWOOD, Feb. 25.—KNX is expected to sign with AFRA on wage and working agreement under terms already in effect with NBC and CBS webs in New York.

Plan to bring all local stations in AFRA fold was announced by Emily Holt, national executive secretary of organization. After signing of KNX, AFRA will begin working on indie outlets. It was believed that little if any adverse comment would be felt.

Miss Holt has left for San Francisco to straighten out situation in Bay city.

were in, and Arkie wasn't aware either that Cavanaugh had in reality done the Woodchopper a favor. Just listen to what this original purveyor of the sad news was up against.

Eddie Cavanaugh is one of these regular live-and-let-live type of guys, but how would you have handled a situation like this? Eddie gets lots of mail from his listeners' asking personal and intimate questions about the ether world and the people who live in it. Eddie always does his best to answer these inquiries on his air shot. So, recently, he received a letter from a curious fan which read something like this: "I live in the same apartment building as does Arkie the Woodchopper and I have noticed him going into his place quite frequently with a woman. Now I want to know, is he married or... what?"

So, that is the story of Arkie the Woodchopper and the reason why the mag., *Radio Radio*, was late coming out this month. The editors held up the presses until they could get a wired confirmation from WLS on Arkie's marital status.

# Zanuck Pulls Second Smart One; Warner Show Starts on Don Lee

HOLLYWOOD, Feb. 25.—That the radio-film "battle" now on will not receive support of all studios was foreseen this week when it was stated that Warners have signed with the Don Lee net for 26 weeks to supply talent from contract roster. New series of weekly half-hour shows to be sponsored by Southern California Association of Ford Dealers.

Warners would not state whether this meant they would allow players to participate in other shows or not. Just at the time when other studios, led by 20th Century-Fox, are jangling flicker personalities from radio, Warners sign for this new series. First show yesterday featured Gloria Dickson, Bryan Foy, Bonita Granville and Frankie Thomas. Owen Crump, of KPWB, the Warner-owned station, will emcee. Show will be on the Coast net of Don Lee until March 10, when it will ripple to c. over Mutual.

Warner deal came right after Darryl Zanuck, 20th-Fox, declared he had "bought up the air" in Alice Faye's contract. Miss Faye had a clause in her contract calling for eight air appearances per year. Her last appearance was last year on the Chesterfield show with Hal Kemp. There will be no effort to take Don Ameche from the Chase & Sanborn show in spite of a story to that effect. It was claimed that Ameche was primarily a radio personality and owed his film popularity to the other audience. Possibility that Hollywood will lose its hold as a radio center was scouted by one ad exec today. Despite fact that Lawton Campbell, of Rulhauff & Ryan, and

Tom Rorer, of Beaton & Bowles, are in town, supposedly to see "which way the wind is blowing" regarding film-radio status, a majority of those in the know see little to cause immediate worry.

It is reported that Lenox Lehr, NBC proxy, is due in Hollywood the latter part of this month to attempt a get-together between radio and studios.

Consensus is that Darryl Zanuck has pulled his second smart publicity-exhibitor relations stunt. His first was in taking Tyrone Power off the air, despite the Alice Faye announcement. Off the air for several months, the actress wasn't an especially hot radio candidate. Meanwhile, the anti-radio pie goes to Miss Zanuck.

## TMAT REVIVES

(Continued from page 3) which would act as liaison for all the unions in negotiations with employer groups. Joint committee would pass on equity and fairness of scales and demands set up by individual unions, throwing full support to any member group when necessary.

Rather than amalgamate with an international, both Gerber and Oliver claim that TMAT seeks sufficient numerical strength to warrant its being awarded international charter. The union recently signed up Arthur M. Oberfelder's road companies and the Major Bowes units. Nearer home, the several divisions of the union will meet and appoint committees within the next two weeks to discuss modifications, if necessary, of the basic agreement with legit producers. Contract expires August 31. It changes are to be made by either party notice of desire to alter must be made 60 days prior to expiration. Union officials agreed there was little likelihood of important changes being made in salaries, but said a few working conditions might be altered.

## SUGAR'S DOMINO

(Continued from page 4) else to stay on and take a chance. In such a case Equity should not be held responsible. The point is that there should be some way to make sure that the players are really warned in time. It has happened before that more important matters than that have been neglected by employees of union organizations.

As a remedy we suggest that Equity's by-laws should provide that in the case of a doubtful bonding company players must be told in proper time and then allowed to make their own decisions. If Equity fails to call the turn on a defaulting bonding company or if the headquarters staff fails to warn the players Equity should hold itself responsible.

Other organizations—such as the AFA—are breaking into the bonding field. Which makes this issue more important at this time than if it applied strictly to Equity. For its sake as an organization and for the benefit of its members Equity should apply itself more diligently than ever before to the various ramifications of the problem of effective bonding for players.

# Skeptics Claim NBC Wants Hit Shows, But It Must Be for Free

NEW YORK, Feb. 25.—That NBC's lofty announcement of a series of major sustaining shows appears to be an exaggeration is indicated in the fact that the network declares it is unwilling to gamble any considerable amount of money on these retainers without first waiting to see what happens with the new Doc Rockwell series. The Rockwell show is the first of the programs launched on the "build up the Blue" campaign. Concomitant with announcement of the Rockwell program, NBC told of grandiose plans for lining up a number of other expensive sustaining shows.

According to a spokesman for the web, NBC is definitely "unwilling to gamble" with two or three high-priced retainers because the total loss, in the event the programs did not click and sell com-

## Information, Please

NEW YORK, Feb. 25.—What with NBC's 600 stooges, 614 office boys and an equal amount of people in charge of something or other the system of efficiency works itself into a cycle that is soon going to make a couple of NBC employees candidates for the strait-jacket.

John Baxter, of the Artists Bureau, was trying to get some information the other day and called someone in the building whom he thought might answer his question. That person shoved him on to someone else and so forth and so on down the line to eight people. When Baxter finally got to the eighth person, he made his query without mentioning his name. The person on the other end of the phone said, "Call John Baxter; he has that information."

## BROADWAY BEAT

(Continued from page 5) Live bapian rooster that struts around among the vegetables and meats and has become the pet of regular customers. . . . George M. Cohan went to a night club for the first time in 20 years when his daughter Mary opened at Mon Paris last week. . . . Paul Dennis, of The Billboard staff, was dizzy all last Thursday; some lovely had been teaching him ballroom while the night before, and he'd studied too seriously.

Russell Collins is using a come these days, the result of a fall from a horse. . . . Bill Hardy has been getting some nice publicity for his club by lending some of his old-time posters to department stores for newspaper ads. . . . Russell Market is excited because he won a bottle of champagne in a Rainbow Grill dance instruction hour contest last week. . . . An actor's vacation: Frank Heller, assistant stage manager for The American Way, wanted to take a trip before rehearsals began, but had to make sure he'd get back in time, so he took a trip to Bermuda—and stayed there just six hours. . . . So-called society night clubs expect to cash in on Cafe Society, new film that uses the owank saloons as background. . . . Press agent accuracy: The program of I Must Love Someone proudly announces that Melba Deane, one of the girls in the show, got her job just two days after she arrived in New York, but she's been in town for about three years. . . . A lad who played a bit in the film version of one third of a nation, produced in Astoria, wanted to know whether he looked more like Tyrone Power or Robert Taylor, and when told that the resemblance to either was, to say the least, slight, he quipped, "See the kind of cheap cameramen they use in the East!"

## 14 N. Y. CLUB

(Continued from page 4) some 60 band leaders and sifting contracts covering business during the past year. Arons Monday will head the delegation presenting facts to Bert Henderson, APM exec in charge of licenses. Action by the national office will probably be rapid.

In line with local's recent policy in cleaning up evil of underscaling, band leaders co-operating with the union in unearthing evidence will not be penalized. According to Arons, leaders interrogated in drive against the agents will not be penalized owing to willingness

to aid the trial board. Fact that leaders have been forced into collusion by economic stress is also taken into account.

Agents, momentarily expecting the ax, have not been called for interrogation and probably will not if APM decides contractual facts already known are sufficient.

# Weber Hears Crosby-R-O'K Case March 7

CHICAGO, Feb. 25.—Final disposition of the Bob Crosby-Rockwell-O'Keefe case will be made by Joe N. Weber March 7, when all parties involved air their grievances before the APM proxy at the offices of the Federation in New York. Crosby and Bill Rodin, prez of the band's corporation and playing member, will fly in for the hearing.

On his way back to New York from Miami, Fla., Weber stopped off here and huddled with Rodin on Tuesday, discussing the mess in detail. Weber, it is understood, is sympathetic with Crosby's side, claiming Rockwell-O'Keefe should not have corporated the band after similar unsuccessful action with the Casa Loma Band.

While here Weber huddled with James C. Petrillo, local musician chief. One of the matters discussed was the charges lodged against Decca Record Corp. Petrillo flatly denied that the case has been settled and is going to New York today to again meet with Weber and thrash out the matter.

## CRA Execs in Cincinnati

CINCINNATI, Feb. 25.—Charles Arista, president of Consolidated Radio Artists, New York, and Eddie Kresler, of the CRA Chicago office, motored in here from Windy City last Saturday night to catch Buddy Fisher's Ork, current on an extended engagement at Old Vienna here. Stan Zucker, also of the CRA forces, jumped in here last Sunday for the same purpose. Fisher was set on the Old Vienna date by Morrey Davidson, local CRA rep. The talk is that Fisher will go either to Chicago or New York from here.

## MCA Execs on Run Again

CHICAGO, Feb. 25.—Charles Miller, head of the local office of Music Corp. of America, is back at his desk again after a month's stay in New York. He will remain to take charge of activities while W. H. (Bill) Stein, formerly stationed here, will temporarily make his headquarters in New York. Lew Wasserman, another exec formerly with the local office and more recently in New York, left the latter branch for the West Coast, to work out of the Beverly Hills, Calif. office for an indefinite period. Robert Kramer, of the local staff, took leave of absence to recuperate from a recent illness. Went to San Antonio for rest period.

## Webb for Hub's Southland

NEW YORK, Feb. 25.—Following his run at Park Central Hotel here, Chick Webb takes in six weeks of theater. Opens March 8 for a fortnight at the Paramount here, following with consecutive seven-day stretches at the State, Springfield, Mass.; Howard, Washington, Paramount, Newark, N. J., with the windup for the April 14 week at the Fox, Philadelphia. Moe Gale, Webb's personal manager, has the band opening April 21 at the Southland Cafe, Boston, lingering until May 19. Deal is also on fire to return Chick May 20 for an additional four weeks at the Park Central Hotel.

## Green for Par Fair Plugs

HOLLYWOOD, Feb. 25.—Molly Green, former secretary to Tubby Garon, of Paramount Music, has taken over job of handling music clearance for the San Francisco Fair. Garon trained in this week from his trip to Frisco where he contacted plugs for new tunes.

New face in music row here is Harold Wald, who recently came west to take over reins of Ohlman music company.

## Davis Ork for Rainbow

NEW YORK, Feb. 25.—Barry Winton Ork follows the McFarlan Twins at the Rainbow Grill atop Rockefeller Center here March 15. Winton fronts a Meyer Davis unit, the first time that a Davis band has played this society redoubtable.

## WEST VIRGINIA

(Continued from page 3) Then came Louis Pope and Nellie Thompson (Italian and Irish), who stayed for six months. Georgia Wildcats stayed for six months, their leader being an Irishman named MacLellan, who is now on the WLW Barn Dance radio show. Bob Carver and his Country Cousins have spent at least 100 weeks at the Barn during the past five years. Tex Jim Lewis and Lou Star Cowboys, current at the club, are making their Barn appearance. Pappy, Zeke and Ersk, the Four Barn Cutups, the Four Royal Rangers and Schindler, and Freddie Fisher's novel, Schindler's Band are among the other hillbilly outfits that have played the Barn.

Esmeron (an Italian) and his Mountaineers were also Barn favorites. Horro, who says the best hillbilly outfit he has ever seen is Carver, who is an Italian. Horro's advertised in The Billboard recently for hillbilly turns and got more than 200 replies. He booked four acts. The hillbilly turns usually work in the floor show and then play for the square dances that fill in between foot shows and dance acts.

## SALLY'S FRISCO

(Continued from page 3) riffs in San Francisco next week to slap Sally with a summons accusing her of pirating Rose's idea, which he claims was originated, copyrighted and run by him during the Ft. Worth Expo, with Sally Band as the attraction.

The ranch has been reported, as doing the best gross business on the midway since the fair opened. If Rose has his way he'll close it and even try to collect damages.

This being the case, Rose's legal mind, Arthur Orfield Jaffe, has drawn up papers alleging that Sally is a lot of things, including an infringer of copyrights. Billy is all heated up over the affair, or so they say, but is particularly peeved over the fact that Sally, he alleges, didn't even change the design, structure, layout or name of the place. Not only is he going to sue the foremost exponent of the fan-covered chassis, but also the austere body that is running the San Francisco fair.

From what could be learned Sally isn't trembling in her bubble but welcomes the opportunity to do another headstand in court and thus mix sex with legal dignity. Not that Sally feels she can add anything to the culture of Blackstone and Brandegee, but it's a safe bet that she could turn any courtroom into a paying proposition if she gets proper billing.

At any rate, it will be good publicity for both fair. And to think that sex wasn't to rear its ugly head at either.



# Radio Talent By JERRY LESSER

**JANET LANE** who left recently for Chicago, is clicking in a big way. She is heard on *Guiding Light* as Helen Cunningham. Other former New Yorkers who are on top out there include Percy Hemus, who, besides being the Old Wrangler on the Tom Mix show, plays Dr. Winslow on *Road of Life*; Gail Henshaw appears on *Edgar Guest's It Can Be Done*; Jean Byron plays the lead on *Houseboat Hannah*. . . . Anna Garrett has returned from a tour of the Sinclair Lewis show, *Angela Is In*. . . . Tom Cochran is up and around after an emergency appendectomy. . . . Cal Swenson playing the family lawyer, Ed Smith on *Dr. Barkley's Daughters*, in which Bennett Kopack does the name role.

Barbara Lee won the competitive audition for the "Rilly Keene" show which goes to Chicago but, due to a misunderstanding, had to turn it down. . . . The runners-up were Kay Strobel and Katherine O'Steeny, so one of them may get the role. . . . Charles Cantor added a new role to his already long list of characters. He was the talking parrot on a recent Fred Allen show. . . . *Adelle Rowson*, heard on "John's Other Wife," is a talented ballet dancer as well as an actress. . . . Jean Colbert is now on the "Saturday Morning Club" on NBC. . . . Clarence Straight has driven to the Coast after having returned from a 17-week tour with "Of Mice and Men."

**FRED WAIRING** allowed the Marquette University basketball team to witness

a recent rehearsal of his NBC broadcast. On their return to Milwaukee they purchased a new ball and the entire team autographed it for the band leader. Happy to see that *Horrs and Duffys Days* is back on the air. It is heard now on Wednesday nights over NBC Blue. Tom Langan's new NBC Thursday night show, *Prize of Progress*, is catching on. It is an educational feature. . . . Ruth Torke is back on the air after an illness of two weeks. . . . Margaret Sangster, network author, has sold six stories on radio to *Good Housekeeping* for publication this spring and summer. . . . J. Walter Thompson agency started an unusual stunt to promote the serial, *Horrs and Duffys Days*. Two suitcases are being sent around the world in opposite directions by air express. Loaded with fibrics, etc., the bags will be autographed by all pilots carrying them and will then be offered as prizes. . . . The George Jessel show has been postponed from the 1st to the 15th of March. . . . WMCA landed the first sponsored broadcasts featuring Jewish refugees from Germany. Well-known artists who have fled from persecution are appearing as permanent members of the company, which dramatizes adventures of a refugee group each week. . . . Dorothy Frinds, supervisor of NBC-Chicago stenographic department, knows the plots of 22 daytime serials and has memorized the life histories of 2,000 radio characters. . . . Dick Kollmar leaves soon for a road tour of *Knickerbocker Holiday*. Has a dandy chauffeur and handy man he'd like to sublease to any responsible party.

## Advertisers and Agencies By PAUL ACKERMAN

**PRODUCERS** of *House of Wax* serial for Kellogg recently propositioned cast's head man, Bill Janney, to broadcast while making a parachute jump. Idea was by way of following up on Janney's recent broadcast from a plane. Janney according to reports, turned white on the parachute venture—and then, sensing a publicity stunt, countered with proposition that the press agent do the jumping. . . . Martin Gable, co-star of *Big Sister*, wants to be an angel. He has some here to put in a Broadway production. . . . Ben Rocks back from Florida. . . . Ira Herbert named assistant to Bertram Lublin, new vice-president in charge of sales at WHN. Station's sales staff bolstered by Irving Rankin and Cecil Hackett.

Small program last week. Paid by sponsor, Wildur products. . . . Charley Barnett and band cutting discs for NBC Theatricals.

**RUTH TORKE** recently addressed the Theater Assembly on radio acting. Freddy Rich will head the orchestra on the *Tommy Riger* program when it goes to the Coast. . . . Les Grady, advances man for Benny Goodman, to the Coast. . . . Bob Trout, who flew to California Thursday (23) for a couple of Prof. Quiz shows, will return to take charge of reception for King and Queen of England. . . . Current plans for Kelloog's Circle are that Carole Lombard will be on sporadically, with Cary Grant set whenever pix assignments warrant. Colman will be back if negotiations are successful. . . . Jack Benny guests on *Lam and Abner* March 3; Raymond Massey on *Kate Smith* program March 2; Screen Guild program, March 3, will have Paul Munk, Josephine Hutchinson, Lionel Atwill and a play, *Bridge of Mercy*, by Norman Reilly Baine; March 13 line-up on Screen Guild in Carole Lombard, James Stewart, Edward Everett Horton and Spring Byington. . . . Jimmy Sapher left for Hollywood Friday. He starts with Music Corp. March 1.

## Chicago Air Briefs By HAROLD HUMPHREY

**JESSE LASKY**, complete with talent scouts, was in town lining up young hopefuls for that *Outcast to Hollywood* Wrighty show. . . . Paul Whitman sprang a new bright red suit on his radio audience here when his Chesterfield show was aired from the Auditorium Wednesday. . . . Henry Klein, B. B. & O's radio man, is making weekly trips to St. Louis now to direct the *Melocetime* series at KMOX. . . . Jimmie Striton, NBC's new artists' bureau head, is a hockey bug and made the Stadium one of his first stops after hitting Chi. . . . Virgil Rolter Jr., has opened offices here to represent WCAU, Philadelphia. . . . Bill Anson, the radio impersonator, is taking on a week at the Oriental Theater starting Friday. . . . Wallace, conductor of WGN's *Keep Fit* so music stunt, used a new wrinkle recently by asking his listeners to suggest the type sponsor they thought he should have. He got over 500 "suggestions"—everything from soap to nuts—but still no sponsor.

Fran O'Brien leaves the *Forty* Longington publicity office this week to return to the Fox Fiddle office in New York. Cal recently collaborated with Ed Reynolds, fellow-worker in the same firm, on a "Light Out" script which will be aired next Wednesday. Jane Weir will succeed. . . . WLS has been having its troubles in trying to get Mr. Chou, editor of Chi's Chinese Daily News, on the telephone to invite him to watch its "America Forward" show. Seems that the Chinese are averse to phones, and even the they have them they will not answer when one rings. . . . Frank Ravenhill, head of a printing concern here, will bring out a new radio fan mag soon, to be published biweekly, with Radio Varieties the label.

**ELLIOTT ROOSEVELT** was a visitor in Chi over the week-end. He was accompanied by Briggs A. Hoffman, di-

# CALLING ALL PRESS AGENTS . . .

**THE** Second Annual Radio Editor-Publicity Survey conducted by The Billboard, in which radio editors give their opinions on publicity methods in the industry and select the best press services in the network, advertising agency and independent fields, will be published at the end of March.

This year special awards will be made by The Billboard for the best exploitation stunts in radio. Awards will be made in the network, station, agency and independent fields.

If you have not sent in a list of exploitation stunts worked by your organization during 1938, do so immediately. The deadline is Wednesday, March 8. Address all correspondence to

**RADIO EDITOR-PUBLICITY SURVEY**  
**THE BILLBOARD**  
1564 BROADWAY NEW YORK CITY

## Washington Sees Three-Man FCC Fading; Wheeler Yields a Bit

**WASHINGTON, Feb. 25.**—Legislation to revamp the Federal Communications Commission is still commanding attention here, the bill introduced by Senator Wallace H. White Jr., which would create an 11-man FCC, being compared to the one introduced earlier by Senator Burton K. Wheeler, which would cut the FCC to three men. Opinion is running in favor of the White measure, but in the meantime various sections of his bill which touch upon broadcasting policies are being given more attention before being fully indorsed.

Division of Public Communications would have five commissioners at \$10,000 each. They would administer the broadcasting, television and facsimile fields of communications, while a similar division would handle telephone, telegraph and point-to-point communication. Six-year terms would be given to the appointive officers.

Specifically, White would pay the chairman of his commission \$12,000 per year to administer the commission without a vote, while the regulative and semi-judicial functions of the body would rest in two autonomous divisions.

White is still making a radio investigation before any legislation is passed. Main reason he proposed his 11-man bill appears to be so that others could have a yard-stick for the Wheeler bill, which would put the entire FCC under the direct control of the chairman.

Director of Roosevelt's Texas State Network. . . . Nomination for the town's most profitable visitor goes to WGN announcer Ed Allen. He grabs the mike at the Palmer House, Blackhawk Cafe, Rose Bowl, Colony Club, Yip Restaurant and Old Heidelberg. . . . WCFB sold its Hal Totten baseball airings to the Texas company for the fifth consecutive season. . . . Bob Egan, WGN baseball player, says he got a vision this week and that he is sure the Yankees will be locking horns with the Cubs next fall for the series cash.

Wheeler expects to call hearings on his bill within the next week or so. White wants his bill considered and heard at the same time. Considered of some importance is the current belief that Wheeler has receded from his original opinion that three men were necessary to make the FCC a harmonious and "honest" agency. The Montana isolist is understood to be willing to accept five for a compromise.

Attitude in Washington now is that number is not important but that the personnel is. Hope now expressed is that Congress will bog-tie the new commission in such a manner that radio policies will be well defined.

**Hollywood and Los Angeles**  
By DEAN OWEN

**JIMMY McHUGH JR.** has been handed promotion by MCA. Steps into radio department under Walter Johnson. Walton Farrar takes over McHugh's former publicity post. . . . Lou Wasserman out from New York to local MCA office. (See AIR BRIEFS on page 10)

**BILLY SWANSON**  
and his MUSIC.  
REG. CONSOLIDATED RADIO ARTIST

**RADIO SCRIPTS AND CONTINUITIES**  
Radio Versions of Standard Plays, also Juvenile Scripts with casts from one to six players.  
JOHN LAWRENCE, Washington, 2nd

# CANNED MUSIC AT FAIR?

## Eli Oberstein Leaves Victor

Resigns recording post—rumor that he may start own 35c and 75c labels

NEW YORK, Feb. 25.—Eli R. Oberstein, recording manager for the Victor pop and Bluebird labels of RCA-Victor Mfg. Co., resigned his post Wednesday. It is understood, although no official of the company will either affirm or deny that he has left. It was learned, however, that Leonard Joy, in charge of sales, has been taking over Oberstein's recording duties for the past few days and will continue temporarily until a new man is brought in.

Altho Oberstein could not be reached for confirmation, it was disclosed by several authoritative sources that he has been mulling the idea of starting his own recording company to market a 35 and 75-cent label primarily aimed at the coin machine trade. However, rumors that Wall Street was raising capital, altho not proved false, could not be confirmed. One source claimed the idea was several weeks old; had been seriously considered but ultimately dropped.

Since word has leaked out that Oberstein has left Victor, rumors are flying thick and fast as to his future plans. Officials of Victor both here and in Camden, N. J., would make no comment on the why and wherefore of his leaving. Some sources indicate that Oberstein will vacation in Europe for a spell before disclosing any of his future plans.

## Chi Musicians Hit At Longhair Guests

CHICAGO, Feb. 25.—James C. Petrillo gave notice to the Chicago Symphony Orchestra and the Ravinia Festival, concert producers, that hereafter all guest concert instrumentalists will have to be members of the American Federation of Musicians. Ediet comes on the heels of the recent Florida confab of the AFM's international executive board meeting, which Petrillo attended and where the new ruling became a part of the board's by-laws.

This sudden action taken against the instrumental longhairs came as a result of their recent union activities with AGMA and AFRA. Heretofore concert players such as Jascha Heifetz and Mchca Elman were not affiliated with any labor org and the various musician locals turned a closed eye to their performances. But when Heifetz became a member of AGMA and a vice-president of AFRA it proved an embarrassing problem to AFM, which claims that if these artists are to belong to a union it certainly should be that of the musicians.

Petrillo's action in Chi has been the first taken under the new ruling. What Heifetz and the others will do about it remains to be seen during the coming season when their tours are planned.

NEW YORK, Feb. 25.—Spokesman for the American Guild of Musical Artists was not alarmed over the Petrillo edict. Jurisdictional disputes, he said, will be taken up probably next week, with Joe Weber, AFM president, to assert a row. Matter is waiting AGMA's settling contract with radio artists bureaus.

## BC Prom Profit With Brown

BUFFALO, Feb. 25.—Oyle Brown and his Pennsylvaniaians, playing at the annual Junior Prom of St. Joseph's Convent school last Friday in the Hotel Statler ballroom, did well, drawing 630 persons and grossed \$1,276 at the box office. Admission was 95 per couple. A good-sized profit of \$800 was reported by Bernard Roppenhagen, chairman of the dance.

## Paging All Lopezes

MIAMI, Fla., Feb. 25.—Antonio Lopez, maestro at the Drum nitery here, will never live down a radio announcer's try at ad libbing during one of his dance remotes. He can only live and hope the speller will hereafter stick to the script. Antonio was born a Lopez, but never tried to steal any of the pseudos that went to Vincent. And while both Lopezes play piano, they are as different as the two poles in their respective piano and bang styles. But it took this announcer less than 30 seconds to tie the two up forever with a: "Presenting the music of Antonio Lopez—with Lopez NOT SPEAKING this evening!"

## Green Salves Cops' Honor; Grosses 28C

WILKES-BARRE, Pa., Feb. 25.—With some 2,800 jamming the South Main Street Armory here at \$1 per, Sergeant Matthew Jacobs announced that the 10th annual policeman's ball last Monday was one of the most successful staged. Added that the committee in charge and dancers were very much satisfied with the music of Johnny Green. Good weather helped boost the attendance over the committee's expectations.

Policemen originally scheduled Russ Morgan, but after posters and publicity were out, Morgan canceled for reasons still unknown to the policemen. Blue-coats are naturally peeved. However, there were no requests for refunds, and policemen report that the younger crowd were thoroughly satisfied with Green.

Attendance was surprising in another way, because the town has been without a daily paper since last October as a result of a strike called by the Newspaper Guild. Publicity was mostly via radio and a Sunday paper, as well as posters and word-of-mouth.

## Weems Has 3,314 Payees For Three Dance Dates

COLUMBUS, O., Feb. 25.—Breaking his Eastern theater tour with a group of five one-nighters his first ballroom stands in seven months, Ted Weems attracted 3,314 dancers on his first three dates. Playing at Sherman Dill's Coliseum, Parkersburg, W. Va., last Friday, band drew 1,134 cash customers. Following night, in the new Trianon Ballroom at Huntington, W. Va., 1,236 persons turned out. About 630 were advance sales, the largest advance ever garnered here. On Sunday night here, during a heavy blizzard, 974 checked thru the turnstiles at Louis Peppe's Valley Dale Ballroom.

Band played in Glassport, Pa., the following night and on Tuesday returned to Ohio for Akron's East Market Gardens. Weems resumed his theater tour yesterday (24), taking in six days at the Paramount, Ft. Wayne, Ind. Then goes to the Fox, Philadelphia, for a week.

## Petrillo Shames Billy Rose In His Politico Dance-Fest

CHICAGO, Feb. 25.—Politically speaking, James C. Petrillo's supercolossal, big-name dance-fest at the Stadium Tuesday eve was a fiasco. But from the showmanship angle and the gate, it was something that would make even Billy Rose look like an operator of a miniature golf course. The gigantic shindig drew around 55,000 swingers; majority of whom were jitterers under voting age. That was no asset, since Petrillo stung the whole affair to net votes for Mayor Edward J. Kelly in the primary next Tuesday.

Most of the main outfits scheduled made their appearance and cut their own particular riffs to the joy of the assembled throng. Paul Whiteman,

## Concessioners Seek Lower Wage Scale on Orks at World's Fair

Meet with musicians' union this week—Rosenberg not sympathetic—threaten to use canned music and slice music budgets—amplifiers also to be used

NEW YORK, Feb. 25.—Threat to use canned music at the World's Fair faced the musicians this week, owing to dissatisfaction of concessioners over the prevailing wage scale set up by Local 802, American Federation of Musicians. Confab between uncommitted concession people and union officials has been slated for an early date this week, and plenty of fireworks are expected when the fair lessees tackle the union in an attempt to force a decrease in the current double A scale set for fair engagements.

Jack Rosenberg, president of Local 802, stated "there was not the chance of a snowball in hell" of having the scale lowered.

## Lincoln Ops Yelp at Campus Dime-a-Hop

LINCOLN, Neb., Feb. 25.—Merciless competition to existing private danceries is still on at the University of Nebraska. Newly built student union building breaks forth right on the campus and within walking distance of the bulk of student lodgings at least once a month with a dime-dance.

Ballrooms none closer than two miles from UNB, always feel it on those nights. Puts the ballrooms in position of paying taxes to support an institution which in turn fosters competition for them. Student union is concerned only with breaking even, while the danceries would like to show a profit.

## Toppi Tees Philly Band-Box With \$360 on Feltis

PHILADELPHIA, Feb. 25.—The first evening's operation for the newly reopened Band-Box, center-city ballroom, netted a good \$360 take for Jimmy Toppi, who has just taken over the lease of the dance floor. Total attendance was 909, admission price set at 40 cents. Jim Feltis, local band, provided the music, with Joan Barrie dispensing vocals. Toppi, whose major activity is the promotion of boxing at the Olympia Club, has renovated the ballroom and will feature frequent changes of bands. The Band-Box will be open only on Tuesdays and Saturdays.

## No Sunday Terps in Mass.

BOSTON, Feb. 25.—Efforts to pass thru legislation that would legalize dancing in Massachusetts on the Sabbath were of no avail, a measure to permit Sunday dancing under the auspices of civic, charitable and fraternal organizations was disapproved yesterday (24) by a committee of the State Legislature. Altho New England is fertile territory for traveling bands, Sunday night stands are few and far between. Passage of the law would have enabled organizations to buy big names at a low figure, since it is the one day of the week that New York bookedists have trouble in filling.

## PW Sets \$7,100 Record; Plays Return Same Week

PORT WAINING, ILL., Feb. 25.—Paul Whiteman reached a new high at the Paramount Theater here for a three-day engagement. Record of \$7,100 was set for last Saturday, Sunday and Monday, there being split up \$3,600, \$3,200 and \$1,300, respectively, with five shows each day. Previous high mark here was set by Henry Busse several weeks ago.

Whiteman engagement proved so successful that Manny Marcus, house manager, asked the band to play a single-day return on Thursday. PW was en route to New York and, with no previous booking for that day, accepted.

## Two Days at Wis. Capitol

MADISON, Wis., Feb. 25.—Capitol Theater here inaugurates a policy of stage-band shows Fridays and Saturdays in connection with a feature flicker starting March 10, according to Manager Edward Benfil. Slated for the first two night shows are Dean Hudson and Charlie Agnew.

## Social Security Chorines

HOLLYWOOD, Feb. 25.—There's no telling what will happen out in these movie parts next, as witness the plan that Jed Buell, indie producer, has in mind for a sequence in his forthcoming "Little Old Ladies" pic. Buell is endeavoring to obtain permission from Chappell, publisher of Hoagy Carmichael's "Little Old Lady," which was part of the score of a Broadway musical of a couple of seasons ago. "The Show Is On," for use of the hit tune in the film. Song is wanted for the Elderboom Chorus of dancing grandmothers, the youngest of whom is 65, and "For" the regular jitterbug chorus. What will they think of next?

# Orchestra Notes

By M. H. ORODENKER

*Everything New*



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**RHAPSODY IN BLUE**

**PAUL WHITEMAN**  
AND HIS  
**ALL-AMERICAN BAND**  
*Smash All Records*  
**at Fort Wayne, Ind.**

Thousands stormed the doors of the Paramount Theatre, Fort Wayne, for three days, Feb. 18, 19, 20. Management obliged the band for a single day repeat on Feb. 23rd. Result: All records smashed.

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ON TOUR.  
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**CECIL GOLLY** and his ORCHESTRA

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New York — Cleveland — Kansas City

**Gotham Cab**  
**DEAL** is in the air for **ARTIE SHAV** to be featured in a film, the story of which he is writing himself. Artie is collaborating with Dudley Murphy, who directed *One Third of a Nation*, on the original *Begon* story that'll be filmed at the Astoria, Long Island, lots where the WPA play was produced. First sign of a good season coming up for ballroom promoters. **GEORGE HALL** was the first name attraction to play the Cleveland territory this month and the booking reports show that he made money for all the promoters. Negotiations are under way for **DUKE ELLINGTON** to take to Europe late in April, touring the Scandinavia countries. **P. S. EDWARDS** has taken over the management of **SHIRLEE DARLING** and her 10 Swingees, the gals making music in *The Great Walz Flicker*. Trade talk tells of a certain name maestro who will have to look elsewhere for his hotel locations, having been blacklisted so far as the Ralph Hits hotel chain is concerned because of his prima donna performances.

**Chicago Chat**  
**GIL RODIN**, manager of the Bob Crosby crop, hastens to report that Collier's just checked a story by Jack Moaher on the *Birth of a Swing Band*, which revolves around his outfit. Moaher accompanied the band on a couple one-nighters for material. Local MCA office added **BOB MILLAR**, Cleveland outfit, to the band roster. **HERBIE MINTZ**, ork about town, landed a location at Oriental Gardens, Maurice Sherman making the exit. **EDDY BRANDT** and his Rhythm Boys dray four more weeks at Stevens Hotel. **HELEN COMPTON**, former leader of an all-gal ork, joined MCA here. But it was the office personnel instead of the ork roster. Helen dropped her band a couple annuses ago when bookings in vaude, her specialty, became scarce. A wave of corn is due for the Windy City April 12 when **FREDDIE FISHER** and his Schmeckelfritzers take in a four-weeker at the Rose Hotel. Freddie comes in from Dixie, opening next week at Look-out House, Covington, Ky., and remaining until Chi calls for his corn. **RAY BAUDUC**, Bob Crosby's drum dandy, copped the monthly skin-beating award, a miniature gold drum, handed out by Calvert Distilleries to bally the firm's Old Drum bitters.

**Doings in Dixie**  
**BEVERLY HILLS** Country Club, Newport, Ky., unshutters March 15 with **CLYDE LUCAS** on the stand for a four-week stretch. **RUDY BUNDY** opens a six-weeker on March 24 at Henry Grady Hotel, Atlanta. **BLUE BARRON** and **LES BROWN** meet in Raleigh, N. C., March 1. Blue bugling at Wake Forest College and Brown beating it out at North Carolina State College. Blue's return to Hotel Edison, New York, has been set back to April 5 to take in the March 22 date by Birmingham's **Fickrick Club**, and the March 24 week at Atlanta's **Loew's Theatre**. **Madrid Ballroom**, Louisville, gets **FRANK DALLIEF** for the March 15 stand. **ULES AND CLARK**, cocktail entertainers, stroll into the Nut Club, New Orleans. **BOB SAUNDERS**, Gra Dallas head, snagged a neat sale when he closed a deal with the Junior Chamber of Commerce in El Paso, Tex., to deliver 10 bands during 1939 for dance propositions. **REX HATCH** pianist formerly with the Melody Girls Band, Columbus, O., now has his own combo, the Melodiers, wintering at Hotel Thiel, St. Petersburg, Fla. **RAY ALEXANDER** and his Dissemblers draw four more weeks at Popy Club, Fort Lauderdale, Fla. **JIMMY LOOS** locates at B. & B., Casino, Pensacola, Fla. Samuel Hall, program director at WAGF, Dothan, Ala., showers the praise on localite **BOB SHAW** and his Skip-Rhythm Orchestra of Tomorrow, holding forth in town at the Red Line Club. **BUNNY BERLIAN** is playing the Carolina school dates this month; **Bob (GRA) Hare** is routing **GERRY GIRARD** in Atlanta, territory, and **IRVING MICHEL** is one-nighting it back from Florida.

**In the East**  
There's a complete change in band-stand scenery in Worcester, Mass. **DOL BRISSETTE** moves into Hotel Bancroft, with **BOB POOLEY** moving over to Edou Gardens Cafe. **ROY**

**HENDRICKSON** bowing out by replacing **Billy Robbins** at Coronado Hotel. **ROLAND YOUNG** using York, Pa., as the hub for barnstorming under the Stuart's Artists Service banner. **THE HORTON GIRLS** locate at Lombard's Restaurant, Bridgeport, Conn., staying till May 1. **THREE MARSHALLS**, cocktail combo, fortnight it at Community Lounge Bar, Binghamton, N. Y. **COUNT BASIE** takes in the April 14 week at Royal Theatre, Baltimore. Air warbler **BARRY MCKINLEY**, now a band leader with **GRA** bandings, breaks in the baton for a couple days this week at Club Edgemont, Albany, N. Y. **BITA RIO** takes in the first three March days at Freeport (L. I.) Theatre. **BERT LOWN** picks up his first date April 22 at Garden City (L. I.) Hotel, dance sponsored by the Nassau County Recruits. **STEVEN LING YOUNG**, coming in from the West Coast, opens this week at Bill Green's Casino, Pittsburgh. **JIMMY PEYTON** signs for another year to stay put at Smoky City's Plaza Restaurant.

**Out West**  
**RED NICHOLS** takes in four weeks at Netherland Plaza Hotel, Cincinnati, starting March 14. **ORRIN TUCKER** picks up April 7 week at Tower Theatre, Kansas City, Mo. **EARL HINES** includes the Tom Archer dancers in his tourings, playing the Prop Hop, St. Joe, Mo., March 11, and following night at the Skyton, Sioux City, Ia. **EMIL VELAZCO** picks up a March 8 date at Trianon Ballroom, Cleveland, and the 9th at the Beckley (W. Va.) Theatre. **LOU BRISSE** plays the University of Iowa from March 3. **JOE STUDY** is set for six weeks, starting April 8, at Nicollet Hotel, Minneapolis. **JIMMY RICHARDS** fortnights it from March 12 on at Capetone Ballroom, Detroit. **Castle Farm**, Cincinnati, brings in **EMERSON GILL** for the March 18 dancing. **VINCENT LOPEZ** picks up the March 24 week at Circle Theatre, Indianapolis. **JIMMY DORSEY** is set for the same house for the April 28 week, splitting the next week between the Palaces in Akron and Youngstown, O.

**Culled from the Coast**  
Victor adds movieland's **JOAN CRAWFORD** for the platter cutting, her first side singing *Something's Gotta Happen Soon* from her forthcoming *Ice Politics* of 1939. **ALEX HYDE** joins MGM to take over the physical management of orks employed at the studio. **CLYDE MCCOY** freezes on booking into the Shamlaye Bowl, San Francisco, to follow **Buddy Rogers**. Due to reported gross dives at the new dance, McCoy is reported not willing to jeopardize his own rep by going into the spot and taking his place with the other cellar grocers.

**Notes Off the Cuff**  
**WALTER POWELL** preme his hand March 8 week at Loew's State Theatre, New York. Same house inked in **HAPPY PELTON** for the March 23 week. **Negro Actors' Guild** has **GAB CALLOWAY** for its annual ball March 1 at Savoy Ballroom, New York. **Blue Meadow Country Club**, Lexington, Ky., gives this week to **TED TRAYERS**. **DEAN HUDSON** starts a swing around the Tom Archer string of Midwest ballrooms March 16. **WILL MAUSER**, now in his 10th week at O. V. Tavern, Cincinnati, has had his contract extended indefinitely. **Royal Palm Club**, Miami, brings in **RUDY VALLES** for the month of March. **BRUCE G. WHITE** has taken over the management of **BOB RILEY**. Band has been touring in Southern territory for the past five years and opens next week at the English Tavern, Richmond, Va. **EDDIE MCGARTHY**, former Webb's and other New England bands, was elected prez of the Brockton (Mass.) musicians' union. **Lyn Murray**, orkster, and **Abe Lyman's** Ork recording a series of tunes especially designed for the San Francisco Fair this week for Decca. Numbers to be heard include *Golden Gate*, *California*, *Here I Come*, *San Francisco* and *Home in Pasadena*. and so we send our cuffs to the dancers.

**Another Anti for ASCAP**  
**LITTLE ROCK, Ark., Feb. 25.**—Despite opposition that at first was thought strong enough to table such a measure, the State Senate this week passed a bill that barred ASCAP activities in the State. The House judicial committee re-

cently expressed its opposition to the measure, and ASCAP proponents expect it to have more trouble getting thru the representatives' division. It was first thought that the measure might be tabled pending the outcome of rulings by high State courts in Washington and Florida.

Sheet-Music Leaders

(For Week Ending February 25) 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 and Stationery Co., of Chicago.

Table with 2 columns: Rank, Title. Lists top sheet music titles like 'Umbrella Man', 'Deep Purple', 'Penny Serenade'.

Music Items

Songs and Such: Mills Music is releasing a folio of original spiritual music by Sister Rosetta Tharpe. Negro spiritual singer currently featured in the Cotton Club show in New York.

Ken, Hecht and Sid Bass are writing them fast and furiously these days. Two latest composites to come from their combined pen and piano are 'Big, Big Whistle' and 'The Legend of Hi-De-Ho'.

Without You is being pushed by the Milton Weil Music Co., Chicago, after its successful introduction on Judge Spencer's Musical Night Court, New York radio show. Ballad was written by AP Pittman, Mildred Maurer and Frankie Babas.

Music Men and Matters

During his stay at the Stanley Theater, Pittsburgh, this week Vincent Lopez is inviting students at University of Pittsburgh to catch a preview of the songs scored for the college's 32d annual Cap and Gown show, scheduled for an April showing.

Irving Berlin arrived back at the 20th Century-Fox studios after a couple of weeks in Phoenix, Ariz., where he turned out the completed score for the new Sonya Henke-Tyrone Power vehicle, When Winter Comes. Titles of the six songs Berlin wrote for the ice-skating musical are 'I Posed My Heart Into a Song, I'm Sorry for Myself, The Song of the Metronome, An Old-Fashioned Tune Is Always New, Back to Back, which will introduce a new dance creation, and When Winter Comes.

AARON OONZALES, who bats his rumba ork at Hollywood's El Zarape, classed a new compo, 'Let's Do the Congo.' Song explains the intricacies of the Latin American top step a la Lambeth Walk.

Arty Film Folk Go For Jam Sessions

HOLLYWOOD, Feb. 25.—Jam and jive in the flicker city were given new impetus when a group of well-known Hollywood musicians gathered on the estate of movie director Frank Tuttle last Sunday. Customers were nickel \$1 for drinks, with drinks going at two-bits.

Some of those sitting in a-gone time or another were Vic Berton, former drummer with the old Red Nichols Band; Leo Arnaud, trombone and vocal arranger, formerly with Fred Waring and now with MGM, and Eddie Beal, ivory pounder, who does the intermission work at Louis Prima's spot.

Plenty of middle-class flicker players were on hand for the session. Best known star on the list was John Garfield. Affair started at 9 p.m. and lasted until 7 in the evening. Sponsors of the event were a group of Hollywood film writers.

Detroit Honors Gene Buck

DETROIT, Feb. 25.—Gene Buck, ASCAP proxy, will be the hero in a "home town boy makes good" role at Book-Cadillac Hotel here on March 18. Occasion will be the second annual banquet of the Old Corktown Club of Detroit. Buck is a native product of the old Irish settlement of Detroit known as Corktown—home of several noted showfolk, among them the original Bailey, partner of P. T. Barnum.

McDonald's Ork to R-O'K

HOLLYWOOD, Feb. 25.—Getting his release from Music Corp. of America, Billy McDonald linked a term with Norman Doyle for Rockwell-O'Keefe management. Band goes to San Diego, Calif., for an eight-week stretch at the Regency.

Songs With Most Radio Plugs

'Purple' Leads Way; 'I Get Along' Supplants 'Could Be'

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, February 24. Independent plugs are those received on WOR, WNSW, WNCB and WHN. Film titles are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Table with 5 columns: Rank, Title, Publisher, Plugs (Net, Indie). Top entries include 'Deep Purple' (Robbins), 'I Get Along Without You' (Famous), 'Penny Serenade' (Shapiro).

Cocoanut Grove Puts Swingo to Acid Test

LOS ANGELES, Feb. 25.—For the first time Cocoanut Grove of the Hotel Ambassador will stray from the straight hotel type of band with the booking of Benny Goodman for a May 21 opening. Until the swing king takes over, Grove will continue with Freddy Martin, the possibility of Buddy Rogers coming in this month being ruled out. Martin located here January 2 and, with his contract extension, makes his stand the longest stretch of any ork in the Grove for the past 18 years.

The Grove has almost always stayed close to the more conservative bands, staying clear of orks which lean to the hot side of music. There is much speculation among local operators as to what kind of a draw Goodman will be at the Grove. There is no doubt among the local crowd that Goodman will be able to drag the cash, customers, thru the turnstiles at any other place, but whether he will be a big draw at the Grove is problematical.

It was pointed out that Goodman's last appearance at the Palomar brought out a terrific attendance, but that the "take" on drinks and refreshments, after the original discat fee was paid, was nil. The following of Goodman at the Palomar consisted of jitterbugs who were long on life but short on cash.

With the upped prices at the Grove there is some speculation as to whether the crowd who can afford heavy tariff will go for Goodman. On the other hand, the kids who comprise Goodman's audience will be unable to fork out, enough dough, in a majority of cases, to get into the place. As in most class hotel night spots, the kids will find it is impossible to sit at a table and dance without dipping down deep for drinks, etc.

If Goodman engagement makes money Grove may bring in more bands, of the hot variety.

New Coast Rep for BVC

HOLLYWOOD, Feb. 25.—Due to a reported nervous breakdown, Benny Bernman, recently appointed local head of Bregman, Vocco & Conn, music pub house, relinquished his post this week. Lee Finburgh has taken over the reins in his place. Bernman, longtime head of DeSylvia, Brown & Henderson, has been reported ill for some time.

Bet Rachmaninoff Couldn't Do It

NEW YORK, Feb. 25.—Owen Jones, the pianist with the monoco, draws a holdover to continue his manifold pianistic duties at Leona's, smart supper club here, until March 15. Besides entertaining at dinner and supper with ivory tickling ranging from the classics to the swingers, Jones officiates as emcee in leading the patrons in community singing.

But the highlight of his performance is a series of piano acrobatics during which he plays pop hits with his back to the keyboard, his wrists handcuffed and his hands gloved. Sounds like the way songwriters write.

CRA Shuttters Dallas Office

NEW YORK, Feb. 25.—Confab yesterday and today between Charlie Green, Consolidated Radio Artists proxy, and Stan Zucker, CRA general manager and head of the Chicago office, resulted in the closing of the agency's branch office in Dallas. It was anticipated that CRA was considering such a move, but official confirmation was lacking until Zucker trained by Green to settle the matter with Green. Shutting the Dallas branch is strictly an efficiency and economy measure, and the territory will now be serviced out of Chicago.

Bob Saunders, Dallas head, arrives here Tuesday (26), for discussions with Green. It was understood that CRA also seriously contemplated shutting down its branch office in Cleveland, but that office will remain status quo temporarily. Zucker is expected back here within a month for further discussions with Green, at which time something definite will be arrived at concerning the Cleveland branch, which is headed by Don W. Haynes.

The remaining CRA branch in San Francisco, headed by Dick Dorso, remains as is. Closing the two offices finds only two local agencies retaining branches in those territories, Music Corp. of America and Frederick Bros. Music Corp. maintain offices in Cleveland, and Dallas has MGA and Rockwell-O'Keefe. Latter agency has been contemplating a Cleveland branch for some time.

Jit'bugs by the Mob For Krupa's Flicker

HOLLYWOOD, Feb. 25.—Gene Krupa had honor of playing for the greatest collection of professional jitterbugs in the history of hot music. Exactly 217 of the planet jitterbugs in this vicinity were given pay checks to dance out of the world for Paramount's new flicker, 'Some Like It Hot,' starring Krupa. Band wound up his film work this

week and trekked to Chicago to open at the Colony Inn. Krupa stays there until mid-April. Then one-night in April at Steel Pier, Atlantic City, N. J.; Capitol Park, Hartford, Conn.; Johnson City, N. Y.; Elks' Club, Williamsport, Pa.; Armory, Kingston, N. Y.; Armory, Syracuse, N. Y.; Blitz Ballroom, Bridgeport, Conn.; Continental Hotel, Cambridge, Mass.; Benjamin Franklin Hotel, Philadelphia; Westchester County Center, White Plains, N. Y.; and Lawrenceville School, Lawrenceville, N. Y.

In May Krupa plays dates in Columbus and Cleveland, Ok.; Glen Park Casino, Buffalo, N. Y.; Georgetown College, Washington; Fox Theater, Philadelphia; and Erie Theater in Washington. There is also a strong possibility that Krupa will return to Los Angeles for another stand at the Palomar this summer.

Mal Hallett Barnstorming

NEW YORK, Feb. 25.—Charlie Shiffman office here has Mal Hallett playing the 'New Broadway Theater, Yonkers, N. Y., March 10 and 11; Alfred (N. Y.) University, on the 17th, and the 25th in Lancaster, Pa., for the Pennsylvania glass Ball.

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THE SEASON'S SMASH NOVELTY HIT

HOLD TIGHT!

(Want Some Sea Food, Mamma)

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ON ALL PHONOGRAPH RECORDS

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(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—cave; cb—cabaret  
 cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement  
 park; r—road house; re—restaurant; s—showboat; t—theater.

**A**

Achey, Carleton (Rancho San Pablo) El Cerrito, Calif.

Adams, Stanley (Elizbeth Madrid) Key West, Fla.

Ahrens, Doc (Manhattan Club) Detroit, Mich.

Alexander, Ray (Pony Club) Ft. Lauderdale, Fla.

Alconon, Harold (City Club) NYC. cc.

Ambassador Four (Congress) Chi. h.

Angelo (Star Hotel) NYC. cc.

Ann, Mack (Madison) Boston, h.

Alvarado, Joe (Alton) Visalia, Miss. cc.

Appelon, Al (Onondaga) Syracuse, N. Y.

Armstrong (Havana-Stadler) NYC. cc.

Axtell, Billy (Club Sienra) Menomonee, Mich.

**B**

Bardo, Bill (Blackhawk) Danversport, Ia. h.

Barrow, Charlie (Brook) Board Brook, N. J.

Bartel, Gene (Piccadilly) NYC. h.

Bank, Paul (Chelsea) New York, N. Y.

Baum, Charles (H. Regal) NYC. h.

Berg, Max (Vernadale) NYC. cc.

Berke, Joe (Riviera) Pittsburgh, Pa.

Berke, Ben (Pennsylvania) NYC. h.

Blake, Louis (Café Paris) Omaha, Neb. h.

Blonk, Lewis (Democracy) Yonkers, N. Y.

**Bono, America (Chestnut) Buffalo, N. Y.**

Bozman, Charles (Wizol) NYC. re.

Bradford, Ray (Utah) Salt Lake City, h.

Brady, Nat (Ember) New York, N. Y.

Brandt, Vincent (Ambassador) NYC. h.

Brann, Irving (Jack Stamp) Philadelphia, Pa.

Breed, Dick (Ambassador) Fort Lauderdale, Fla. h.

Brown, Mike (New Colonial) Sulcat, N. J. re.

Brugde, Joe (Merry Garden) Chi. h.

Bruno, Dick (Worcester) Worcester, Mass. h.

Brook, Billy (Queen's Terrace) Woodside, L. I. h.

Brown, Rudy (Log Cabin) Atlanta, Ga.

Bruce, Don (America) NYC. h.

Bruno, Dick (Worcester) Worcester, Mass. h.

Burn, Hayward (Top Hat) Douglas, Ariz.

**Bryson, Jack (Tart) New Haven, Conn. h.**

Bush, Alexander (Casino) New York, N. Y.

Bunta, Howard (Ash-Terrace) Detroit, Mich.

Bush, Roger (Top Hat) Hollywood, Cal.

**C**

Calloway, Cab (Cotton Club) NYC. cc.

Calloway, Cab (Nightingale Club) Iron Mountain, Mich. re.

Caulfield, Eddie (Southern) Kansas City, Mo. re.

Cauphill, Jan (Overland Club) Utica, N. Y.

Cavaliere, Harry (Atlanta) Atlanta, Ga. h.

Candilio, Joe (Vernadale) Hollywood, Fla. h.

Chapman, Les (Hollywood) Hollywood, Fla.

Chapman, Buddy (Amanda) NYC. cc.

Chasler, Larry (Meadowbrook) Cedar Brook, N. Y. cc.

Chocoban, Cordeiro (Casino) NYC. cc.

Cooper, Jay (Central) NYC. h.

Collings, Fred (Central) NYC. cc.

Collins, Herald (Andy) Atlanta, Ga.

Collins, Joe (Wet's Backyard) Palm Beach, Fla. h.

Columbus, Christopher (Festivity) NYC. cc.

Conroy, Joseph (Windsor) West, Mass. h.

Conroy, Frank (Round Room) NYC. cc.

Conroy, Joe (Nehow) Salt Lake City, h.

Costa, Joe (Chase) St. Louis, h.

Costello, Thomas (Road to Mandalay) NYC. cc.

Courtney, Dick (Rainbow Room) New York, N. Y.

Crawford, Dick (Dorcy Tavern) Minneapolis, Minn.

Crocker, Mel (Richmond) Lexington, Ky. h.

Crook, Bob (Blackhawk) Chi. re.

**D**

Daley, Frank (Netherlands Plaza) Cincinnati, h.

Daley, Jack (Corktown Tavern) Detroit, Mich.

Dale, Harold (Kansas City Club) Kansas City, Mo. h.

Davis, Al (Harvard) Dayton Beach, Fla. h.

Davis, Eddie (Rancho) NYC. re.

Davis, Paul (W. W. Munch, Ind. re.)

DeAngelis, Harry (Casper) Boston, h.

Deas, Eddie (Congo) Boston, h.

Dehman, Cy (Miami) Miami, h.

Dehman, Eric (Miami Tavern) W. Palm Beach, Fla. h.

Demsey, Danny (Henry) Atlanta, Ga.

Demsey, Emory (Adolphus) Dallas, h.

Doughnut, Al (Twin Island) Palm Beach, Fla. h.

Donald, Gene (Waltan) Philadelphia, Pa.

Dorsey, Jimmy (New Yorker) NYC. h.

Dorsey, Tommy (Slyde) Indianapolis, h.

Drummond, Jack (Half-Way House) Lake George, N. Y. h.

Duchin, Eddie (Harle) Washington, D. C. h.

Dunbar, Robert (Green Dorcy) Cleveland, h.

Duke, John (Riviera) Birmingham, Ala.

Duke & Their Dancers (Webster Hall) Detroit, h.

Dunham, Dan (Topsy) Cincinnati, h.

Durand, (La Con) Hollywood, Cal.

Durant, Ray (Kil Kil) NYC. cc.

**E**

Ehrlich, Earl (Club Arise) Milwaukee, Wis.

Ella, Joe (Queen Mary) NYC. re.

Eloff, Jack (New Windmill) Natobex, Mass. h.

Engel, Freddy (Red Yo-Yo) Albany, N. Y. h.

Enzler, Charles (Edy's New York) Chicago, Ill. h.

Enzler, Sidney (Victor) Los Angeles, Cal. h.

Ernie, Val (Whitehall) Palm Beach, Fla. h.

Esch, Robert (Ember) Birmingham, Ala.

**F**

Famello, Joe (Philadelphia) Philadelphia, Pa.

Faulhaber, Eddie (Club Sienra) Yonkers, N. Y. h.

Ford, Don (Stratford) Bridgeport, Conn. h.

Ford, Don (Dempsy's) Fort Miami Beach, Fla. h.

Fidler, Max (Club Vernadale) Hollywood, Cal.

Fidler, Lou (Coney Club) Chi. h.

Felder, Johnny (Piano) San Antonio, h.

Fisher, Jack (Vienna Room) Boston, re.

Fisher, Buddy (Old Vienna) Cincinnati, h.

Fisher, Freddy (St. Paul) St. Paul, h.

Fodor, Jerry (Front St.) Toledo, Mich. h.

Foster, Basil (1st. North) NYC. h.

Frank & Johnson (1st. Paul) St. Paul, h.

Franklin, Morton (Netherlands Plaza) Cincinnati, h.

Franko, Wes Willet (Ye Old Tap Room) NYC. cc.

Freedman, Jay (Café Mañana) NYC. cc.

Fulcher, Charles (Oceania Club) Augusta, Ga. h.

Fulton, Jack (Niccolini) Minneapolis, h.

Furby, Wendell (Casa Marina) Jacksonville Beach, Fla. h.

**G**

Gago, Frank (Adolphus) Philadelphia, h.

Gamble, Jack (Lincoln Terrace) Pittsburgh, Pa.

Gardner, Dick (Lookout House) Covington, Ky. cc.

Gardner, Dick (Riviera) NYC. h.

Gasparro, Dick (Ambassador) NYC. h.

Gates, Mammie (Royal Palm Club) Miami, h.

Gendron, Henry (Columbia) Chi. h.

Chil, Emerson (Van Clavel) Dayton, O. h.

Gilchrist, Ned (Broadway) Buffalo, h.

Goff, Cecil (Edmore) Dayton, O. h.

Gonyea, Leonard (New Pine Lodge) Eau Claire, Wis. h.

Gonzales, Aaron (Club Serape) Hollywood, Cal.

Gordon Gray (Edmore) NYC. h.

Grafelder, French (El Tirol) DeBa, h.

Granick, Oscar (Casino) New Haven, Conn. h.

Gray, Oliver (Waldorf-Astoria) NYC. h.

Griffin, Jack (Lodge) Philadelphia, Pa. cc.

Ogler, Johnny (Parkway Club) Kansas City, Mo. h.

**H**

Hagener, Herbert (Royal Palm Beach) Philadelphia, Pa.

Hall, Sleepy (Show Bar & Bermuda Room) Forest Hills, L. I. h.

Halligan, Bob (Majestic) Long Beach, Calif. h.

Hamp, Eddie (El Rancho) Chester, Pa. h.

Harty, Bob (Fleming) Boston, h.

Harris, Phil (Whitins Bowl) Los Angeles, re.

Hatch, Rex (Elmer) St. Petersburg, Fla. h.

Havens, Jack (Lodge) Philadelphia, Pa. cc.

Heldt, Horace (Edmore) NYC. h.

Henderson, Fletcher (Grand Terrace) Chi. h.

Hendrickson, Roy (Coronado) Worcester, Mass. h.

**Herbert, Arthur (Dupont) Wilmington, Del. h.**

Hess, Peter (Casa Mañana) Boston, h.

Hersh, Mike (Club Franchese) NYC. cc.

Hill, Tim (Melody Mill) North Riverdale, Ill. re.

Hodman, Earl (Ivanhoe Gardens) Chi. h.

Holla, Ernie (El Morocco) NYC. cc.

Hoppe, Carl (George Washington Tap Room) W. Palm Beach, Fla. h.

Horton, Gloria (Lombard) Bridgeport, Conn. h.

Huntley, Ned (Wander Bar) Cincinnati, h.

Huston, Les Ray (Rope) Chi. h.

**I**

Irlin, Mae (Chandler) Millbrae, N. J. cc.

**J**

Jones, Al (Belmore) Providence, h.

Jones, Harry (Ben Franklin) Philadelphia, h.

Johnson, Peter (Lone Star) Kansas City, Mo. h.

Jorgensen, Dick (Aragon) Chi. h.

**K**

Kane, Allen (Oceania) Cincinnati, h.

Kane, Mary (Oceania) Canton, O. h.

Kay, Herbert (St. Francis) San Francisco, h.

Kay, George (Stage Door) Westport, Conn. h.

Kay, Sammy (Oceanfront) NYC. h.

Kell, Al (Midway) Stockton, Calif. h.

Keller, Willard A. (Royal) Worth, W. Palm Beach, Fla. h.

Kellogg, Clayton (Coronado) Little Rock, Ark. h.

Kemp, Hal (Paramount) NYC. h.

Kerr, Larry (Rainbow) Salt Lake City, h.

Ketchin, Ken (Club Hollywood) Madison, Wis. h.

King, Wayne (Duke) Chi. h.

King, Billy (Tivoli) San Antonio, h.

King, Harry (Rosevelt) New Orleans, La.

King, Teddy (Village Barn) NYC. cc.

King's Jewelers (Claridge) Memphis, h.

Kirby, Ray (Inn) New York, N. Y. h.

Kirby, John (Coney Club) NYC. cc.

Kirby, Andy (Southland) Boston, h.

Kramer, Ray (Widow) South Beach, Fla. h.

Kuhn, Dick (Astor) NYC. h.

Kyner, Kay (Strand) NYC. cc.

**L**

Lana (Fordham) New York, N. Y. h.

Lane, Ed (Club) Chi. cc.

Latta, Howard (C. O'Clock) Miami Beach, Fla. h.

Lamb, Orestis (Club Lido) Jackson, Miss. h.

Lane, Jules (Ed. B. Hall) NYC. h.

Lane, Tom (H. W. White) NYC. h.

Lanzetta, John (H. H. Hall) NYC. h.

Lanzetta, Teddy (Club Cabaret) NYC. h.

Laporte, Joe (Old Manhattan) NYC. h.

Lapp, Horace (Royal) Toronto, Ont. h.

Le Baron, Eddie (Rainbow Room) NYC. h.

Leagle, Wade (Royal) Buffalo, re.

Lease, Earl (Rippled) Miami Beach, Fla. re.

Levin, Sabby (Royal) Boston, re.

Lewis, Johnny (Gibson) Cincinnati, h.

Licht, Esch (Tart) NYC. h.

Little World, Three (Ernst) L'Anse, Mich. h.

Lombardi, Guy (Rosevelt) NYC. h.

Lombardi, Angelo (Difavni) Buffalo, re.

Long, Johnny (Stratford) Buffalo, h.

Lopez, Vincent (Stanley) Pittsburgh, h.

Los, Gaudioso (Club) NYC. cc.

Lucas, Jimmy (C. & B. Casino) Pensacola, Fla. h.

Lueder, Archie (Olympic) Seattle, h.

Low, Bert (Lone) Boston, h.

Luncheon, Jimmie (Orpheum) Memphis, h.

Lusk, Billy (Maxim's) Boston, N. Y. re.

Lyman, Abel (Royal Palm Club) Miami, h.

**M**

McCoy, Clyde (Palomar) Los Angeles, h.

McCon, Will (Hosier) Brooklyn, h.

McDonald, Adrian (Andrew Jackson) Wash. DC. re.

McParland, Tom (Rainbow Grill) NYC. cc.

McParlane, Frank (Chelsea) NYC. cc.

McPhay, Dick (Hula Hut) Hollywood, h.

McPhay, Clyde (Hammer Beach) Detroit, h.

McPherson, Jimmy (Torch Club) Los Angeles, h.

McTee, Brody (Havana) Buffalo, re.

McDermott, Jay (Martin's) Kansas City, Mo. h.

Maclean, Charles (Club Gaudioso) NYC. cc.

MacLennan, Wingo (OH Beat) Chi. cc.

Mace, Art (Bell's Inn) Foughkeasia, N. Y. re.

Maccellino, Mussy (Rainbow) Henderson, Nev. h.

Mack, Kay (Spring Club) NYC. cc.

Mack, Joe (Hickory) NYC. cc.

Marshall, Bill (Century Room) Tulsa, Okla. h.

Marshall, Jack (Hill) NYC. h.

Marshall, Paul (Arcadia) NYC. h.

Martin, Dave (St. George's) Brooklyn, h.

Martin, Freddie (Oceania) Groves, Los Angeles, h.

Martin, Leo (Leon & Ed's) NYC. h.

Mast, Fred (Elmer) NYC. cc.

Matt, Herbert (Elmer) Pueblo, Colo. h.

Mayer, Monte Carlo NYC. cc.

Meyer, Al (Al's) Spring Springs, Fla. h.

Meyer, Henry (Café) Washington, D. C. h.

Meyer, Johnny (McAlpin) NYC. h.

Meyer, Vic (Titan) Seattle, Wash. h.

**N**

Nast, Harold (Pierre) NYC. h.

Nelson, Ozzie (Casa Mañana) NYC. re.

Norman, Art (Riviera) Brandon, O. re.

Nielson, Paul (Moonlight Gardens) Saginaw, Mich. h.

Nora, Bert (Broadway) Burlington, Ont. h.

North, Ed (Elmer) Des Moines, h.

Nottingham, Al (Village) NYC. re.

Nottingham, Gary (Bel Tabarin) San Francisco, h.

**O**

Olmas, Major (Webster Hall) Pittsburgh, h.

Olson, Cecil (St. Walter) Dallas, N. C. h.

Olson, Lillian (Bel Tabarin) NYC. h.

Owens, Harry (Beverly) Los Angeles, h.

Owens, Freddy (Charlie's) Sicily Island, La. h.

**O'Dougherty, Leo (Pepper Tree Inn) Riverside, Calif. h.**

**P**

Pado, Don (Palm Beach) Detroit, re.

Palmer, William (La Marquette) NYC. h.

Palmer, Skeeter (Seneca) Rochester, N. Y. h.

Panchito (Vernadale) NYC. cc.

Panico, Louis (White City) Chi. h.

Park, Bob (Piano) NYC. h.

Park, Eddie (Oceania) Cleveland, h.

Park, Tony (Greenmore) Chi. h.

Pardavits, Paul (Palace) San Francisco, h.

Peres, Chay (Club Serape) Hollywood, h.

Perry, Roy (Coca) Miami, h.

Perry, Ross (Les) Baltimore, h.

Petli, Roder (Everglades Club) Palm Beach, Fla. h.

Perlow, Jimmy (Piano) Pittsburgh, h.

Phillips, Ray (Crawford) Boston, h.

Phillips, Vic (Warwick) NYC. h.

Pooley, Bob (Eden Gardens) Worcester, Mass. h.

Post, Jack Arnold (Berkeley-Caret) Chi. h.

Potter, M. (Stiering House) Hollywood, h.

Proctor, Eddie (Murray's) Tuckahoe, N. Y. h.

**R**

Ramavere, Ray (Le Mirage) NYC. cc.

Ramona (Mushbach) Kansas City, Mo. h.

Ravel, Doc (Greenwich Village Casino) NYC. cc.

Red Jacket (Crystal) Fargo, N. D. h.

Reichman, Joe (Mark Hopkins) San Francisco, h.

Reid, Bill (Club Continental) New Haven, Conn. h.

Reiley, Al (Lenox) Troy, N. Y. re.

Renard, Jacques (Cocoon) Boston, h.

Rever, Chica (Continental) Detroit, h.

Riley, Mike (New Pearl) Pittsburgh, h.

Rodrigo, Nani (Havana-Madria) NYC. cc.

Rogers, Eddy (Belvedere) Baltimore, h.

Rogers, Harry (Belmont Moon) Coney Island, N. Y. h.

Roller, Adrian (Belmont Plaza) NYC. h.

Rosenfeld, Ronny (Clinton Ford Pavilion) Rosendale, N. Y. h.

Ross, Marie (Kingling) Sarasota, Fla. h.

Royal Palm Boys (Royal Palm Club) Miami, h.

Ruhl, Warren (Lincoln) Hancock, Mich. h.

**S**

Salts, Paul (Cotton Club) Hollywood, Fla. h.

Saltsack, Tony (How Meadow Club) Leasington, N. Y. h.

Sanders, Janita (Havana-Madria) NYC. cc.

Sandra, Acacia (Cuban Casino) NYC. cc.

Sanders, Hal (Montparnasse) NYC. re.

Savin, Jan (Lincoln) NYC. h.

Schub, Frankie (Aragon) Lima, O. h.

Scott, Chie (Hildeberg) Jackson, Miss. h.

Scott, Leonard (Webb's) Detroit, h.

Schroeder, Adeline (Thomas) L'Anse, Mich. h.

Shank, Chuck (Marshek) Chi. h.

Shaw, Maurice (Dempsy's) NYC. re.

Shaw, Artie (Fox) Chi. h.

Shaylor, Ed (Benly the Duke's) Philadelphia, h.

Siegel, Irving (Italian Cocktail Room) Tampa, Fla. cc.

Sils, Noble (Paramount) NYC. h.

Skinner, Fred (Cape) Hollywood, h.

Smith, Joseph C. (Fairfield) Groves, Los Angeles, h.

Smith, Stu (La Salle) Chi. h.

South, Eddie (St. George's) Henderson, Nev. h.

Sperry, Paul (Belmore) Palm Beach, Fla. h.

Stalin, Dick (Globe) Cleveland, h.

Steel, Edward (El Shelby) Detroit, h.

Steel, Roger (Little Club) NYC. cc.

Stee, Elmer (Old Mill) Ocean, N. Y. re.

Steiner, George (Coco) NYC. cc.

Stewart, Billy (Frank's) Seattle, h.

Stewart, Eddie (Widow's Garden) Toledo, h.

Strait, Charlie (White City) Chi. h.

Strong, Benny (Brown) Louisville, h.

Strader, Ted (Moon) NYC. re.

Stutz, Dick (Brown Dorcy) Boston, h.

Stutz, Joseph (Continental) Denver, h.

Swenson, Sammy (Palman & Thurston) Worcester, Mass. re.

Swingster, The (Pecadilly) NYC. h.

Sylvio, Don (Belmont's) NYC. cc.

Sylvester, Bob (Club) Birmingham, h.

**T**

Thompson, Archie (Clover Club) Portland, Ore. h.

Thompson, Lang (Crown Palace) Denver, h.

Thompson, Grant (Westing) NYC. h.

Tisdale Trio (Coco) NYC. re.

Tison, Carl (Trotta) Washington, D. C. re.

Tofte, Herman (El Chico) Birmingham, Ala. h.

Town, Loren (Hill-Mo) Wichita, Kan. h.

Trace, Al (College Inn) Chi. h.

Travis, Vincent (Paradise) NYC. cc.

Travers, Ted (How Meadow) Lexington, Ky. h.

**Tucker, Orrin (Palmer House) Chi. h.**

Tucker, Tommy (Baker) Dallas, h.

**U**

Van, Charlie (Elmer's) W. Palm Beach, Fla. h.

Van Gelder, Leon (Midway Club) Union City, N. J. h.

Varnes, Eddie (Rex Club) Chi. h.

Walsh, Joe (Edmore) NYC. h.

Vernadale (Vernadale) New Orleans, h.

Vilany, Bela (Hungary) NYC. cc.

Vordev, Vivian (Cafe Venice) Galveston, Tex. h.

Vordev, Nick (Coco) NYC. cc.

**W**

Wagner, Buddy (Midnight Sun) NYC. re.

Walton, Jack (Schenoy) Pittsburgh, h.

Walton, Verne (The Tavern) Reno, Nev. h.

Warren, Richard (Star Club) NYC. re.

Webb, Chay (Park Central) NYC. h.

Webb, George (Hilly) Pittsburgh, h.

Weeks, Renny (Club Marvin) Boston, h.

Weems, Ted (Paramount) Ft. Wayne, Ind. h.

Weiler (Amanda) NYC. re.

Wells, Lawrence (Schroeder) Milwaukee, h.

West, Bill (Elmer) Hollywood, h.

Wharton, Harry (Village Inn) Philadelphia, h.

White, Irving (Five o'Clock) Miami Beach, Fla. h.

Wilder, Gus (Piano) Chicago, Wis. h.

Williams, Ossie (Beverly) Toronto, Ont. h.

Williams, Ernie (Subway) Kansas City, Mo. h.

Wintz, Julie (Top Hat) Union City, N. J. h.

Woods, Howard (Laurel-in-the-Forest) Lakeview, N. J. h.

**Y**

Yates, Bill (Chestnut) Buffalo, h.

Young, Johnny (Excelsior) Garden City, N. Y. h.

**Z**

Zarin, Michael (Roney Plaza) Miami Beach, Fla. h.

**Orchestra Routes must be received at the Cincinnati offices no later than Friday to insure publication.**

**Brown's \$650 Big at Ritz**

**BRIDGEPORT, Conn., Feb. 25.**—Les Brown, in his initial appearance this season at Ritz Ballroom here last Sunday night, drew an attendance of 4,100 persons. Band went over big and with admis. priced at 25 pennies for one and all, turned in a nice gross of \$650.

Music in the Air

By DANIEL RICHMAN

Music From Hollywood

NOVELTY among stereotyped dance remotes—which is something akin to a roop among fibrons—is the presentation that can currently be picked up several times a week from Earl Carroll's new nitery in Hollywood. This is probably the only remote on contemporary networks wherein the place rather than the band is the featured attraction. Titled Musical Greenings From Hollywood, the program resembles a commercial for a night club much more than the customary ethereal showcase for an orchestra.

Since it actually is a dance remote, however, there has to be a band, but in comparison to the solo prominence of other outfits on the air the INNER CIRCLE ORCHESTRA, directed by ARCHIE BLETCHER (Earl Carroll's New Theater Restaurant, Hollywood, WABC) seems almost incidental. The billing alone is the tip-off—and certainly something different for habitual late-hour dialers to digest. The band itself, despite the titular and directorial trappings, is Ray Noble's crew, the stellar band-stand attraction of the Carroll circuit.

Out of the Inner Circle

WHAT emanates from the inner circle doesn't live up to the promising start of a vocal introduction taking its cue from the Carroll type of show—a song about the "most beautiful girl in the world," sung by a baritone instead of the usual musical theme from the band. What follows thereafter is a succession of pop tunes with the exception of a pair of numbers from the score of the spot's floor show, Noble's own song, By Candlelight, and what is presumably a showgirl production number, You're So Lovely. Latter was warbled by the baritone intruded with the same job in the show.

Announcements made considerable mention of the club, show, etc., making it sound like a first cousin to a sponsored program. The unusual aura for an alleged straight dance remote can't be denied, and it was regrettable that the music itself let down the general over scheme of things. Novelty is too rare a commodity on midnight airwaves not to be accorded better all-round treatment.

Without a Song

AS FAR as popular numbers of the day are concerned, MIKE BRENT (New Colonial Inn, Singas, N. J., WNEW) seems to take his inspiration from Vincent Youmans' semi-classic Without a Song. During the whole half hour caught there wasn't one currently popular representative from Tin Pan Alley, which was carrying originally somewhat to the other extreme. In between three models of oldtimers (but old) were sandwiched One o'Clock Jump; a swing version of the Semson and DeLille aria, My Heart at Thy Sweet Voice; We Can't Go On Like This and Singsin' on a Busy Night. The last two are show products but as yet don't mean a thing as regards air plugs or over the sheet music counter sales.

The program was the last stop on WNEW's late "Dance Parade," and Brent's programming may have been based upon the assumption that by that time such listeners as stayed with the station thru several hours of dance music may have been a bit fed up with current hits; hence the attempt to give them a change of diet. If so there was sense to the idea, altho the failure to include at least one ballad or rhythm song of the moment would hardly make a bit with those light owls who start tuning in at 1:30 a.m.

Bell-Tone

THE most listenable item connected with the remotes of FRANKIE MASTERS (Hotel Roosevelt, New Orleans, WABC) is the announcing of the maestro himself. Masters delivers himself of remarks about the next numbers breezily and informally and almost succeeds in selling the idea that he's at the helm of a great program. Actually the broadcast caught was spotty; a half-dozen pops were tiredly played, but in between came startlingly good arrangements of came startlingly good arrangements of Get Out of Town; Oh, Miss Hannah, Get Out of Town; Turn On Dem Bells, featuring Masters' "bell-tone rhythm." The latter, incidentally, will impress those auditors not familiar with Richard Himber's "rhythmic pyramids" or Al Cavellin's "cascading chords," both of which it resembles.

The Reviewing Stand

"Red" Nichols

(Reviewed at Aragon, Ballroom, Chicago) THIS big horn maestro, who is credited by many for contributing more to hot jazz than any other white instrumentalist, is now in the process of climbing up the comeback trail. Nichols' present outfit has been built up within the past year and is heading east now to cut some platters, something this trumpeter hasn't done for nearly six years, but which was responsible for much of his popularity from 1927 to 1930.

New combo is set up with four brass, four reed and three rhythm, and with "Red" on his trumpet you can mark this cork down in the upper brackets. There's a real style to this bunch, and it still has its roots below the Mason-Dixon Line. Cork each when it gets out on the light and solid swing stuff, with Nichols weaving a pattern on the trumpet. It's all done with a lot of restraint and this is the high spot of the band's library. Some expertly handled blues are also part of the scheme of things, too, and are pushed out in the tempo and undercurrents required for this type of stuff. The jam stuff used gets a little out of control and it is made more noticeable by contrast with the majority of stuff played, which is much more confined.

Lads all appear to have a good deal of talent individually and there seems to be no reason why Nichols shouldn't again ascend the higher rungs. Good assets, too, is Bill Darnell, cork's vocalist. His basso voice and warm delivery are naturals for the New Orleans arrangements. "Red" is still an amiable personality for the front and he socks away on the iron horn with all the old gusto and showmanship. Humphrey.

Horace Henderson

(Reviewed at Skyline Club, Chicago)

EVIDENTLY taking his cue from Brother Fletcher, this young ebony maestro has, since 1937, built up a musical outfit easily comparable to the top swing bands of the country. His name may not yet hold the b.-b. magic, but his product is A-1. Prior to heading his own group, Horace tapped the 88 and did some composing for his older brother in the latter's cork. Since organizing his own combo, the younger of the Henderson tribe has made Springfield, Oh! black-and-tan nitery, his stamping ground.

Lads are split into a five brass, four reed and three rhythm set-up, besides Horace's doubling between the keyboard and baton. They work out in the typically smooth manner of most colored outfits, throwing equal stress on the blues and hot jazz jam. Danceability with this cork is exceptionally good because of the boys' ability to maintain a lilting tempo through the hot and tricky improvisings.

Viola Jefferson, a hot copper-colored gal, pitches torrid vocal arrangements, giving her everything to catch ditty. Gal reminds a little of Billie Holiday, but really packs more punch in her pipes than her renowned competitor. Ray Nance, first chair trumpeter, gets away on some scald vocalizing, too, and whole biz adds up to give any bunch of dance and modern music lovers a bang-up evening. Humphrey.

George Shuey

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

WITH seven men of college background, mostly Iowa State, Shuey's entourage has youth and pep. A swing band a couple of months ago, tendency is to kick off more seldom now and give the sweet kids a chance. However, unit is equipped to go if a swingeroo is wanted.

Shuey, himself, is a slip-horn player, altho he plans to drop out and use only the baton very shortly. Killing in the three-man brass section with another trombonist. There are three in the rhythm and three in the sax section, with a distinct novelty in the girl singing department, Eleanor Hardley, who not only vocals but whistles better.

Band got together originally when all the boys were in school, and is now going sans worries about classes, all having graduated. Comedy quarter is held down by Lou Young, sax, and Al Doty, of the brass section, while instrumental features are handled by Red Harvey, a hot doublet, and Bob Shuey on drums.

Styled for one-nighters in the cheap-priced halls, where stage and limber-jointed terpsits want to cut up. Oldfeld.

Ray Kinney

(Reviewed at Hawaiian Room, Hotel Lexington, New York)

THAT Kinney's style of music has something definite to offer—especially to those New Yorkers a bit fed by the brassy swing dispensed in most night spots—is amply proven by his nine-month tenancy here. The he sticks exclusively to Hawaiian melodies (the nearest approach to Tin Pan Alley comes with pseudo hula numbers like Blue Hawaii) he is shrewd enough to realize that some break in an evening of grass-skirt rhythms is necessary and he supplies the needed touch of Americana thru a couple of simple arranging devices.

Method used is merely the injection of a bit of pure swing, on intros, outros or modulations, or on occasion during half of a last chorus. Not only do the swing rhythms supply an added fillip to the Hawaiian tunes, but they offer nice contrast as well, and they are a definite factor in getting the crowd out on the floor. Band's instrumentation—three reed, trumpet, steel guitar, uke and four rhythm—allows for the excursion into swing, and it's to the boys' credit that they make it sound as well as it does, inasmuch as it's fundamentally a Hawaiian combo.

Kinney and George Kaimapu, uke strummer, take care of the vocals, which are divided between English and Hawaiian wordage. Kaimapu combines a baritone with a high falsetto, and the effect of the latter causes plenty of head-turning in the direction of the stand. Boys warble ensemble at times, and the songs of the islands are extensive and varied enough to allow good showmanship in the routing of slow and fast tempos. Kinney rates a bow for handling his outfit in such a way that boredom never creeps in, despite the one basic music formula. His work sounds as fresh and interesting after two hours as it does during the first set. Richman.

Buddy Fisher

(Reviewed at Old Vienna, Coney Tower, Cincinnati)

IF YOU tired of looking at band leaders who take themselves too seriously and listening to orks that grind out gittles in the conventional fashion you'll delight in listening to the tootling and watching the sassy cavortings of this highly entertaining crew. As for ourselves, the Fisher lads gave us our most enjoyable night club visit in months. Without fear of contradiction, the Fisher aggregation is one of the most entertaining night club orchestras on the road today. With any kind of a break and with the proper handling the band is destined to reach the top ranks within another year, or we're a pig's uncle.

Fisher has a corking idea in his latest combo. Using four brasses, four saxes and three rhythms, the lads beat out an ideal tempo and a good brand of dance music in their more serious moments, from smooth arrangements supplied by Jack Wendover, Frank Botten-court and Bud Young. The band's strong suit, however, and the thing that makes it different is its socko comedy interludes. Without resorting to the old seltzer-in-the-puss gag and breaking fiddles over each other's noggin, the Fisher corkmen wham out a brand of comedy that almost makes their music a secondary feature. The dynamic Fisher sets the pace for the laugh sessions and acquires himself nobly as a comedy leader. Comedy as dished out by Fisher and his men is inoffensive but highly contagious, and Fisher succeeds

in drawing an unusually heavy audience participation, even the most astute patrons capitulating to the cork's shenanigans. Another factor noticeable to the looker-on is the splendid co-operative spirit demonstrated by the lads in the band.

Russing Fisher a close second for comedy honors is Frank Bottencourt, trombonist, whose senseless antics bring frequent howls. Others aiding on the entertaining end are Harry Passell, drummer; the Ton of Harmony, comprised of Victor (Tiny) Barr, writer (Spanky) Schwafel and Paul (Junior) Fahn; and the Four Oaxiank Wash-ups, made up of Bottencourt, Fahn, Passell and Kinner (Bud) Young. Vic Barr, tenor, and Dorothy Conner, band leader, do exceptionally well with the vocals.

Lads radiate a heap of personality and make a good appearance in their tails, and they have the stuff that will appeal to the night club clientele anywhere. Originally booked in here for a fortnight, the combo has been signed to remain for at least six more weeks. Sachs.

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FTP Competition Up Again As Mauntz Resigns as P. A.

Bernard Simon gets his job, as Edwards calls him "un-co-operative" for objecting to alleged competition with Broadway—producers to protest over "Mikado" policy

(Continued from page 3) FTP decision as stubborn insistence to run the project as competition to Broadway rather than as a relief measure...

even less fair than it would be with competition at a regular commercial scale.

Answering the contention that the FTP depends upon theater parties, Simon and Hartel declared that the Chicago production was an assured success and needed no guaranteed audience via reduced rates...

Union executives, viewing the FTP conflict, looked upon it as a last spurt of life before complete demolition of the project in June...

The not officially confirmed locally, reports from Washington indicate another

Both Bernard Simon, newly appointed p. a., and Ralph Hartel, Edwards' own press representative, whitewashed the FTP policy on the ground that the unusually great cost of importing the Chicago show necessitated their resorting to full box-office prices...

FTP press agents argue, further, that the box office scale of 25 cents, 50 cents, 83 cents and \$1.10 attracts a class which couldn't afford Broadway prices.

From Out Front

By EUGENE BURR

A couple of weeks ago this column was pretty sore at Sidney Whipple, of The World-Telegram, for suggesting that Haywood Brock didn't mean what he said about The American Way...

Mr. Whipple didn't accuse them, as he did Mr. Brown, of writing things they didn't honestly mean. Instead he made the much more acute and fundamental accusation that their honestly held opinions were so honestly conditioned...

Among other things, he attacked the Noel Coward fetish, that allowed respectable good reviews to even such an empty ragging as Set to Music, and the Tchekov fetish, that shobbers adoration over any of that bemuddled Moscovite's adolescent mind-blings...

Aside from Mr. Whipple's excellent onslaught upon what he terms body horrids, it's beginning to look as tho this corner might have a new recruit for the Tchekov Society.

While on the subject of theatrical columns, some mention should be made of Brooks Atkinson's Sunday article in The Times, in which he takes the high and optimistic stand that art, far from being an esoteric backwash in the stream of life, is a pounding, pulsing part of the main current...

The error appears to stem from a confusion in terms. Mr. Atkinson seems to confuse the artist with the artisan, art with ability or capability, and the essence of art work with that quality that has unfortunately been called the "artistic"...

For art is creation; without creation there can be no art. And, more than that, art is the attempted creation of beauty, as distinct from scientific and pseudo (or "social") scientific creation...

The wearer of tasteful, effective and lovely clothes is no artist (unless he or she designed the clothes), but merely an artisan in a craft that depends not even upon manufacture, but merely upon selection. The arts of government or law or education are merely misnomers; they are sciences—those strange, pompous sciences known as the "social" home of which has progressed much beyond the stage of primitive nomenclature...

It would be a fine world, this speck of mud whirling ceaselessly in infinity, if Mr. Atkinson's bravely announced dicta were true. It is an encouraging theory that he spins. But it does seem a shame to waste a fine column on a mere confusion in terms.

OUT-OF-TOWN OPENINGS

"The Philadelphia Story"

SHUBERT THEATER (New Haven, Conn.) A modern comedy by Philip Barry, directed by Robert H. Sinclair in settings by Robert Edmund Jones. Cast includes Katharine Hepburn, Joseph Cotton, Forrest Orr, Lenor Longman, Vera Allen, Shirley Booth, Van Hefflin and Nicholas Joy.

It looks as if the Theater Guild has a hit on its hands with The Philadelphia Story, Philip Barry's most amusingly silly play since Holiday.

It gets its title from a journalistic assignment for a reporter and a female photographer who visit the ancestral Philadelphia acres of a socially prominent but slightly wacky family. The "story" turns out to be something different from what the editors intended; but it all makes a supremely amusing evening in the theater.

Hepburn is quite beautiful and plays the role of the eldest daughter with warmth and charm. Fresh from divorce, the daughter is about to take a second plunge when the reporters arrive to rattle the skeletons in the family closet. Intest upon hindering them, the eldest gives a daring exhibition that results in emotional entanglements sufficient to sidetrack the reporters and to shove the daughter into another wedding with her former husband, the situation being acceptable to everybody but the minister, recently risen from the ranks, who was supposed to have gone to the altar with her.

Barrymore, Lunts Find Memphis Good

MEMPHIS, Feb. 25.—Ethel Barrymore's Whiteoaks took in \$4,300 in one-day matinee and night and the Lunts garnered \$5,200 with Amphitruon 38. On a similar visit, the two engagements coming within six days of each other and clearly indicating the city's thirst for legitimate attractions.

Both dates were played at the municipal Ellis Auditorium and were close to capacity for the house. Grosses were good despite bitter cold weather, to which this section of Mid-South is not accustomed.

The Lunts are coming back March 8 with Idiot's Delight, and the Southern company of Kiss the Boys Goodbye has been set for two nights and a matinee April 6-7.

Only other legit show was Tallulah Bankhead's I Am Different, which played to sellout business and was rapidly panned by press and public. Show later folded in Washington.

The Lunt-Fontaine engagements mark this noted couple's first excursion into the South, and they are finding an enthusiastic reception at every turn.

Cleveland Play House Picketing Is Halted

CLEVELAND, Feb. 25.—For the first time since February 1 the Play House here was without a picket line last night following a meeting between leaders of the IATSE Local 27 and the Play House management. The picket line was called off when the Play House management, with whom the union had been negotiating for more than two years, failed to call a promised meeting. Some time in the next 10 days Thomas L. Sidlo will call a meeting with representatives of the union, and Sidlo has promised that at that meeting he will give a definite answer to the union's demands for recognition.

John B. Fitzgerald, president of the local, referred inquiries to Sidlo, saying that the union had agreed not to make any statement until after the final meeting with the Play House management. Sidlo, whose forte is long statements that the local papers set in agate, announced that he has no statement to make.

The grapevine reports are that the Play House, two theaters in one building, was forced to the action by the indignities of the truckers and musicians, who threatened to boycott the Metropolitan Opera. The Met is presented by an association headed by Sidlo, who heads the Play House, and the directors of Play House and the opera group intersect.

Play House uses "students" for stagehands, whose pay has been the privilege of working.

BROADWAY RUNS. Performance to February 23, inclusive. Table with columns: Dramatic, Musical Comedy, and rows listing plays like 'The Human Comedy', 'The Boy Who Sailed', 'How to Succeed in Business Without Really Trying', etc., with dates and percentages.

# New Plays on Broadway

Reviewed by Eugene Burr

## ETHEL BARRYMORE

Beginning Tuesday Evening, February 21, 1939  
**OFF TO BUFFALO**

A comedy by Max Liebman and Allen Boretz, starring Joe Cook. Staged by Melville Burke. Settings designed by Donald Ornelander, built by T. B. McDonald Construction Co. and painted by R. W. Bergman Studio. Press agent, Karl N. Bernstein. Associate press agent, Max Gordon. Stage manager, Albert West. Assistant stage manager, Burton Lewis. Presented by Albert Lewis.

Mary Quinn ..... Hume Cronyn  
 Joan ..... Luba Wesely  
 Evelyn Cain ..... Elizabeth Love  
 "Pop" Clifford ..... Frank Camp  
 Bixie ..... Matt Briggs  
 Marjorie ..... Richard Taber  
 Sprung ..... Edmund Dorsey  
 G. Chesley ..... G. Albert Smith  
 Johnny Mabe ..... Fred Lightner  
 Gus Delaney ..... Joe Cook  
 Cabby O'Keefe ..... Otto Hiltart  
 Marie Kromm ..... Nat Cantor  
 Fanny Primm ..... Fay Courtney  
 Gill ..... Henry Tobles  
 Blossom ..... Harold Whalen  
 Blossom ..... Peggy Chamberlain  
 Dottie ..... Joan Engel  
 Pepe Brothers ..... Martin Brothers  
 The Flying Martini, William and George Dewey  
 Phil Gordon ..... James Kelly  
 Dethy's Boy ..... Burton Lewis  
 Johnson ..... Dudley Clements  
 Laundry Man ..... Albert West

ACT I—Scene 1: The Living Room of Mary Quinn's Home in Flatbush. Scene 2: Gus Delaney's Hotel Room in the West Forties. One Hour Later. ACT II—The Quill Living Room. Three Days Later. ACT III—The Same. One Hour Later.

The Time Is the Present!

This isn't going to be a review, so don't expect one. If it were a review, it would probably suggest that *Off to Buffalo*, the Max Liebman-Alle Boretz farce that Albert Lewis brought to the Ethel Barrymore Theater Tuesday night, is a spotty work, occasionally hilarious but more often bogged down by trite farce plotting and venerable wisecracks. Since it isn't a review, however, it can joyously and innocently that this reporter has a lovely time at the Barrymore, wallowing in an evening-full of nostalgic sentimentality centering around Monday afternoons at the Palace, enjoying hunks of an old-time vaude bill that erupt idiotically at odd points in the action, spouting at a long line of slapstick antics and in general enjoying himself immensely. As the young lady next to me acutely remarked at one point when the proceedings threatened to get out of hand: "It's Hellsopopps in a small way."

It all depends, I suppose, on whether or not you were ever a vaudeville addict yourself. If you never were (there are some people who don't like champagne, either), *Off to Buffalo* will probably seem merely a fair-to-middling farce that lets down a bit just before its final curtain. But if you were, you'll share the present state of this reporter.

The plotline of *Off to Buffalo* is simple enough. Harry Quinn, a rug salesman who gets a wild gleam in his eye when he remembers those Mondays at the Palace, is made chairman of the entertainment committee of his lodge; so he immediately hires Gus Delaney, faded fading of the two-a-day, to run the annual affair. He rescues Gus from the parlous delights of a 47th street hotel, but he doesn't know that.

The upshot is that the entire bill—complete with magician, acrobats, singers, dancers, white rabbits and pigeons—moves out to Harry's modest little home in Brooklyn, to eat three square a day while awaiting the performance. Harry pays them in advance—drawing on his firm's funds—and then the grand chancelor of the lodge (whose wife wanted to sing three numbers from Schubert) refuses to touch the expenditure. That provides the peg on which Max Liebman and Boretz hang most of the complications—but it fails to describe the impromptu vaude bill staged in the living room, or the medicine show turn down by Joe Cook, or Delaney, or the nostalgia, or the constantly erupting madras, or the presence of a bewildered pifonee which flies out over the Ethel Barrymore audience at the second act curtain. If you like that sort of thing you like it, I suppose, and if you don't I can only feel sorry for you.

Melville Burke had staged it all in an appropriately heter-sketter fashion—cho, if the final curtain were built up more strongly the total effect would be increased about 50 per cent—and a large and strongly vaudeville-tinged cast works like a band of demented Trojans. As was belatedly reported in the last paragraph,

Joe Cook heads the tribe in this, his first excursion into what is sometimes facetiously referred to as straight drama; and so long as he is left more or less on his own he does very well. On occasions, however, the lines seem to cramp him, and his slow delivery isn't the best in the world for a farce that must depend primarily upon mad movement.

Leading the support is Otto Hultet, that sterling actor, as the magician, reading lines with beautiful timing and comedy effect and bolstering up the entertainment constantly. Hume Cronyn is pleasantly adequate as Quill; Elizabeth Love is pleasantly decorative as Quill's somewhat bewildered wife; Frank Camp is excellent as Quill's scheming father-in-law, and Matt Briggs, Dudley Clements, Richard Taber, G. Albert Smith and Edmund Dorsey are all helpful as non-vaudeville (or sane) members of the community. The vaudevillians themselves, altho they sometimes act a bit contemptuously toward mere legit lines, come thru with color flying, particularly when *Off to Buffalo* pretends to be a misplaced vaude bill. Deserving special mention are William and George Dewey, Peggy Chamberlain, the Martell Brothers and James Kelly.

If this is the report of a personal bias rather than of a play, I can only say that, unlike most reviewers, I warned you at the start. The Billboard office used to be the old RKO booking floor, and I can see the Ghost of Albee nodding approval from the corner in back of the filing case. He'd probably nod approval, too, if he journeyed over to the Barrymore Theater.

## CORT

Beginning Monday Evening, February 20, 1939

### MISS SWAN EXPECTS

A farce by Bella and Samuel Spewack. Staged by Samuel Spewack. Settings designed by Raymond Sovey, built by Van Seonic Studio and painted by Triande Seonic Studio. Press agents, Emanuel Eisenberg and Morton Nathanson. Stage manager, Wylie Adams. Assistant stage manager, Kurt Richards. Presented by William Harris Jr.

Miss Swann ..... Joyce Arling  
 Michael Borek ..... Esther Mitchell  
 Harold ..... Boris Tokofsky  
 Miss Swann ..... O. Z. Whithead  
 Ethel ..... Peggy Conklin  
 Patsy Wool ..... Ann Andrews  
 Moops ..... James MacColl  
 Bretherton ..... Kurt Richards  
 Silverman ..... Edward Franz  
 Expressman ..... William Bendix  
 Doctor ..... Wylie Adams  
 John Cunningham ..... C. Norman Hammond  
 Harry Antrim ..... John Beal  
 William Hess ..... Harry Antrim  
 Doctor ..... William Hess  
 Doctor ..... William Hess

ACT I—The Reception Room of the House of Bretherton. An Afternoon in May. ACT II—Scene 1: The Reception Room of Bretherton. The Following Day. ACT III—Scene 1: Several Hours Later. Scene 2: Bretherton's Study. Several Days Later.

William Harris Jr., who has been positive for over three years, emerged from his cacophonous silences on Monday night to present a hotter-sketter farce by Bella and Samuel Spewack, its comically anticipatory title is *Miss Swan Expects*; it is playing (or was when this was written) at the Cort Theater; and its chief asset is the indication it gives that Mr. Harris won't remain silent again for so long. If he's willing to do plays like *Miss Swan Expects* he'll probably be doing a show a week from now on.

To generalize over a play that isn't worth a generally good farce must incalculable in its spectators an immediate belief in the cookery world it creates, and also an immediate sympathy with one or more of its characters. Otherwise (a) it seems merely silly, instead of funny, or (b) you simply don't give a hoot about what happens. *Miss Swan Expects*, even in its own farce world, is about as believable as Hitler attending a synagogue, and its leading character is an sympathetic as a phonograph record with a broken thread—something which, incidentally she somewhat resembles. And, so far as the presentation at the Cort is concerned, matters are made even worse by the messy, unpointed direction of Mr. Spewack and the amazingly ineffective playing of Peggy Conklin in the title role.

Miss Swan (she's really Mrs. Nansen, so the hysterical connotations could probably get by even the New York State Board of Censors) is literary consultant of a shabby publishing house that hopes to retrieve its fortunes by publishing the

### What Price Flag-Waving?

NEW YORK, Feb. 25.—A regular theatergoer suggested in a letter to Actors' Equity Association last week that the union sponsor a movement to introduce playing of *The Star-Spangled Banner* at the close of all performances, as is done in England with *God Save the King*.

The suggestion was well taken, explained an Equity exec, but cold regulations of Local 800 of the American Federation of Musicians must be faced. The patriotic innovation would constitute misdeed enough to require straight dramatic shows carrying added expense of minimum pit band. Equity didn't have the heart, tho, to expose the letter writer to the facts of life.

biography of a famous financier, on which Miss Swan's husband has been working for two years. A scatter-brained frail, she buys a farm and furniture in expectation of the royalties. Jenna casually that a young Nansen is on the way, and in general acts like a spendthrift member of the Jukes family. Then the financier refuses to allow the book to be published.

Miss Swan's attempts to get money involve a taxi driver who sells copies of a suppressed novel, a glamour gal of the Rector days who tries to bring calm to the great brains of business men, an autobiography contest temporarily won by a dialectical sandwich-man with a good imagination, a secretary who is arrested on her wedding night, a Swiss bell ringer and various other unlikely protagonists. The goings-on almost defy accurate description, being at the same time extremely involved and monumentally amusing. In the end, of course, Miss Swan manages to inveigle the financier into allowing the book to be published, and this, for some reason, causes everything to turn out all right. No one seems to consider the possibility that the book, like the play that was written about it, may be a turkey.

There might have been occasional moments of amusement if Mr. Spewack, as director, had managed to pull together a few of the loose threads that the Spewacks, as authors, left scattered all over the stage. But the decorative and unpointed action becomes even fouler under his ministering hand—and Miss Conklin lets the chief character down with a thud. It was her job to create both belief and sympathy; instead, she indulges in a long series of atrociously timed and entirely unpointed readings, all delivered in a flat, whining monotone. It is a performance that could be surpassed by any competent dramatic school student.

The support, what with Mr. Spewack's direction is spotty but generally good. There is a beautifully timed and finely underplayed stage characterization by John Williams, that always excellent performer; and good jobs are also done by William Bendix, as the taxi driver; Harry Antrim (who filled in at short notice), as the financier; Ann Andrews, as the belle of the tycoons; Edward Franz, as the publisher; C. Norman Hammond, as a novel-writing judge; Esther Mitchell, as an incidental astrologist; and William Bock, who, in a few moments in the last act, gets the only real, hearty laughs of the evening. John Beal plays the comparatively small part of the husband, and plays it very well.

But despite their efforts, Miss Swan, I'm afraid, isn't going to get what she expects.

### American Academy Students Present "The Silver Cord"

NEW YORK, Feb. 25.—The American Academy of Dramatic Arts presented Sidney Howard's *The Silver Cord* at the Vanderbilt Theater last Friday.

The characters in the play are not any too well written and offer no easy task to inexperienced youngsters attempting to give them life on the stage. For instance, the part of Mrs. Phelps, which the author overwrote tremendously, in any unwise hands is bound to go over-

board. There are any number of Mrs. Phelps in real life, but on the stage, if she is in the least burlesqued, she immediately becomes unbelievable and farcical. Miss Estee Potter, who played the part Friday, played it way beyond the believable point, and completely twisted the character as a woman. Miss Potter got a lot of laughs from her audience, but to our way of thinking they were no compliments to her perception. If Mrs. Phelps were an uproariously funny person, how could she possibly have had the power that she did have over her obviously intelligent son? Miss Potter reads lines like a troupier, knows timing, and has stage presence; all in all she has a great deal of ability. But we are aware that she saw fit to play farce where there was none.

We were glad to see Don Keefe, in the part of Robert, acting more like a human being than he did as Mickey in the *Shining Hour*. Except for standing around like a cigar-store Indian at times, he did a nice job. Judith Oargill gave an uneven performance as Christina, starting her lines with all the sincerity the part demands and getting lost somewhere before the end of each scene. She seemed to be working awfully hard in a part that should offer no difficulties. Carol Folan suffered quite enough as Hester, and we don't feel that we should make her suffer any more by saying that she is no tragedienne, so we just won't say anything. Charles Lang did very nicely as David. Peggy deProc was the maid.

### Philly Legit Looks Strong

PHILADELPHIA, Feb. 25.—Detailed bookings in Shubert theaters for March include the D'Oyle Carte Co. at the Forrest for a three-week stay, beginning March 13; *Five Kings*, Orson Welles' Shakespearean cycle, for a limited engagement at the Chestnut Street Opera House, starting March 22, and *Comedie*, with Cornelia Otis Skinner, at the Locust for week of March 27.

Among current attractions, *The Women* is in its ninth stanza at the Forrest, with the end not yet in sight. *Golden Boy*, with a cast featuring Phillip Holmes and Betty Furness, remains at the Erlanger for a second couple, while *The Philadelphia Story*, Philip Barry's rite of the elite of the Quaker City, with Katharine Hepburn, will close a two-week engagement at the Chestnut next Saturday in preparation for a New York run. Maurice Schwartz' *Yiddish Art Theater*, playing Shalom Asch's *Three Cities* at the Locust, will also wind up a six-day engagement Saturday.

### No Ullman Successor Yet

LOS ANGELES, Feb. 25.—No successor to James R. Ullman as head of YFE here was appointed this week. Series of conferences between Mrs. Hallie Flanigan and Herbert R. Legg, administrator, have turned up no likely candidate for the spot. There have been no applicants interviewed who are acceptable, it was said. Ullman, who recently tendered his resignation, holds the post until Tuesday (28).

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# Colored Floor Shows Having Tough Time in Chicago Clubs

CHICAGO, Feb. 25.—Harlem spots have had a disastrous season here. Eddie Fox, who in 1937 ransomed the Grand Terrace and reopened it as Chicago's edition of New York's Cotton Club, slipped to unknown acts a few months after opening and used only bands under his personal management. Business fell off and the cafe is having a tough time.

The Swingland, another colored club in the Harlem belt, folded early this month and does not expect to reopen before September. These two have been rated top among colored entertainment spots, but their inconvenient locations never attracted many spending visitors. Swingland had a \$1 minimum Saturdays and the Grand Terrace this month instituted a new price policy, doing away with nightly and Sunday minimums. Fletcher Henderson and Earl Hines, Fox bands, have been principal Terrace attractions, and Horace Henderson has been the mainstay at the Swingland.

While Negro talent is used in a couple of other outlying spots, the effort is rewarded with little money. The 5100 Club on the North Side, Towne Club in Cicero and the Tally-Ho use Harlemites, but the pay is low. Only spot to cash in on a Negro band here this season is the Blue Fountain Room in the LaSalle Hotel, which engaged "Stuff" Smith on a gamble. Smith came in when business was bad and built up a considerable following. He has drawn two contract extensions already.

Loop spots using Negroes include Gibby's, where Sammy Williams is a fixture at the piano; the Three Deuces, employing several musicians; and the Rose Bowl, which recently engaged Gladys Palmer as intermission pianist.

NEW YORK, Feb. 25.—Locally, employment opportunities for colored talent and bands appear to be normal.

The Cotton Club is rehearsing its new show to open about March 9, with Bill Robinson and Cab Calloway's band featured. In the cast will be Sister Tharp, a holdover; Tanya, coach dancer; Katherine Piper, singer; Glenn and Jenkins, first comedy talk act to play the Cotton Club since it moved to its Broadway site; Ruby Hill, singer; the Beachcombers, novelty and juggling; Juno

Richmond, vocalist; Will Vodery Choir and a troupe of girls.

Only other local clubs—excluding the Harlem area—using all-colored talent are the Kit Kat on the East Side, the Black Cat in Greenwich Village and Mammy's Chicken Farm on 53d street.

The quick folding of Lew Leslie's Blackbirds has put a damper on colored talent, but the PTT's and Michael Todd's threatened Swing Mikados are expected to put the spotlight on again when they finally open.

## Niagara Falls Club Wrecked

NIAGARA FALLS, N. Y., Feb. 25.—The Ray-Ott Club had bad luck week ago last when the Cluck Building, in which it was located, was demolished by a gas explosion. Explosion fortunately enough occurred about 8 o'clock in the evening with only a few dinner customers present. There were 17 injuries reported among patrons and employees, including one of the proprietors, Otto Preiberg; Ray Dragon, co-owner, is suing the city of Niagara Falls for damages estimated between \$25,000 and \$40,000.

## Buffalo Nitory Closes

BUFFALO, Feb. 25.—Glen Park dance hall, which had been transformed last fall into a winter night spot, the Wintergarden, by owner Harry Altman, has closed until the summer amusement park season opens. Business has been poor except on week-ends. He successfully operates a local roller rink in the meantime.

## Mardi Gras Helps N. O.

NEW ORLEANS, Feb. 25.—With influx of visitors already indicating biggest Mardi Gras season in history, local night spots are reporting capacity houses every night for past fortnight and overflow at giving the Vieux Carre (Latin Quarters) best break in years.

## Cafe Bookers and AFA Set Minimum For Philly Acts

PHILADELPHIA, Feb. 25.—The first meeting of the Cabaret Bookers' Division of the Entertainment Managers' Association resulted in the establishment of a 97 cent minimum for a single engagement in a night club or fraternal hall.

The group also agreed upon an 81 cent minimum for an engagement of three consecutive nights. These prices were established after consultation with Thomas Kelly, local representative of the American Federation of Actors. A bond of \$500 will be required of all bookers to guarantee payment of acts.

Roy H. Cross, vice-president of the AFA, was named chairman of the new division.

## Youngstown Club Changes

YOUNGSTOWN, O., Feb. 25.—Under a new policy, the Gray Wolf Tavern, night club at near-by Masury, is closed Monday nights. Lee Lemli's band, which played the Tavern for several weeks last fall, has supplanted Ken Morris' combo. Acts current include the Sit Spring Kings, Anthony and Du Barry, Evelyn Negere and the Six Cocktail Girls.

RICHARD NEWELL is at McVan's Club, Buffalo, for a five-week engagement.

## You Supply the Comments

Performers gag about jumping to Alaska for a one-night stand.

But Collette and Galls recently went from San Francisco to Chicago to play a benefit at the State Insane Asylum.

## Spots Before Your Eyes

CHICAGO, Feb. 25.—Patrons won't have to imbibe in order to see spots in front of their eyes in the new, Panther Room of the College Inn, which opens here March 11.

The setting, according to the press release, will be "that of a jungle, with a motif of tawny yellow and red spots and other colors of the jungle."

Under the new arrangement Manager Frank Berling is partitioning the College Inn to separate the dining room from the bar and thus provide a more intimate atmosphere.

## 1,600 Pennsy Cafes Endangered By Liquor Laws

PHILADELPHIA, Feb. 25.—Approximately half the bars and night clubs in Pennsylvania will be abolished by the State Legislature if the recommendations of the special joint legislative committee are put into effect.

One of the primary considerations in the proposal of Gov. Arthur James is that only one bar be permitted for every 1,000 persons. The ratio now in effect is 1 to 530.

There will be no drastic shutting down of established bars. Licensees conducting orderly establishments will not be molested. Instead, it is predicted, licensees to operate will be more difficult to obtain, and any cafe which loses its license will be denied permission to reopen. By this method the number of liquor dispensaries will be gradually decreased to meet the desired ratio.

A particular drive is to be waged against "dives" and resorts featuring flesh. Hotels and large night clubs will be exempt from the purge.

NEW SHOW at Waldorf-Astoria's Empire Room, New York, beginning March 2 will include the Great Maurice and Loretta Lee. They succeed Billy Hayes and Mary Jane Walsh, who finish March 1. Gren Gray Oak continues.

# Night Spots Force Pubs, Celebs Into Weekly Round of Festivities

(Continued from page 3)

disappointed. If the publisher has a big check, the band leader is impressed anyhow—but then the publisher becomes depressed.

Ben Bernie is another who has held out the friendly arm to the trade with his "Celebrity Nights" Thursdays at the Hotel Pennsylvania. Bernie is a nice guy and besides the stars are hungry for publicity.

Film studios often put down restrictions as in the case of Mickey Rooney, who was behind a post at one of the New Yorker's recent Sunday night shindigs, while the emcee kept denying he was there. The Broadway mob, tho, is not shy; they have even started to introduce song pluggers as celebrities.

The Pan Alley Nights, devoted to paying homage and tribute to those gentlemen who have given to posterity a musical taste and genius with unflinching devotion to public service (or so the build-up goes) are also very profitable. The Commodore Hotel, with Sammy Kaye, goes in for this one.

Hotel Ambassador caters to the Tin Pan Alley gentry on Monday nights. It has nearly reached the millennium by requiring the boys to dress—and the boys are painfully present in their starched shirts and tuxedos.

When Kay Kyser was at the Pennsylvania he had "Quiz Nights" in which the celebs were invited to answer questions and win prizes.

But one trick that won't be easily forgotten by Reggie Childs was his opening at the Ben Franklin Hotel, Philadelphia, in which the hotel did some extensive advertising on the fact that New York's Tin Pan Alley would bring down celebs. There was hell to pay when the only music people who showed up wore the song pluggers and the office boys who sense day hope to be song pluggers. The "stars of stage, screen and radio" who promised to appear

stayed a respectable distance from Philadelphia.

Of the night clubs, the only one practicing the celebrity night idea consistently is Leon and Eddie's, where each Sunday night a "tribute" is paid to one star. As a business hype the late International Casino tried Sunday night celeb gatherings. The Cotton Club also went in for them last season. Probably the most successful attempt at cornering free talent was worked by Billy Rose, who last spring tempted performers to do a stint at the Casa Planaba Sunday nights to jammed houses. He cut it out after several weeks, however.

A partial list of Trade Cafe Society includes Mike Nidorf, Tommy Rockwool, Ann Richardson, Teddy Powell, Billy Shaw, Charlie Green, Bonnie Ames, Abe Lyman, Buddy Clark, Johnny Mercer, Doc Casano, Lee Wiley, Vincent Lopez, Betty Hutton, the Andrews Sisters, Lou Levy, Saul Cahn and Sammy Chaplin. Benny Davis, Benny Meroff, Eddie De Lange (and all other band leaders who are in town), Harry Luuk, Jack Robbins, Jack Mills, Sidney Mills, Frank Hennings, Ed Fishman, Paul Small, Bert Frohman, Charles and Nick Keady, Jack Bregman, Lew Diamond, Arthur Leonard, Leo Stewart. All night club editors and most Broadway columnists (who don't pay) and, in a class by himself, Jackie Osterman, also are part of the new night life trade "society."

Top celebrities can be "booked" almost every night in the week for free, except Friday and Saturday, a night reserved for the customers. Just as the East Side clubs, which subsidize broken-down society names to hang around and attract other alleged blue bloods, thus drawing general public, most acts are glad to give away their talents in order to mix socially with a group whose offices some of them can't even get near. Cuffing has become quite a big business, but, in very few instances do the spot owners pay now. It's the Broadway hop guys who are paying thru the nose.

# Club Talent

## New York City:

GRACE AND SCOTTY are now playing the Hotel Victoria Grill. . . . TED ELDER and his boxing kangaroo set for Shoreham Hotel, Washington, after completion of current date at Leon and Eddie's. . . . OLLRONE AND STARR are making a Montone short. . . . JACKIE STUART, vocalist, is now in her fifth week, at the Gloria Palace.

## Chicago:

IRVING BURKE, songstress, is going to Miami after a five-week stay at the Minuet Club here. . . . AVIS KENT has gone to the Brown Hotel, Louisville. . . . CHEZ PAREE show holds over, altho a new band (Russ Morgan) is coming in Friday (3). . . . HI HAT Club wanted to out the personnel of its band but the union said no.

RODRIGO AND FRANCINE have been held over an additional four weeks at the Stevens Hotel. They are now doing a new routine to Our Memory Wails, a composition by J. A. Jones, manager of the hotel.

## Here and There:

THE DE MAYOS will close a five-week stay at the Hotel Philadelphia, Philadelphia, March 4 and move to the Green Sky Club, Lancaster, Pa. for a return engagement. . . . BILLY GRAY and Jerry Bergen opened at Jimmy Brink's Look-out House, Covington, Ky., February 22, supported by Jackson and Blakwell and Donn Arden's Artist Models. . . . LEW AND LES SHEER are set at the Embassy Club, San Francisco, indefinitely. Burns and White are also there. . . . GEORGE AND MARVIA KING open at the Bal Tabarin, San Francisco, March 1.

THEODORA, dancer, held for a second week at the Imperial Club, Detroit. . . . LEE BARTELL, vocalist, jumped from the Hi-Hat Cafe, Chicago, to Chez Paree, Omaha, where she is heading a show including Bill Anson and the Burton Twins. . . . CHARLES WRIGHT, 4-year-old son of Vivian and Wright, jugglers, was seriously burned recently and is at the Ball Memorial Hospital, Muncie, Ind. . . . VAN AND ARRIVOLA, of the Harry Clark show, Personality Parade, which closed after three weeks on the Lulus & Jenkins time in Georgia, have opened at the Dixie Inn, Palm Beach, Fla.

DIANE AND DEL CAMPO open at the National Theater, Havana, Tuesday (23). . . . NATALIE AND DARNELLE are leaving Hawaii for Australia south. . . . ABUNCION ORANADOS, Latin dancer, will play the lead in a Mexican film, Women and Bulls, to be produced by Molina Font in Mexico City.

DEAN CROCCETTI, singer, has joined Oyl Collette's Band, now at the Washington Mounts, Washington, Pa. . . . AL TRENTON, Tommy Trent's brother, is breaking in a punch and Judy act around Boston.

## Club Bookers Have Dance

NEW YORK, Feb. 25.—More than \$1,000 was taken in last Sunday at the first Annual Entertainment and Dance given by the Associated Entertainment Directors at the AWA Clubhouse.

Strong talent line-up, including Vincent Lopez, Johnny Burke, Bob Howard and others, was arranged by entertainment committee, headed by Fred Navins. Committee also included Lady Sen Mel, Arthur Fisher, George Kuttin, Alfred Skea, Frank Sherman, Dan J. Harrington, Al Rogers, Eddie Luniz, Al Silver, Louis Ricardo, Irving Burnett, Mike Hammer, Charles Rapp and Clifton R. Lovejoy.

## New Club in Miami

MIAMI, Fla., Feb. 25.—Miami's newest is Kelly's Torch Club, a Hialeah spot. It is run by Julie Beck, who bills herself as former manager of La Paloma. Entertainers include Billy Rosser, emcee, and Kiki Hall, Johanna O'Brien, Jessie Rogers, Ginger Russell, Mickey Siegmund and Johnny Langstone, dancers. Musicians are Hal Oakley's Ork.

## Scrambled Sentence Contest

LITTLE CHUTE, Wis., Feb. 25.—Sylvia Warner's Chute Inn is running a weekly scrambled sentence contest with coupons for free drinks awarded winners. Sample sentence to unscramble is this choice bit: "Nin certit etudg het yb left drambdel tpcnca etudof." Bob Schmidt's Ork is doing the honors at the spot.

The Drum, Coral Gables, Florida

Currently housed in the Emile Melancon's \$75,000-loy, The Drum, are Sheila Barrett, Howard Brooks, Marissa, Barbara Jannister and the Tony Lopez Band.

Starting the hard way, with Tony Lopez's crew, one can only say that the boys are still unqualified to play the type of show which The Drum presents.

Barbara Jannister is a nice kid but is way below par as a singer. Marissa, a dark, personable undulator, does a simple Hawaiian routine with plenty saavoir faire.

Only thing wrong with Howard Brooks' act is not enough. Brooks introduces the acts and burlesques the art of legend-drama. His magic feats are simple but interesting, and his patter is perfect.

Tip-off on La Barrett is that when she works the dinner show even the boys sipper are stilled. The girl earns her six-five-o and then some.

Publicity by Ted Howard. Lee Steimonds.

Casino Russe, New York

Tucked away in the austere dignity of Carnegie Hall, this Russian spot is a recent addition to the local Continental night life scene, catering mostly to the carriage trade and others who go in for Continental entertainment, atmosphere and food.

Entertainment is typically Continental and all in foreign language—Russian is so specific, but one doesn't have to understand the tongue to gather all the implications and significance.

Other acts include Darin Sokolokaya, gipsy dancer who does well in this kind of spot; Mira Gregor, a stocky brunet with a luscious voice dishing out Russian tunes; Matvienkov, Caucasian dancer working with flaming daggers that don't hit every time but give off a good effect in a darkened room.

Misha Novy's Orchestra provides the music from deep gipsy Russian strains to Tin Pan Alley, with Novy himself taking the spot with pashy waltzes and schmalz tunes, which he does very well.

Publicity by Ted Howard. Lee Steimonds.

Presenting BOBBY PARKS and his ORCHESTRA concluding successful 3 months engagement Persian Room PLAZA HOTEL New York Direction MCA.

Night Club Reviews

It's that kind of a place. Alexander Bunchuk's trio fills in on in-between times and also plays in the Bagdad Room. To sum it up: atmosphere, food, entertainment—good. Poor lighting effects and slow pace, however, could be done away with because they seem to have the proper facilities.

Francine Farrell, a sweet young thing, is hand vocalist, and while quite a pretty girl, would do more towards achieving a wider voice range and using less restraint when giving out. Sasha Macof is the owner, and James P. Davis press agents. Sol Zeit.

Rose Bowl, Chicago

Ina Ray Hutton and her band finally accepted a local nitery engagement after turning down a \$1,750-a-week offer from the next-door Hi Hat Club.

It is a showy 14-girl organization, loaded on showmanship but comparatively weak as a dance-tune dispenser. This may be partly due to the small capacity of this room, seating around 125 and limiting the possibilities of such a large outfit. Band shell has been enlarged and sufficient room is provided for all.

Miss Hutton is the big feature and is still the striking blond, personality familiar to her footlight followers. She fits in nicely with this informal atmosphere and should draw a good number of the local and visiting male spenders. Most of her stuff has to be watched both during dance and show seasons, for she puts plenty ofumph into each arrangement. Aired nightly over the Mutual network (WGN local outlet), the band and the spot should benefit.

The shows are brief but lively. Band opens with an original awingaroo, Babcock, and Vicki Allen, a talented brunet, taps out real rhythm interspersed with a spin and a couple of scoo tricks. Miss Hutton next warbles Rain, Rain, Go Away in her inimitable style and scores.

Joe and Jane McKenna, standard vaude turn, have a somewhat altered act for night spots, probably due to the limitations of floor space. Open with a ballroom satire to Tex for Two, and Joe follows with his drunk, which is funny but is not an appropriate offering during a dinner show. They wind up with their adagio burlesque, which still packs plenty of laughs.

A highlight is Elaine Merritt's hot vocalizing of Hold Tight and the Boogy Woogy Dance. She is a sexy redhead and resembles Miss Hutton. They strut together to the tune of the latter number and are joined by the McKennas for a jam session hit. Band closes the show with Swingin' the Blues, Torrid.

Gladys Palmer, copper-colored swing pianist and songstress, keeps the patrons in proper spirits at intermissions with catchy selections.

Never a cover. Minimum range from \$1.50 to \$2.50. Sam Holsberg.

Penthouse, Hotel Bradford, Boston

It's perhaps the best bill of the season at the Hotel Bradford's Penthouse.

Perhaps it's the extraordinary pulchritude of the line of Penthouse girls; perhaps it's Tom Moran's way of staging a show, or it may be general excellence of the whole show. At any rate, it's good.

Mickey Alpert has returned to lead the Whispering Rhythm Boys and to head the bill with new orchestral stunts and several new novelty numbers.

Esther Halston, screen star, sang her way into the hearts of the patrons and gave a series of encores. She was beautifully groomed.

Joe Cook Jr., son of the musical comedy star, has the same touch of humor and the same sort of comedy.

Ouy Principato brings an entire group of Hawaiians with him to provide soft music and offer their own inimitable burlesque of a hula dance. Principato has been plugging along for 10 years and seems to have arrived.

Sylvia Franco and Drigo are dancers of unusual skill, and their work has earned for them a long contract at the Penthouse.

Johnny Brooks does comedy songs, patter and dances and is a hit.

Helen Devlin is a blues singer of excellent voice and a pleasing personality, while Bernie Brasell does acrobatics and dances which send the audience into convulsions of laughter and then awe.

Floyd L. Bell.

Havana Madrid, New York

With the other Times Square Latin clubs out of the running, this charming basement club opposite the Capitol Theater is doing marvellous business.

It's the combination of romantic atmosphere, fine Latin music, a lively and colorful floor show and good food and liquors that make this club a money-maker.

Nano Rodrigo's Band, here a year, and Rosita Ortega, Spanish dancer, dominate the show. Rodrigo and his nine men provide lifting, authentic Latin tunes, turning occasionally to American numbers, and accompany the difficult floor show excellently. Rodrigo leads, plays the maraca and occasionally sings.

Miss Ortega, a tall, vivid brunet now doubling into the Radio City Music Hall and often playing the dancin' lead in the Met's Carmen, is the highlight of the pleasing floor show. She displays a fine technique in classic Spanish costume dances and has the patrons whistling and calling for encores.

The rest of the show has Cosar and Lydia, young dance team, romping thru Conga and rumba numbers that get by mostly because they are lively and colorful; Diana Del Rio, brunet and comely mistress of ceremonies, who exudes a swell personality and sings nicely; and Corday and Triano, exotic-style smooth dance team going thru the usual poses, lifts and spins. Juanito Sanabria and six men provide the relief dance music and on Rodrigo's night off handle the show music as well.

Marlo Tossati is the host and manager. Irving Zussman is the p. a. Service is fair. Paul Dent.

Walnut Room, Bismarck Hotel, Chicago

One of the better dining rooms in the Loop, catering to a good dinner trade, brought in Chuck Shanks and orchestra and a new bill to round out the winter



season. The combination affords some satisfactory hotel entertainment, smart, clean and amusing.

The amusing end is furnished by Shanks and his rhythmic seven-piece outfit which carries on with plenty of musical life and peppers the evening with original novelties. Leader strings a bass and sells with a winning, rotund personality. Plenty of swing in the dance spots and in the pleasing vocal contributions by Shanks; brother Al, guitarist, and Sig Rogers; fiddler. A bright spot is "Dynamite" Piazza, an accordion-pumping youngster who whips away with an abundance of spirit.

As an emcee, however, Shanks looks like a new comer and will need more experience to feel at home alone on the floor. He brings out his trio to open the show with a comedy novelty which opening night was The Customer is Always Right. Sing in intermission-combination style, which was quite acceptable.

Darlene O'Day, soprano, who with organist Betty Grey has been here since last June, follows with a familiar offering of standard favorites of the Sweet Mystery of Life, Kiss Me Again and Tea for Two varieties. Girl has gone a long way in improving her delivery and sells with more showmanship. Betty no longer panics on the portable organ and on her own contributes several numbers, impressively played.

Patsy Marr, blond acrobatic dancer, is on early with solid work, the first show seeing her difficult routine tapping on her head while doing a hand stand, and in the second show she has a book act turn that has several bright tricks.

Adela Trent and Sawyer, youthful boy and two-girl trio, made an exceedingly smart appearance and wowed them several craftily constructed numbers with grace and good taste, started with a waltz, one-step and rumba combination and later in the evening returned for an interpretative and musical comedy act. Well-executed spins in which the boy handles both of the girls simultaneously climax the stronger routine. Nanna Van Houten, socialite songstress, joined Shanks' Band this week, and while her vocal assignment is com-

HIT OF THE SHOW!

SIMPSON SISTERS CURRENTLY 31ST WEEK IN THE ICE REVUE IRIDIUM ROOM Hotel St. Regis New York DIRECTION MUSIC CORPORATION OF AMERICA

PAUL GORDAN "The Prince of Wheels" NOW SECOND WEEK DRAKE HOTEL, CHICAGO In Conjunction With WAYNE KING'S ORCHESTRA Direction: EDWARD RILEY, 1560 Broadway, New York.

paratively insignificant she adds decoration on the stand.  
Betty Gray appears during intermissions with organ solos that are growing increasingly popular.  
W. H. Padgett still carrying on as publicity chief. Sam Honigberg.

**Peter Stuyvesant Room, Hotel Stuyvesant, Buffalo**

A new spot for Buffalo is the five-week-old restaurant and cocktail lounge built onto the Stuyvesant Hotel. Very cozily laid out, with many partitions, mirrored pillars, little alcoves and balconies, the effect achieved by Darwin Martin, manager, is most gratifying and the atmosphere is intimate and definitely very metropolitan. Dance floor is small, accommodating about 15 couples.

Only entertainment is Nell Golden and his band, previously at the DeWitt Clinton Hotel, Albany, N. Y., who supply dance music as well as self-styled medleys for the "dinner crowd." They are okay on the semi-classical and soft sweet numbers. However, lack the zip to inject real meaning into the swingeroos and hot stuff they play for customers on request. That, however, is probably due to the unfortunate breakdown of the baby grand the early part of the eve. When it collapsed, before the dinner music began, it bounced on the sax and thus eliminated Lou Winters, the sax tooter, from taking a real part in the going-on. Golden handles his violin in also fashion, getting off some really fine notes and also does some vocal solos that impress. Byron Klasinger capably plays the guitar, giving a bit of that strange rhythm characteristic of Hawaiian music. Walton McCure adeptly wields the bow on the base viol and looks and sounds well. Jack Mayo, the pianist, gives the five-man unit some good sturdy background and also handles the ivory neatly on semi-classical and novelty arrangements. Trio of McCure, Winters and Klasinger, called Hy, Wyde and Hensom, gets off some specialties and pop songs in glee-club style that click well in the small room. The boys' showmanship is pleasantly refined.

Evelyn Nations, singer, entertained at the room until recently and has not been replaced as yet. The management expects to add another act of this type in the near future.  
Host is George Muegel, Sergeant in good, attracting patrons of the upper brackets. Food lacks that extra touch expected of a layout of this kind. Dinner prices range from 60 cents upward. Harold J. Warner.

**Village Barn, New York**

Meyer Horowitz, discoverer of hillbilly talent and the operator of one of New York's best run night clubs, opened his new show and band Monday (February 20), and it looks as though the customers will like the entertainment he offers, as is usual.

Teddy King's Band, just out of the Brooklyn Strand Theater, takes the band stand. King is a veteran emcee and band leader and does a nice job here leading his 12 men thru the show music and then swinging out for the dance music. He has four sax, five brass, drums, string bass and piano—a combo that is a bit brassy when the p.-a. system is turned on too loudly.

King contributes the opening number of the four-a-night floor show. It is a Cavalcade of Swing, with the band showing how it swings thru the years. Then Thurston Crane, formerly in musical comedy, takes over the emcee job and later sings a few pops in pleasing baritone. He has a nice personality and a lot of poise.

De May, Moore and Martin, two men and a small blonde, go thru the usual boke ballroom stuff that is more often dull than amusing. Some of the tricks are refreshing, but too much of it is familiar. The set pleased the patrons, however. Oetzel Williams, a charming, the pleasingly plump brown-haired gal, soaked over several ballads. Has a soft, easy-flowing contralto voice that is handled well and carries lots of expression. Above average for a band vocalist.

Bryce Santy opens with a song and some trick whistling and then surprises with sock acrobatic stunts. The act stuff is delivered with personality and poise.

Texas Jim Lewis and his cowboy outfit are old favorites here. Lewis plucks the string bass and is backed by a girl guitarist-singer and four boys (violin, accordion and two guitars). In Western

outfits, they dish out cowboy tunes in lively fashion, with Lewis providing the punch finish when he plays his noisy washboard contraption.

Ed Wainer is p. a. and Milt Pickman the booker. Service is okay. Food and liquor are better than before. Paul Dentis.

**Club Gaucho, New York**

Owner-manager Pedro Valli has brought in a new band and some new talent, and the new entertainment as a whole is more than satisfying.

Juan Mikula (violin) leads the new tango orchestra, composed of a guitar, accordion and piano. The accordion is a square, small affair that is a typical Spanish tango instrument. The small orchestra is excellent on tangos and adequate on rumbas and American rhythms.

Maria Del Carmen, Paquito Villa and Trini Plaza compose the floor show. The male guitar duo plays the tables between shows. Senorita Del Carmen's authentic Spanish castanet and heel-clicking dances are graceful, haughty and fiery in the proper Latin manner. A complete delight. Senorita Villa, a small, shapely girl, has a lively personality and executes a rumba and a chopinetes in ingratiating style. Senorita Plaza lends her soprano voice to interesting Latin tunes. Holds attention.

More important than the floor show and music is the atmosphere—which is restful in proper Latin romantic manner. A swell place for holding hands and getting a big giddy dancing rumbas and sipping drinks. Paul Dentis.

**Mon Paris, New York**

Mary Cohen, daughter of the illustrious George M., made her debut here as a night club singer, but is a long way off from being a polished performer. The saucer-eyed blonde, a slight, attractive girl, was afflicted with the usual opening-night-fright, but once she got into the swing of things displayed no unusual vocal talents. The band gives her over opportunity to break loose, but she lacks poise and presence.

Her name value is undoubtedly her greatest asset, and when she accepts a little more showmanship should be able to sell a song much better than she does at the present time.

Charlie Murray and his six-piece band are a better-than-average combo and work up some tricky instrumentation. They sound as pleasant to the ear as they are to dance to. The Royal Hawaiiana, a three-piece crew, provide South Sea Island strains in the bar, which is almost as large as the room itself.

Decor of the place is French, on the high-class side, profusely illustrated with waxy wall murals. Dinner runs at \$2.50 and a la carte, but for those who can pay the price the food is fine.

Dorothy Kay press agent. Sol Zaitz.

**Garfield-Grant Hotel, Long Branch, N. J.**

Jersey shore hospitality is filling a long-felt need for "music with your meals" here. Policy of using organ in the dining room and adjoining bar was inaugurated about six or eight months ago.

Presiding at the console of the Hammond electric organ is John E. Varney, who followed Bill Thompson into this spot. Varney, who has done this sort of work for 16 years, is being well received by the customers. His technique is far above the average. Varney plays at lunch, dinner and after the theater. Dinner is from 85 cents. Sam Abbott.

**Arabiian Club, Columbus, O.**

After several seasons of tough going this suburban alitery is again one of the top-ranking hot spots in the capital city, due mostly to the untiring efforts of its new sponsor, Tom Jones. Spot offers one of the most elaborate layouts in Central Ohio and has been offering consistently good floor show talent and top-ranking dance bands for several months.

Current bill is well balanced and dominated by Ritz and Rubens, one of the most talented dance teams to appear at the Arabian this season. Their original dance interpretations click with the patrons.

The Muriel Kretlow line continue to please with their graceful dance routines. The attractive girls have beautiful wardrobe and an unlimited repertoire of

dance numbers. They are in their third week here.

Dale Stevens and his dance combo have been turning out some swell tunes for dancers. It's a soft and sweet type band that has caught on amazingly with patrons. Bill Oger, Stuart Breden and Betty Harris do splendidly with the vocal assignments.

Manager Tom Jones has inaugurated a policy of serving full-course dinners each evening, starting at 6. Food is good and reasonably priced. Club takes on a carnival atmosphere Wednesday nights, which is Mardi Gras night, with the usual favors and novelties. Spot grabs off its share of the conventional, for which this town is well known. Rex McConnell.

**Indigo Cafe, N. Hollywood, California**

Indigo is the valley's class spot. With no dancing, it depends on performers' ability to bring in the customers. Seating about 100 and featuring oldtimers in the alitery business, spot gets heavy play from the flaker crowd, doing peak his almost every night.

Jack Frost, capable tenor, did Umbrella Man, and Jimmy Eldard, good baritone, does Silver on the Sage and Funny Old Hills. Val Harris scored with a hick brand of comedy and his Sheriff song. The three boys then join up on some top trio work, their best number being Let's Grow Old Together. Trio does almost any song called out by the crowd.

Spot is owned by Sid Brown, old-time piano player, and known for his old song, Texas Tommy Swing. Dean Ocker.

**Boston Night Clubs Seek 3 A.M. Curfew**

BOSTON, Feb. 27.—Curfew abals not ring—at least not at 1 a.m. here if the efforts of local night club owners is to be of avail in the current Legislature.

At last the Hub operators, usually at war with one another, are closely co-operating to put over a bill which is to permit them to remain open until 3 a.m.

Police Commissioner Joe Timilty has given unqualified approval to the idea. With Boston reaching out earnestly for big conventions, the argument most used is that these conventions will not come eastward if they find they are to be restricted in the hours of their night clubbing. Governor Saltonstall, who is never seen at a night club, is said to favor the new bill.

**Donahue Refuses To Take Cut at Palm Island Casino**

MIAMI BEACH, Fla., Feb. 25.—Due to a raid in which \$20,000 worth of game equipment was carted away, the Palm Island Casino asked the Al Donahue band to take a \$600 cut last week. Donahue refused but reached a compromise settlement with the management whereby the band stayed, but he dropped out for the duration of the band's contract. The band closes next week, and Donahue is vacationing here until the band ends its run.

Jack, brother of Al and a member of the band, took \$5 for granted that the band was thru and returned to New York Monday. His brother phoned New York to urge him to return immediately. Jack returned 4 a.m. to his hotel to find a message telling him to return by the 8:15 a.m. plane, which he did.

**Omaha Chez Parce Resumes**

OMAHA, Feb. 25.—Floor shows came back to the Chez Parce lending night club here Monday after an absence of several weeks following a threatened shutdown from Iowa law enforcement officials. The nitery did not close but had dropped the show.

Chauncey Cromwell and his band moved into the Paxton last week, with Gloria Davis as the swingstress.

**TED ELDER**

P R E S E N T S



THE MOST UNUSUAL NOVELTY ACT IN SHOW BUSINESS

**BOXING KANGAROO**

(AS CLEAN AND SAFE AS A WELL-TRAINED HOUSE DOG)

Now Appearing (Limited Engagement)

LEON & EDDIE'S, N. Y.

Management: GEO. A. HAMID, Inc. Principal Direction: LEO GRUND

**MACK (GOGGLES) BARRON**

In My 20th Consecutive Week Comedian of the REQUIRE CLUB, BALTIMORE, MD. Smart Chatter to an Intelligent Audience in a Swanky Club.

# MCA SHAKES UP ACT DEP'T

## Bo Brummels Had Their Troubles in London . . .

LONDON, Feb. 23.—Start of Three Bo Brummels' visit to England was not too good, but everything looks like turning out happily. With one week's salary due, they left Clifford Fischer's show, New York and sailed for England. Crossing was bad, sea being rough.

Feeling the worse for wear, the trio went on to Bristol Hippodrome to find that no one knew them. Contacting their agent, they found a switch had been made without their being informed. Put into the London Collection week of February 6, they did so well as to secure return engagement and further bookings such as Osmond Holloway, Kibbini Empire, Trocadero, Elephant and Castle and Palace Theater, Blackpool. Bookings are pending in France and Scandinavia. Act will play American fair in summary.

## AFA Suspends Hildegarde for Contract Breach

NEW YORK, Feb. 25.—Hildegarde, suspended for 90 days by the American Federation of Actors last week for failure to fulfill a contract with the Colony Club, Chicago, has nevertheless been booked for an eight-week engagement at the Savoy Plaza here beginning March 3.

Tiff between Hildegarde and Colony Club hinged upon contract calling for her to perform three shows nightly for two weeks at the Chicago bistro. Contract was not fulfilled, Hildegarde claiming she had an oral agreement with management permitting her to accept a radio engagement in the event, she occurred one before or during the term, provided for in contract. AFA, taking contract at its face value, held Hildegarde did not abide by its terms.

AFA has a closed-shop agreement with Colony Club but has none with Savoy Plaza and will therefore take no measures to embarrass the hotel.

Negotiations for a compromise are under way, according to the AFA.

The AFA decision specifies that the suspension may be extended if the dispute with the Colony Club has not been "satisfactorily adjusted." On the other hand, if the dispute is not adjusted in a year Hildegarde may apply for a lifting of the suspension upon payment of a \$100 fine. (Fines go into the AFA's relief fund.)

Ford Crane is chairman of the AFA Trial Board, whose decisions must be approved by the council.

## AFA Strike in San Jose Nitery

SAN JOSE, Calif., Feb. 25.—American Federation of Actors cracked down and then retreated over policy of Hawaiian Gardens paying entertainers below AFA scale.

Acts were ordered out Saturday by the San Francisco local of the AFA, which charged that owner Baron Long had contracted with the Twentieth Century Agency for acts at less than the minimum.

Agency claimed to be innocent party, averring it had no knowledge of the AFA working agreement. Three of the four acts walked out.

Long said he could not pay scale and would be forced to close. AFA then eased its demands and the entertainers returned to work Monday. Scale of \$50 for teams was met by Long's agreement to pay \$70.

## K. C. House Drops Vaude

KANSAS CITY, Mo., Feb. 25.—Fox Tower Theater, which has long operated on a vaudeville-pic policy, will discontinue regular stage shows after March 2. Fresh shows, however, will be booked in occasionally. Elmer C. Rhodes, division manager for Fox Midwest Theaters, said the policy would eliminate the necessity of maintaining the local production unit, consisting of a line of girls and a stage band.

## Ingalls Put in Charge of Act, Talent Dep't; Other Changes

W. H. Stein co-ordinating revamped act department—15 bands to be dropped—more package shows for radio planned—hype for film bookings—more foreign dates

By PAUL DENIS

NEW YORK, Feb. 27.—Altho its gross business increased 13 per cent during the first quarter of 1939, Music Corp. of America's profit decreased and, as a result, the organization is going thru a reorganization intended primarily to build up its act and artist department and also to revitalize its foreign, film, radio and band departments. W. H. Stein, brother of MCA president Jules, is locating permanently here and will co-ordinate the handling of acts and talent in night clubs, hotels and theaters under the new set-up. He will also be in the lookout for talent worth sending to Hollywood and abroad and also handle problems of policy. Stein will work directly with Miles Ingalls, who joins the local MCA office March 1; Phil Bloom, handling theater dates; Lew Wasserman, in MCA's Beverly Hills office; Eddie Ekert, of the Chicago office, and Logan Hancock, switched recently from Dallas to the Chicago office to specialize in fairs.

MCA, which originally was a band agency, started managing act bookings and personalities 16 months ago. Now it is concentrating on the acts department which will operate thru MCA Artists, Ltd., a California corporation set up last year. It is a subsidiary of MCA, which will continue handling bands. Ingalls, who splits his agency partnership with Jack Davis, will be in charge of MCA's act and talent department and brings to MCA his list of about 25 acts, along with several accounts such as the Beverly Hills Country Club near Cincinnati. Irving Lesar will work in with Ingalls along with Norman Stein, who also continues handling foreign bookings.

Phil Bloom continues in charge of theater bookings, which grossed \$1,800,000 during 1938 and which cut heavily into the William Morris Agency's grip on the theater field. Johnny Dugan continues with Bloom.

### MCA Executives Continue

William Goodheart continues as executive vice-president and general manager in charge of bands and general bookings. Sonny Werblin remains general manager of the local MCA office. Marnie Sacks, who formerly handled the night club department, has been promoted to "general services man" and account executive and will concentrate on Philadelphia business, hotels and acts.

MCA is being encouraged to give a big build-up to its theater and night club department because of the excellent business being done in the vaude field. The current week, for example, has 84 MCA acts working, many of whom are under management. About \$200,000 in salaries is being earned by MCA acts and bands in theaters this week, also.

MCA is giving its cocktail and small band unit department a hype by bringing in Dick Stevens to the Chicago office. It now has about 100 small units on its list.

Dave Diamond, of Los Angeles, has joined MCA's Beverly Hills office and brings with him a list of writers and playwrights. His New York office manager, Blanche Wolfe, has joined the local MCA office handling writers.

### Radio Department Has Plans

The radio department is getting a hype, too. Harold Hackett is vice-president in charge of radio for MCA, with Bert McHugh assisting. James Saphier has joined the local radio department, bringing with him his list of talent, including Bob Hope and Loretta Lee. Walter Johnson continues to handle radio on the Coast and Maury Lipsey in Chicago.

Stein says MCA is going in for package shows for radio more than ever and reveals that MCA has at least 19 sponsored network shows using either package shows or MCA bands. Among the package shows sold by MCA are Gulf Oil-Screen Actors' Guild (\$15,000 a week budget), Lucky Strike-Kay Kyser, Lucy Fisher-Guy Lombardo, Campbell-Benny Goodman, Fitch Bandwagon, Raleigh Cigarette-Tommy Dorsey, Half & Half-

### MCA Statistics

Bands under management	250
Acts under management	180
Cocktail units under management	100
Film players under management	70

Ben Bernie and Paul Mall-Shady Duchin and Morton Downey, Skinny Ennis, Ted Fio-Rito and Phil Harris are among MCA bands on radio commercials now.

### Bands Get Ax

In the band field, Stein says MCA will drop at least 15 name bands within the next half year in an effort to "meet employers' demands for new personalities." He says the bands dropped will be those whose waning popularity makes them difficult to book.

Band department personnel remains as is.

MCA has not booked anything for either the New York or the San Francisco World Fairs yet. Stein says MCA is not yet sold on them.

### Build-Up for Film Bookings

J. O. Stein, MCA president, has located permanently on the Coast and will concentrate on building up MCA's film bookings. MCA has about 70 film players under management, a few of whom are topnotchers but most of whom are free-lance featured players.

MCA is pushing its foreign department, too, and points out that it has nine acts working abroad, along with three Georgia Hale girl troupes.



## The DEBONAIRS

Now Appearing at **BILLY ROSE'S "CASA MANANA"** New York City

Directions WILLIAM MILLER, 8KO Building, New York  
NOTE: Title, Routine and Presentation Registered With The Billboard's New Material Protection Bureau.

## THE DOLINOFFS & RAYA SISTERS

"DANCING MYSTERY"  
First American Appearance  
Direct From Their European Triumphs  
Now Appearing **LOEW'S STATE**, New York  
Direction: NAT KALCHEM, WM. MORRIS AGENCY

### Night Club in Cave

BIRMINGHAM, Ala., Feb. 25.—Only nitery known to be set right in a cave is located on the Bee Line Highway here.

Titled Bangor Cave, spot offers dancing, dining and floor show in a natural cave formation.

## Milwaukee Club Offers Wrestling

MILWAUKEE, Feb. 25.—Tom Terris opened a two-week 18th anniversary celebration February 16 at his Club Terris here. Spot advertises itself as the only nitery in the world that features free wrestling show nightly and boasts "the world's largest bar."

Two complete floor shows with from 5 to 12 acts start immediately after the wrestling, which takes place on a regulation-sized ring on the back bar. In addition, free bingo is being offered. Club Terris has no cover, admission or minimum charge and is currently featuring Phil Kestin as emcee, with Jack Teter and his Teter Tots doing the musical honors.

NEW LONDON, Wis., Feb. 25.—Leonard Lorge has taken over the management of the Club Sahara in the Rex Hotel here from E. L. McAndrews. Spot offers dancing nightly.

MADISON, Wis., Feb. 25.—Joe Pertzgen's Top Hat, five-miles west of here, observed its third anniversary party for six days this week. Program included the Fiddlers Three, the Great Sardoni and Wilbur Higgins, Astoristic and Don Struts. Unique novelty was a thunder, lightning and rain effect staged in connection with the floor show. Catherine Johnson is hostess at the Top Hat.

## Guy Martin Sues Robitschek

NEW YORK, Feb. 25.—On behalf of Guy Martin, agent, L. Robert Broder, attorney, has filed claim against the French American Productions, Inc., for commissions due on bookings for Kuri Robitschek's ill-fated vaudeville at the Majestic Theater.

(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; ne-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

A. B. C. Trio (Paradise) NYC, re. Abbott & Costello (Manley) Pittsburgh, Pa. Red (Wonder Bar) Detroit, re. Adair, Trent & Sawyer (Dismarek) Chi, re. Adair, Richard, Dancers (Pal.) Columbia, C. I. Aho, Rocco (Harry's New York Bar) Chi, re. Albern, Frank (Palace) NYC, re. Albo, Edna (Elliott) East & Sportmen's (New) Phila 27-March 4. Allen, Roberta (McAlpin) NYC, re. Allen & Kent (Oriental) Chi, re. Alma & Roland (Miami-Biltmore) Cocal Cables, Fla. h. Amigosa, Albert (Cafe Society) NYC, re. Amos, Andre (Downtown Casino) Detroit, re. Andrews Sisters (Casa Manana) NYC, re. Amos, Bill (Oriental) Chi, re. Arden, Sam (Artist Models) Lookout House Covington, Ky. re. Arden, Sam, Co. (Ball Club) Chi, re. Armstrong, Harry (Diamond Horseshoe) NYC, re. Asterberry Players (Del Monte) Miami, re. Austin, Gene (Casa Manana) NYC, re. Baker, Bonnie (Palmer House) Chi, re. Ballard & Ras (Palace) Blackpool, Blackland, re. Barlow, Julie (House of Murphy) Hollywood, re. Barrio Bernie (Plantation) NYC, re. Banks, Hilde (Old Hoggansan) NYC, re. Bankson & Fossa (Belle-Labell) NYC, re. Barclay, George (La Playa) Hollywood, re. p. Barrie, Mickey (Mother Kelly's) Miami Beach, re. Barry, Della (300 Club) Chi, re. Baskin, Dr. L. (Zimmerman's) Hingham, re. Bartel-Hurst Quartet (Royale Frolric) Chi, re. Bates, Luis (Diamond Horseshoe) NYC, re. Beauchair, Pierre (Monte Carlo) NYC, re. Behm, Arthur (Gay Nineties) NYC, re. Belmont, Bruce (American Legion Club) Huntington, Pa. Belongsky, Boris (St. Regis) NYC, re. Bendet, Ethel (Old Hoggansan) NYC, re. Ben, Ben (Palmer) Ft. Pierce, Fla. Benson, Ida (Radio Frank's) NYC, re. Berg, Alphonse & Co. (Tower) Kansas City, Mo. t. Bernan, Herman (Romanian Village) NYC, re. Blauche, Jeanne (Paradise) NYC, re. Boas, Sam (Commodore) NYC, re. Boeck, Al "Rag" (Crown) Cleveland, t. Bohm, Mary (Maxima) Bronx, N. Y. re. Bolan, Pat & Lee (Wonder Bar) Union City, N. J. re. Bourne, Ray & Melborn, Joe (White) NYC, re. Bowen, Fred (Palmer House) NYC, re. Bowen, Dobby (Pal.) Columbus, O. t. Brock, Edna (Pan-Pacific Rink) Los An, re. Brooks, Artie (Chalet) Rochester, re. Brown, Dixie (Commodore) NYC, re. Brown & Ames (Pal.) Columbia, C. I. Brown, Evans (Lodge's Italian Village) Syracuse, re. Burdell, Denise & Louise (Earl) Carroll's Hollywood, re. Busch, Betty (McVey's) Buffalo, re. Burns & White (Embassy Club) San Francisco, re. Bush, Barbara (Weberland Plaza) Cincinnati, re. Bustard, E. Kara, Ruberville (Palace) Dayton, O. t. Butler, Dorothy (Stevens) Chi, re. Calloway, Hazel (Plantation) NYC, re. Casan, Don (White) Detroit, re. Carl, Nelson (Hi-Hat Club) NYC, re. Carlos & Castle (Adelphi) London, England, t. Carter & Mercedes (Hi-Hat) Chi, re. Carzack, Andy (B & W Club) Brooklyn, re. Casper, Jerome (Wayne) NYC, re. Carr, Billy (300 Club) Chi, re. Carroll & Norman (O'Clock) Miami Beach, Fla. re. Carter & Bowie (Glenn Galleria) NYC, re. Casanova (Palace) Palm Beach, re. Cash, Betty (Kath's) NYC, re. Castro, Joe (Palmer House) Chi, re. Chandler, Pat (O'Clock) Baltimore, re. Chapman, Dick (Armando) NYC, re. Chase, Chas (Pal.) Cleveland, re. Chastain, Village Beauty's NYC, re. Chastain, Howard (Stevens) Chi, re. Chaire, Dorothy (Blackhawk) Chi, re. Chary, Michael (La Cava) NYC, re. Cobby, Lee (White) NYC, re. Cochran, Mar (Helm) NYC, re. Colglans, The Four (Oriental) Chi, re. Collette, Jean (300 Club) Chi, re. Coligan, Bill (Coca) NYC, re. Collins & Resday (Plantation) NYC, re. Collins & Patrick (Arrow) Los Angeles, t. Col, Wynne (Midway) NYC, re. Commercial, Three (La Marguina) NYC, re. Cook, Albin (Huban Blue) NYC, re. Cook, Ralph (Hall-Ball) Chi, re. Cooper, Bill (Kil Kil) NYC, re. Cooper & Dixie (Music Box) San Francisco, re. Cooper, Una (Riverdale) Milwaukee, t. Corley, Sammy (Kil Kil) NYC, re. Corvino & Adella (Exposition Aurora Ill. h. Cover & Reed (Whitely) NYC, re. Craig, Reginald (Earl-Carroll's) Hollywood, re. Crawford & Carkey (Palmer House) Chi, re. Cross & Dunn (Palm Island Club) Miami, re. D'Availo, Rocella (Veracruz) NYC, re. Daniels, Jean (Fascination) NYC, re. Daniels, Billy (Mammy's) (Children Farm) NYC, re. Darr & Yates (Colonial) Dayton, O. t. Dattilo, Thana (Russian Art) NYC, re. David, Jeanne (Club Tivoli) San Francisco, re. Dawson, Dolly (Lexington) NYC, re. Dawson, Vera (Wonder Bar) Union City, N. J. re. Deagan, Wanda (Quipide) Miami Beach, Fla. re. Day, Hugh (Chez Paree) Chi, re.

Dayton, Joe & Eddie (Beacon) Vancouver, B. C. De LaPlante, Peggy (Jimmy Kelly's) NYC, re. Del Carmen, Maria (Club Gaudin) NYC, re. Del Rio, Deana (Olivera-Madrid) NYC, re. Delahanty Sisters (White Front Inn) Fairfield, Ct. re. Deming, Helen (Chalet) Rochester, re. Denning, Ruth (Club 77) Hollywood, re. Dennings, Robert (White) NYC, re. De Thyri, Mona (Topsy) NYC, re. Diamond Brothers (Savoy) London, re. Di Palma, Angelo (Palace) Pittsburgh, re. Dixon, Alton (Kil, Kall) NYC, re. Dolge, Madeline (Hi-Hat) Dayton, re. J. re. Dolphus & Rava Sisters (State) NYC, t. Dominguez, Paquita (El Chico) NYC, re. Donahue, Ned, & Uno (Riverdale) Milwaukee, re. Decahoe, Ralph (Jack) (Mary-Go-Round) Dayton, O. re. Donnelly, Harry (Gay Nineties) NYC, re. Dooley, Mary (Pennsylvania) NYC, re. Dorsey, Tommy, & Band (Lyric) Indianapolis, re. Douglas, Lee (Hi-Hat) Bayonne, N. J. re. Dowling, Tom, & His Orchestra NYC, re. Downing, Harry (Paradise) Newark, N. J. re. Doyle, Buddy (Diamond Horseshoe) NYC, re. Drucker, Russell (Whirling Top) NYC, re. Drayton Sisters & Jack (Chez Paree) Montreal, Que., re. Duane, The (Hi-Hat) Chi, re. Dechis, Eddie, & Orch. (Barrie) Washington, D. C. t. Dupray, Bob (Hi-Hat) Bayonne, N. J. re. Durward, Corrado (Creek & Edward) Ambassador NYC, re. Dwyer, Agnes (Little Club) NYC, re. Elin, Marie (Berkeley) NYC, re. Elliott, Leonard (Chez Paree) NYC, re. Ellis, Valerie (Manley) Pittsburgh, re. Encarna, Johnny (Geo. Washington) Jacksonville, Fla. h. Enters & Borgia (Hollywood Beach) Hollywood, Fla. h.

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

F. Fargo, Mabel (Village Nat) NYC, re. Farlow, Joe, & Co. (Pala) Berlin, Germany, re. Farmer, Ray's (Hilbush) (Auditorium) Gainesboro, Va. t. (Auditorium) Bunker Hill, Va. t. (J. C. P. B. Hall) Capon Springs, Va. t. Farney, Ervin (Royale Frolric) Chi, re. Farrell, Bill (Cafe Elegante) NYC, re. Farrell, Don (Hi-Hat) Bayonne, N. J. re. Fay, Vivien (Earl Carroll's) Hollywood, re. Fay, Gladys (Jimmy Kelly's) NYC, re. Fay, Maria (B & W Club) Brooklyn, re. Fern, Peggy (Palm Island Club) Miami, Fla. re. Fern, Kay (Diamond Horseshoe) NYC, re. Fern, Mildred (Blackstone) Chi, re. Ferguson, Bobby (Dude) Beach) Berwyn, Md. Flinders Three (Top Hat) Madison, Wis. re. Flisk, Benny (Chez Paree) Chi, re. Flisk, Henry (Kil's Chop House) NYC, re. Fisher, Bob (New Bedford) Brooklyn, re. Fitzgerald, Ella (Park Central) NYC, re. Fitzgerald, Lillian (Plantation) NYC, re. Pate, Jean (Delavan) Buffalo, re. Fonda & Mr. Clair (New Villa) Toledo, re. Forber, Beris (Chez Paree) NYC, re. Foster, Don (Elm) Washington, t. Foster, Don (Elm) NYC, re. Foy, Jimmie (Diamond Horseshoe) NYC, re. Fraehline, Anne (La Cava) NYC, re. Francis, Emily (White) NYC, re. Francis, O. (Kil Kil) NYC, re. Francis, Eleanor (Star Club) NYC, re. Fulton, Jack (Tower) Kansas City, Mo. t. G. Galt, Bertie (Royal Palm Club) Miami, re. Galt, Paul (17th Ave.) NYC, re. Gallagher, Ruth (Holland Tavern) NYC, re. Gallagher, Joe (Radio Frank's) NYC, re. Galley, John (Tower) Kansas City, Mo. t. Galt, Bob (Club 18) NYC, re. Gay, Sally (Hollywood Beach) Hollywood, Fla. re. Gayton, Sisters (Belle-Labell) Chi, t. Geddie, George (Royal Borden) (Green Wall) Louisville, re. Gentry, Gus (Chalet Moderne) NYC, re. Gentry, Dorothy (Earl Carroll's) Hollywood, re. Gierria, Paul (Earl Carroll's) Hollywood, re. Gibson, Bobby (Paradise) NYC, re. Gilbert, Ethel (Radio Frank's) NYC, re. Gilbert, Gloria (Casa Manana) NYC, re. Gifford, Jack (Cafe Society) NYC, re. Gillepie, Christie (Chez Paree) NYC, re. Gillespie, Gilda (Pal.) Cleveland, t. Glover & Tappan (Copacabana) Rio de Janeiro, re. Gomez, Renato (El Chico) NYC, re. Gonzalez & Mosen (McAlpin) NYC, re. Gonzalez & Christie (Jimmy Kelly's) NYC, re. Gordon, Omaha (Orion Cabaret) Drury, Pa. re. Gower & Jeanne (Rainbow Room) NYC, re.

Grant, Barney, & Co. (Colonial) Dayton, O. re. Gray Jack (Park Lane) NYC, re. Gray & Bergan (Lookout House) Covington, Ky. re. Green, Michel (St. Regis) NYC, re. Green, Mrs. (Casino Royal) NYC, re. Green, Al (Swing Club) NYC, re. Green, Bennett (Mother Kelly's) Miami Beach, re. Grey, Betty (Bismarck) Chi, re. Guy, Barrington (Plantation) NYC, re. Gyslenkron, Baron (Wivel) NYC, re. H. Hanson, Paul (Chez Paree) Chi, re. Hager, Clyde (Diamond Horseshoe) NYC, re. Haines, Tate & Sampson (Leon & Kodak) NYC, re. Hale, Johnny (New Town Casino) Miami Beach, re. Hale, Chester, Orris (Pal.) Chi, t. Haley, Pat (Ocean Diner Club) San Antonio, re. Hammond, Earl F., Gypsy Troupe (Ice Palace 1887) Atlantic City, re. Handy, W. C. (Cotton Club) NYC, re. Hank the Nuke (New Togg Casino) Miami Beach, re. Harover, No. 13 & B (N. Club) Brooklyn, re. Harwood, Joan (Monticello) NYC, re. Harwood, Ed (Show Bar), Forest Hills, L. I. re. Harrington, Pat (Club 18) NYC, re. Harris, Harry (Nub Club) Miami, re. Harris & Spore (Chez Paree) Chi, re. Harrison & Fisher (Earl Carroll's) Hollywood, re. Harrison, Spiby (Gay '90s) NYC, re. Hartman, Renee (Harry's New York Cabaret) Chi, re. Hartman, The (Pala) NYC, re. Harwood, Three (Keith-Boston) Boston, re. Hayward, Seabee, Revue (Paradise) High Point, N. C. re. Harwood, Burtina March 1; (Carolina) Goldboro 2; (Gem) Kansas City 3; (Carolina) Asheville 4; t. Herbert, Florence (Bella Gay) NYC, re.

Herbert, Grace & Charlie (Cafe Society) NYC, re. Herlitz, Mill, Trio (Chez Paree) NYC, re. Hickory Field (Wivel) NYC, re. Hill, Betty (Chalet) Rochester, re. Hillard, Jack (Royale Frolric) Chi, re. Hillard, Harry (Casa Manana) NYC, re. Hillman, Lou (Savoy) Chi, t. Hobson, Ed (Pal.) Cleveland, t. Holliday, Ruth (Cafe Society) NYC, re. Holmes, Jeanne (Marine) Buffalo, re. Hope, Peggy (Pennsylvania) NYC, re. Hopkins, Bob (New Villa) Toledo, re. Housh, Johnny (Earl Carroll's) NYC, re. Houston & Harwood (Royal Palm) Miami, re. Howler, Winnie, Girls (Harry's New York Cabaret) Chi, re. Howard, Shemp (Stage 1) Hollywood, re. Howard, Bob (Casa Manana) NYC, re. Howard, Joe E. (Diamond Horseshoe) NYC, re. Howard, Sharon (Hi-Hat) Bayonne, N. J. re. Howard, Willie & Ralph (Casa Manana) NYC, re. Hoyard, John (Rainbow Room) NYC, re. Hubbard, John (17th Ave.) NYC, re. Huggins, Johnny (Kil Kil) NYC, re. Hughes, Lyneth (Hilbush) NYC, re. Huntington Sisters (Regal) Cleveland, re. Hunter, Alberta (Bismarck) NYC, re. Hutchinson, Hal (Bismarck) NYC, re. Huston, Marian (Paradise) NYC, re. Huston, Betty (Stanley) Pittsburgh, t. Hyde, Herman (State) NYC, re. I. Joe Poller of NYC; Miami, re. Irving, Jack (Club Alhambra) Chi, re. Jackson, Jigsaw (Cotton Club) NYC, re. Jackson, Connie (Plantation) NYC, re. Jackson, Steve & Revere (Club Alabama) Chi, re. Jackson & Blackwell (Lookout House) Covington, Ky. re. Jackson, Dobby (Crescent Village Casino) NYC, re. Janet of France (Janet of France) NYC, re. Janis, Chelle (Theodore's) NYC, re. Janis, Deane (Lookout House) Covington, Ky. re. Jarvis, Sam (St. Regis) NYC, re. Johnson, Mae (Cotton Club) NYC, re. Johnson, Mary Vee (Midway) NYC, re. Johnson, Lucille (Belmont-Pala) NYC, re. Jones, Owen (Leopold) NYC, re. Jordan, The (Ball-Ball) Chi, re. Jones & Webb (Hollywood Beach) Hollywood, Fla. re. Jurety, The (Casa Manana) NYC, re. Jason, Venturillo; West Alle, Wis. March 3-5; (Granda) KC 4-5, t. K. Kaban-Ashim (Casino Royal) NYC, re. Kapelara, Klavdia (Russian Krechma) NYC, re.

Kanvoff, Simon (Russian Krechma) NYC, re. Karlin, Karin (Topsy) NYC, re. Karolis (Billmore Bowl) Los Angeles, re. Karony, Ethel (Topsy) NYC, re. Karson's, Maria, Musicals (Onesto) Canton, O. h. Kay, Dolly (Royale Frolric) Chi, re. Kay, Beatrice (Diamond Horseshoe) NYC, re. Kaye, Evelyn (Bismarck) NYC, re. Kemp, Hal, & Orch. (Paradise) NYC, re. Kenna, George (Book-Cadillac) Detroit, re. Kerner, Billy (Corral) El Paso, Tex. h. Kermit & Demris (Washington-Yeast) Shreveport, La. h. King, Carol (Paradise) NYC, re. King, George & Murrie (Earl Taborini) San Francisco, re. Kinney, Ray (Lexington) NYC, re. Kramer, Leon (Hempstead) NYC, re. Kress, Carl (Ortiz) NYC, re. Kysar, Ray, & Orch. (Strand) NYC, t. L. Laird, Horace (Shrine Circus) Minneapolis 27-March 4. Laird's, Ruth, Texas Rockets (Saks) Detroit, re. Lambert, Oll (Casa Manana) NYC, re. Lambert (State-Lake) Chi, t. Lane Loveland, Jack (Paradise) NYC, re. Lane, Mary (Jimmy Kelly's) NYC, re. Lane, Lorretta (Royal Palm Club) Miami, re. Lane, Jack (Club Tivoli) Juarez, Mexico, re. Lane, Jackie (Chicken Coop) Grand Rapids, Mich. re. Leonard's Novelty Show (Golden Gate Int'l) San Francisco, re. Le Sueur & Carol (Strand) Syracuse March 3-4. LeTour, Joe (Chalet) Rochester, re. Lauren, Vicki (Ambassador) Detroit, re. Lavalle, Billy (Wonder Bar) NYC, re. Man, t. (Palace) St. Paul 25-27, t. Lawler, Terry (Royal Palm) Miami, re. Lawton, Reed (Le Mirage) NYC, re. Lazalla, Aerial (Main) Houston, re. LeBaron, Sam (Savarin) Buffalo, re. Lee, Bob (Wivel) NYC, re. Legg, Harris (Pan-Pacifi) Cincinnati, re. Leclair, The College Inn) Chi, re. Lee, Betty (College Inn) Chi, re. Lescomi (Lexington) NYC, h. Lenny, Jack & Staller Twins (Keith-Boston) Boston, t. Leonard Hazel (Monticello Village) NYC, re. Leonard, Bobby (Pioneer) NYC, re. Leonard, Harold (La Marquina) NYC, re. Leonard, Jack (Beverly) Milwaukee, t. LePaul (Palmer House) Chi, re. LeBrun & Campbell (Nubel's Cafe) Detroit, re. Lester, Max (Lyman's) Los Angeles, re. Lewis, Texas Jim (Village Barn) NYC, re. Lewis, Mable Lux (Cafe Society) NYC, re. Lewis Sisters (Maxine's) Bronx, N. Y. re. Libuse, Frank (Diamond Horseshoe) NYC, re. Lida, Rita (Diamond Horseshoe) NYC, re. Lind, Bro. (Hi-Hat) Chi, re. List, Margaret (Hungarian) NYC, re. Lit, Bernie (Jack & Bob's) Trenton, N. J. re. Little, Joe (Chele) Columbus, O. re. Littlefield, Albert (Chicago) Chi, re. Long, Aton (Plantation) NYC, re. Lopez, Vincent, & Orch. (Stanley) Equineburgh, t. Lorraine, June (Drake) Chi, re. Los Bacheros (Weylin) NYC, re. Love, Mills & Evelyn (Lodge) Indianapolis, t. Lucke, Ashor (Pal.) Cleveland, t. Lungeford, Jimmie (Orphe) Memphis, t. Lyman, Al (Auditorium) Detroit, Ill. t. 28; (Auditorium) Sullivan March 2. Lynn & Marion (Berkeley) NYC, re. M. McCarthy, Grace (300 Club) Chi, re. McChesney, Reed (Penthouse Club) NYC, re. McCoy, Frances (Maxine's) Bronx, N. Y. re. McKenna, Joe & Jane (Rose Bowl) Chi, re. Macle, The (Gray Wolf Tavern) Youngstown, re. Macle & Ray (Oriental) Chi, t. Mahoney, Mickey (Swing Club) NYC, re. Margaret Sisters (Diamond Horseshoe) NYC, re. Magnum, Carol (Colosseum) Chi, re. Magnum, Zane (St. Mark's) NYC, re. Mara (Old Romanian) NYC, re. Marco & Romeo (Club Tivoli) Juarez, Mexico, re. Marline, Fyola (Wivel) NYC, re. Martin, Ed & Madeline (Palace) Chi, t. Marlow, The Great (Paradise Cafe) Lawrence, Mass. re. Marilyn & Michael (Rainbow Grill) NYC, re. Mart, Pat (Harry's New York) NYC, re. Mart, Bob, The (B & W Club) Brooklyn, re. Martin, Claire (Bess House) NYC, re. Martin, Tony (Rainbow Room) NYC, re. Martin, Mary (Paradise) NYC, re. Mastandini, Marie (Came Coc's Cafe) NYC, re. Matus, Gene (Warwick) NYC, re. Matus & Cordoba (Book-Cadillac) Detroit, re. Matus & Betty (Leon & Eddie's) NYC, re. Mercedes, Kleep (Queen Mary) NYC, re. Merzhan, Ted (College Inn) San Diego, Calif. re. Merritt, Elaine (Red Bowl) Chi, re. Meroff, Benny, & Orch. (Adolph) Washington, D. C. t. Metaxa, George (Harvey Plaza) NYC, re. Michon, Michel (Russian Krechma) NYC, re. Michon, Jacqueline (Earl Taborini) NYC, re. Miller, Susan (Earl Carroll's) Hollywood, re. Milliner, Lecky (State) NYC, t. Miller, Sam & Tracy (Leon & Eddie's) NYC, re. Ming & Toy (Oriental) Chi, t. Ming, George (Gray Wolf Tavern) Youngstown, O. re. Moffet, Adelaide (Pala) NYC, re. Mobe & Pops (Plantation) NYC, re. Montmartre Boy (Jimmy Kelly's) NYC, re. Montmartre, Helen (Chez Paree) Chi, re. Morgan, Johnny (Boulevard Tavern) Equineburgh, L. re. Morton, Ed (Dode Ruck) Berwyn, Md. re. Morse, Corinna (Chicago) Chi, re. Murray, Dean (Rainbow Room) NYC, re. Murray & Alan (Old Romanian) NYC, re. Murray, J. Harold (Leon & Eddie's) NYC, re. Murray, Arthur, Dancers (Berkeley) Plaza Cincinnati, t. (See ROUTE 04-page 60)

# English Union Raps Use of U. S. Talent

LONDON, Feb. 25.—At 29th annual General Meeting of Variety Artists Federation, British vaude and circus performers' union, held here recently the problem of foreign artists was aired. In opening speech Secretary Drews said there were very few British performers going to America. It was even more difficult, he added, for British artists to get to Germany, Austria and Hungary, and it was a matter for regret that Russia should be closed to them. British acts were not too welcome in Italy, he said. France, Holland, Sweden and Scandinavia accept British acts, but not so much as in past.

The question of the number of foreign artists in this country presented a much more difficult problem. Agents and managers at Ministry of Labor, with Ministry officials including the Parliamentary Secretary, were queried. Many questions were raised which the agents and managers could not answer.

The amount of cabaret entertainment has increased and is mostly done by the foreign performers. On approaching the hotel managers, they were told that British artists could not be employed, as freshness was required. That answer was very weak and the upholding of such a policy could not be maintained, said Drews. The hotel managers also said that cabaret was a different kind of entertainment to variety and that British artists were not adaptable to it.

The chairman, Bruce Green, said he agreed with the secretary that they had scored a victory at the Ministry. The question of foreign artists in pantomime was unfortunate. Who were better fitted for the original English pantomime than British artists themselves, asked Green. Secretary Drews said that VAP had no quarrel with foreign artists themselves. It was with the government and the parties responsible for booking them that they opposed.

The VAP charged the Ministry of Labor with neglecting British artists and that 1,757 artists were allowed to come into Britain during 1938, the largest number since permits came into force. The number increased every year.

The subject not being on the agenda, no resolution regarding foreign artists question was put.

NEW YORK, Feb. 25.—Music Corp. of America now has eight acts working Europe and one in Australia, and also has three girl shows working Europe.

Earl Leslie's production is playing the Grosvenor House, London. Georgie Hale's Cafe Society floor show, now rounding out a year at the Cafe de Paris, London, goes to the Riviera in April. Another Hale girl revue sails from here March 9 to replace the Cafe Society show at the Cafe de Paris.

Another Hale troupe is now at the Cafe Anglais, London, with a new Hale show coming in March 19.

MCA acts working in London now are

## P. A. Stunt Backfires

NEW YORK, Feb. 25.—Sidney Spier, Billy Rose's press agent, suggested to the producer that it might be a good stunt to follow up his spectacular chorus call at the Hippodrome, where 4,000 girls turned up for 500 chorus and swimmers' jobs at the Casa Minnana and the World's Fair Aquacade, by having the disappointed gals throw Rose in a swimming pool.

Rose said it was a good idea but that they should throw Spier in the pool instead. The idea was dropped.

Bob Dypont, Princess Kull and the Do Tuscans, at the Palladium, and Cortesia and Palmer and Duane and Leslie. Gail Gail is working Berlin, Ruth and Billy Ambrose are playing the Riviera and the Nonchalants in Australia.

## Art Shaw Noses Out Goodman Ork In Newark Battle

NEWARK, N. J., Feb. 25.—Art Shaw Band nosed out Benny Goodman's Ork in the box-office battle between Shaw at the Paramount and Goodman at the Shubert, Newark, last week. Shaw's 42 performances at 85 to 95 cents, along with the film *Fishing Troubreds*, grossed \$20,000, compared with the house record of \$30,000 rung up by a Mae West picture a few years ago. Shaw's is the house's top vaudeville gross.

Buddy Vallee and the film *Cafe Society* opened strong yesterday. Shaw's predecessor, Louis Armstrong, did \$12,500. At the Shubert, Goodman, along with the film *The Headless at Home*, grossed more than \$19,000. The week before the house had grossed only \$11,700 with Connie Boswell and the Gang Busters, and before that \$13,000 with the Richard Himber Band and Ben Blue. The Shubert opened Ted Lewis Band and *Storm in Teacup*, a British film, yesterday to fair business. It also cut prices 15 to 20 cents throughout the week.

## Conventions Boost Boston Night Clubs

BOSTON, Feb. 27.—Local night clubs picked up over the week despite the appearance of the Lenten season. Reason, say nitery operators, was great influx of visitors here for four conventions at downtown hotels.

The latest rave of the local patrons is a place called Monte's, down in the Market district. The place has become popular with the swanky set.

Another of the spots which has become the rendezvous of the spending crowd is the Cafe Lafayette, where young Emile Coulon Jr. has put everything on a French standard.

Dorothy Stone and Charlie Collins are drawing more customers to the Mayfair than any act since Sophie Tucker opened the season.

Over at the Coconut Grove, Fritchard and Lord's dance team, are being featured, with Jacques Renard still doing the ork leading. The Grove is having its best season.

Lightnin Noble and his band stay at the Hotel Statler's Terrace Room until May.

Harry De Angelis and orchestra are now at the Hotel Brunswick's Mariotte Room and are hitting that place back on the map.

## Talent Agencies

EDDIE ELKORT, of the MCA office in Chicago, was in Akron last week to stage the annual program for the Goodyear Corp. ED FISHMAN, William Morris executive, returned to New York after business trips to Chicago, St. Louis and Pittsburgh.

## Vaude Crosses

# Daughter To Hypo Kyser's 2d Week; Music Hall Runs \$103,000; Para Off 2d Week

NEW YORK.—Warner Brothers are licking their chops this week over the quick lifting of the ban that prevented *Yes, My Darling Daughter* from opening up with Kay Kyser. The pic substitution, *Of the Record*, weakened the bill to a great extent and the house grossed only \$38,000 in the first week. But with a great to-do, the ban was lifted and *Daughter* was booked with Kyser's second week. During the first day, Saturday, no one could get near the house for the crowds. It is estimated that the second week should gross better than \$55,000.

Second week of Vincent Lopez and crew and John Holes on the Paramount stage along with *St. Louis Blues* drew a week \$25,000. Opener, however, of Hal Kemp and *Cafe Society* drew packed houses. Radio City Music Hall had an excellent week, grossing \$103,000 with the pic, *Made for Each Other*, and Eleanor Holmes on the stage. Running into a second and perhaps a third week.

Rory, with a stage show consisting of Ed Thorgeron, Sander and Glance, Berry Brothers and Captain Tiebor's Seals, along with *Three Musketeers*, grossed but \$40,000 for a one-week run. Rudy Vallee, at the State, with *Stand Up and Fight*, didn't do nearly as well as was expected, drawing only \$28,000.

CHICAGO.—The masses didn't go for the arty combination of Charles Laugh-ton in *The Beachcomber* and Paul Dru- per on the stage at the Chicago and house finished with a slender \$17,800. Palace-topped that figure by \$2,500 with the third week of *Gunga Din* and a four-act bill, good enough to hold for another stanza. *Oriental* had a better double

feature combination in *Pride of the Navy* and *King of the Underworld*, with five vaude acts to boot, and grossed a healthy \$14,500. An average \$13,000 figure was scooped up by the State-Lake with the *Walkin' Nights* unit and Universal's *Swing Sister's Roarin'*.

BRATTLE.—Palomar, with Cirincello and Fortunello heading stage bill, grossed \$5,200, a couple of hundred over average, for week ending February 17. Pic was *Honolulu*. Previous week's take was \$11,000 with Sally Rand and pic, *Strange Faces*.

INDIANAPOLIS.—Lyric, with *Gentle on the Stage*, including Benny Ross, Maxine Stone, California Variety Night, Steve Evans, Jean Florian and Mattison Rhythms, grossed \$7,500 for week ending February 17. Figure is about \$500 less than average. Pic was *Three Musketeers*.

LOS ANGELES.—Paramount, with Pancho and Marco revue featuring Rubs Wolf and orchestra, knocked off \$10,500 as against average of 18 O's. Pic was *Beachcomber*, Week ended February 15.

MILWAUKEE.—Riverdale, week ending February 16, jumped to a gross of \$8,500 as against average of \$5,000, with Dave Apolon revue. Pic, *Little Tough Guy* in Society.

CLEVELAND.—With *Blackstone* heading vaude bill and *Dad's Island* on screen, RKO Palace jumped take to \$17,500 for week ending February 10. Average is \$15,000.

PITTSBURGH.—Hyped by two broadcast shows from stage, Stanley grossed \$30,000 with Tommy Dorsey's Band, about even with gate for same outfit last year. Aid of keeping the trombone king's figure up was *St. Louis Blues* on screen, featuring ex-Pittsburgher Maxine Sullivan, plus good notices for orchestra.

PHILADELPHIA.—Eddy Duchin's Orchestra, despite unseasonable spring weather, gets a G and a half above Earle's average to gross \$19,500. Film, *The Great Man Votes* (RKO), helped the b. c. This is the last stage show for the Earle. Vaude moves to the Fox, with Artie Shaw as the first attraction.

## Harry Howard Sues, Is Sued

NEW YORK, Feb. 25.—While Harry Howard is touring Australia, New Zealand and possibly South Africa with his Hollywood Hotel Revue unit, all is not well on the legal side because his attorney here is readying suit for alleged slander against a local daily newspaper, and a singer just returned is preparing suit against Howard for alleged breach of contract.

Understood that I. Robert Broder, attorney for Harry Howard, is preparing a suit against Dorothy Kilgallen, columnist for *The New York Journal-American*, because of an item she ran in her column stating that Howard stranded an act in Australia. Howard, on learning this, was reported to have called his brother, Irving Howard, to consult with his attorney and prepare a libel suit against the paper.

At the same time, Gloria Whitney, a singer who just returned from Australia, said that she was going to sue Howard to recover 15 weeks' salary on the basis of a 20-week guarantee she said she signed before she went over to join the unit. Her story is that she had differences with Howard three days after her arrival and he gave her the gate. She was paid for one week, she said, and intends to sue to recover the balance.

Willis and Eugene Howard recently returned after playing out their 20 weeks with the unit, which has been given another 15 weeks of Fuller-Crosby time. Joan Abbott, now in Miami, Fla., also returned recently after a tour with the unit.

## Readies Two Negro Units for Europe

NEW YORK, Feb. 25.—Helmut Berger, foreign vaude producer and agent and former managing director of the ABC Entertainment Bureau in Tokyo, is readying two Negro vaude units, which he claims he has a guarantee of four months' booking in Europe, opening at the Exposition in Zurich, Switzerland, during mid-May.

Berger says he is preparing a revue of 22 colored dancers and will also take over the Von Groff ballet and possibly present the two as one show. The units will work the Zurich Exposition for two months, Berger asserts, and then play Holland, Belgium, Norway, Sweden and France. Fritz Willers, talent agent in Switzerland, set the date for the Zurich expo, Berger says.

## A. Scibila Producing New French Casino Unit

CHICAGO, Feb. 25.—Anton Scibila, unit producer, is putting out a new show labeled *French Casino on Parade* and, opening at the Colonial, Dayton, March 3. Pini D'Orsay will be featured and the line-up will include Lela Moore, Stuart and Martin, Grisham and Brona, the La Verne Four, a couple of single specialties and a line of 16 girls. Sammy Dyer is staging.

Scibila's present unit, *Wakie Nights*, which returned to the State-Lake last week, has been booked for the Great States Time.

## Fox Tower's New Policy

KANSAS CITY, Mo., Feb. 25.—Fox Tower Theater, which has long operated on a vaude-mixture policy, will discontinue regular stage shows after March 2. Flash, however, will be booked occasionally, big units or big name bands being used exclusively. House will present about 20 such shows a year.

Elmer O. Rhoden, division manager for Fox Midwest Theaters, said this policy would eliminate the necessity of maintaining the local production unit, consisting of a line of girls and stage band. He added that straight vaude had apparently lost its appeal for local audiences.

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# Loew's State, New York

(Reviewed Friday Evening, Feb. 24)

State this week has a solid program, both stage and pie. Lucky Millinder band heads the parade, with Charles Loughton film, *Blackcomber*, likely to draw well.

Millinder outfit, including leader, can turn on the heat. Unlike most Negro orka bands can serenade blasting and turn out very snappy melodies when necessary. Arrangement and delivery of *Begin the Beguine* was of this type and gave the quality stamp after a brassy initial number. Chief novelty was singing version of Rachmaninoff's *Prelude*. Millinder is one of the more lively bandleaders, indulging in eccentric hoofing and acrobatics.

Vocalist, Sally Gooding, is a honey, strictly a slender with *I Ored for You* and *Old Man Afoe*. Encored with *Hold Tight*. Four Step Brothers are fast hoofers capable of tricky rhythm. Followed body of set with competitive work and wound up with a hot finish.

Frank Albertson, stage and screen comic, did a fair turn of gas and chatter interspersed with a bit of staging. Has two girls with nutty hatrooms helping, and indulges in a hoke here scene. Turn might have been sharpened up on lines, but it hit high spots fairly often. Went off well.

Herman Hyde is doing the same hoke turn and it still is socko stuff. Uses the broken-down bull fiddle, does the moth ball with a violin, etc. Thelma Lee is Hyde's straight. A looker and good talker and necessary to the turn. Act did very well.

Estelle Taylor did a straight singing turn and scored okay in *In the Still of the Night*, *Make Believe*, etc. Voice has a certain metallic hardness in the upper ranges. Audience wanted an encore, but Miss Taylor begged off.

The Dolinoffs and Raya Sisters, three girls and one man, have a swell turn and on that is worth of better billing than the opening spot. Wear beautiful Russian costumes and do various types of dancing, including novelty, eccentric and acro. Part of turn was cleverly done on darkened stage, lights showing movement of portions of the body. Turn has color, talent and pace.

Excellent business when caught. Paul Ackerman.

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**TROY AND LYNN**

# Vaudeville Reviews

## State-Lake, Chicago

(Reviewed Friday Afternoon, Feb. 24)

They are overgenerous on entertainment this week, each of the seven acts holding its own with worthwhile contributions. The broad comedy people, as usual, went best, the house always a prime outlet for laughs milked from lower regions.

The Three Stooges (Howard, Fine and Howard), who closed, has a ready audience for their nonsense. Greeted lukewarmly in more formal houses, the stuff is made to order here. The boys haven't changed the act much and are still using Eddie Loughton for the straight assignment.

Lambert, the clown with a xylophone, was a heavy favorite, but his act is the type that goes well almost anywhere. He has a riotous session, and when the customers are just about ready to believe that he is covering up for lack of talent on the instrument he goes to work and hammers out a popular medley most impressively.

St. Clair and O'Day, comedy bicyclists, open and employ the usual array of odd pedal devices. Womany too, works on some of the contraptions, but man carries on most of the talk. Turn, however, can stand a flashier finish.

Jean Brady, dusky-skinned vocalist with Fletcher Henderson's Band, made a winning impression with three tunes, delivered with rhythm and ease. Not a veteran vaude turn, she looked forward to a lot of co-operation from Al Kvale, the stage band leader, so put over her act. She can, however, stand on her own.

The two Gaylene Sisters, tall and attractive blond acrobats, worked with charm and delivered a couple of intricate routines with smart production taste. Opened with a parrot number and followed with an interpretative concoction that sees them perform a number of good tricks.

Low Hoffman, the juggler, was able to follow Lambert with some funny albeit familiar stunts. His personality is suitable for his ball, hat and cigar-box juggling and has each bit timed to serve its proper purpose.

Barbarian and her Pomeranian friends precede the Three Stooges and proved a clever canine novelty. The girl is a charming blonde who performs acrobatically, and the dogs ape her accordingly. For a finish the smallest of the lot hops thru several back somersaults. Business fair second show opening day. On screen, Metro's *The Girl Downstairs*. Sam Honigberg.

## Paramount, New York

(Reviewed Wednesday Evening, Feb. 23)

The Paramount is presenting a strong bid for top box-office honors among Broadway houses this week with solid marquee strength. Hal Kemp and his band and Tony Martin, 20th Century-Fox singing star, supply the in-person lure, backed up by Fred MacMurray, Madeleine Carroll and Shirley Ross in *Paramount's Cafe Society*.

Groceries undoubtedly will be under what they normally would be with this line-up, due to Lent, but the names are potent enough to give the house a profitable two weeks despite the slack season. Opening day was Washington's Birthday, with standees at all performances.

Kemp has one of the few bands in the business capable of providing a show by itself, in addition to delivering Grade A music. Latter is amply evidenced here this week by a shrewd intermingling of current pops, oldies and standards, all dressed in smooth, smart arrangements featuring Kemp's distinctive tub-tone reeds and telegraphic trumpet. Kemp knows how to front a band with a style and personality that make great watching, and, backed by expert musicianship as sweet or swing, his stick waving adds the finishing touch to a fine ork performance.

Boys go in for humorous band-stand clowning, topped off by imitations of

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other name outfits, and on the individual side Jack La Maire, guitarist, contributes a show-stop with his impression of a fem jitterbug screeching *I Got Rhythm* with *Hold Tight* overtones; Baxie Dovel handles *Stop Beatin'*; Round the Mulberry Bush with a high degree of comic ability; Judy Starr brings humor and personality to her warbling, and Bob Allen lends a couple of individual vocal touches to *Get Out of Town*. All together Kemp, had a group that can be looked at and listened to for an hour without suffering that slight ennui engendered by bands devoted solely to swing and more swing without any showmanly quotient to relieve the performance.

Martin's contribution to the Para bill doesn't differ much from the usual personal appearance stint currently indulged in by Hollywood satellites. Player limits his routine to singing, the only reference to pictures or his wife, Alice Payne, coming in his introduction to *I Married an Angel*. Starts off with *F. D. F. Jones* and then embarks upon a "medley" of outstanding songs of the year. Martin's opinion of what constitutes an outstanding song is apparently pretty stringent, for his "medley" here is comprised of only *My Heartie* and *Angel*. Best vocal performance came with the score *Begin the Beguine*, excellently handled.

Paul Sydel and Spotty display, respectively, remarkable training ability and amazing control. Sydel puts the fox terrier thru some pretty severe acro paces, and the dog's tricks are little short of astounding. Sydel also works humor into the routine, which makes it pretty nearly perfect for this type of act.

Troy and Lynn are a welcome relief from the shag teams that have held down the opening spot here since way back when. Pair's initial eccentric tap routine is good and the follow-up, an impression of two youngsters at a college prom, is better. Latter contains fine satire and plenty of laughs.

Bill runs about an hour and is faster and better paced than usual, which is due to the fact that Kemp and his band know the difference between a theater stage and a recording date and act accordingly. Daniel Richman.

## Fox, Philadelphia

(Reviewed Friday Afternoon, Feb. 24)

The revival of vaudeville here has Artie Shaw providing a hooker-on swing session to provide a good send-off for the flesh shows. With a burden of six shows daily, Artie tries not to overwork and keeps the jitterbugs well in hand, inter-rutting applause to introduce the next number and proceeding with the planned in-joint.

The house opened today at the unheard of hour 8:30 a.m. Seals were available at the beginning of the stage show, but with the second show a three-deep crowd was on its brogans.

Shaw warms up with the opener, *Digo Digo Doo*, and by the time he swings into *Shoot the Liquor to Me*, John the maestro's licorice stick and the trio on the brasses get a tremendous rise from the audience.

A youthful jitterbug team, featuring familiar routines, gets a so-so reception. Softly as in the Morning Sunrise serves as fill-in before Helen Forrest does her stint before the house mike. A looker with good pipes, her rendition of *Deep Purple* and *Scried for You* call for more and she responds with *Old Folks*. The organ effect by the band helps her at the exit.

*Begin the Beguine* and *Indian Love Call*, with Tony Pastor in a vocal, are heard before Robert Williams presents his dog, Red Dust. The comedy in his having the hound fall to respond to his pleas is well received. He winds up his turn by some real tricks, which culminates in a one-paw stand on Williams' mitt.

The session is closed with a medley of Yiddish *Frueh*, the chassy darning of Artie, together with the concerto on this skin by Buddy Rich, being featured. Joe Cohen.

## Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 24)

The Littlefield Ballet, in its first appearance in a motion picture theater, offers exhilarating relief from an average week's bill. The company (some 30), under the direction of Catherine Littlefield, recently closed its first *Season With*

the Chicago Civic Opera Co. and displayed a number of highly commercial ballads. Two of them, *Grand Valse* and *Fernand*, make up a balanced *Combo* house unit.

While not outstanding from the pure standpoint of the art of technique, the work has action and taste and is suitable for classy downtown theaters. It is not up to any degree of barefaced and will not tax the patience of a typical movie audience.

*Grand Valse*, opening feature, is danced to the music of Johann Strauss' *Emperor Waltz*, which is beautiful and dignified. Miss Littlefield has the prominent solo role, surrounded by a mixed ensemble colorfully costumed in the grand ball style of the Strauss period. The girls in particular are attractive and graceful and with the male support offer generally capable and decorative assistance to Miss Littlefield.

Corina Mura, exotic songstress possessing a dramatic soprano voice, furnishes a brief interlude of song, accompanying herself on a Spanish guitar. Her delivery has sincerity and is a true interpretation of Latin favorites. She did *Cuban Congo*, the Mexican *I Love You So Much* and Spanish *Serenade*. A good feature in a house of this type.

The *Fernand* ballet, the longer and lighter of the two, closes the show. It's a morning hodgepodge scene depicted in a railway station where trains from various destinations unload typical characters. It has seven distinct episodes, succeeding each other, starting with early-morning station activity and following, consequently, with the *Commuters' Special*, *Reno Limited*, train from the South, *West Coast Express*, *Hollywood Flyer* and *Hammyton Express*. Most amusing chapter is the satire of movie celebrities and their publicity-getting tactics employed away from home.

The picture, Robert Taylor in *Stand Up and Fight*, attracted many young fans first show opening day and their response to the ballets was not as enthusiastic as will be a typical Chicago evening audience.

Business was good. Sam Honigberg.

## Roxy, New York

(Reviewed Saturday Afternoon, Feb. 25)

Show this week starts off with a good idea which quickly gets lost in the shuffle of an uninspired 50-minute hodge-podge. Opening is set in a railroad station with half the Gas Poster Girls answering the call of Miami's warm sands, the other half setting out in search of skiing thrills. If carried out thru the remainder of the show, the idea could have resulted in some good contrasting production numbers, but it's dropped completely after an effective (despite its age) train tap routine from the line.

Pop-Leg Bates, leading off, merits his usual share of gasps and applause with his difficult and unusual one-legged tapping. Skill with which the septa dancer works in spite of his handicap is more highly developed than it is in most normal tapsters.

Cappy Bara Boys, in the dance spot, offer nothing particularly new or worth while. Seven boys play harmoniums in a way that will give Borrah Minevitch nothing to worry about. First number is accompanied by a set of elaborate lyrics which can't be understood because of the heavy musical background, and the third and last item is a poor arrangement of *They Say*. In between is the best, and, paradoxically, the most difficult, thing the septet offers—a pretty well done harmonica version of Von Suppa's *Post and Present* overture.

Florence and Alvarez are on third for two routines in front of an attractive setting. Their tango is a great deal simpler in technique and execution than such routines are normally and lacks the necessary fire for this type of dance. Second offering is a great deal better, an imaginative blues number.

Benny Youngman holds down the featured spot with his fast, humorous line of chatter, which at times proved too fast for the Roxy's domestic audience. Patter is a combination of some very amusing New quips and some less amusing older ones, and it's delivered with the skill of an expert comedian. Youngman's failure to achieve a better head than he did at the show caught was less his fault than that of the punchlines, who couldn't quite keep up with him.

Finale has the One Footstretches in their by now standard bicycle routine. The turn is as effective as ever, and the way they handle the formations devised for them is something the gals can be proud of. Like the Rockettes over at the Radio





Frank Fay Posts AFA Salary Bond

NEW YORK, Feb. 25.—Bond for Frank Fay's vaude venture at the 44th Street Theater has already been posted with the American Federation of Actors and opening is set for Thursday (2).

Acts added since last week include Smith and Dale, George Haggerty, Johnny Barnes, Fred Hillebrand, the Debutantes and Letitia. Miss Janis, Eva Le Gallienne and Merry Macs were announced previously.

Fay will be emcee, and show will have troupe of Chester Hale girls. Admission schedule 55 cents to \$2.20 for the single Saturday matinee and 55 cents to \$2.75 for the evening performance.

Bramson-Boila 3 Vaude Units

CHICAGO, Feb. 25.—Sam Bramson and Nick Boila will have three units going by tomorrow when their College Rhythm Revue breaks in at the Paramount in Hammond, Ind. Line-up has Rodney Baker, Herman Timberg Jr., Pat Rooney III, Walker Trio, Del Breece, Charles Brinkley's Band and a line of six girls. Show goes east and will play the Warner time in Pennsylvania.

Other shows are Folies d'Amour and Les Femmes de Paris, which have been out for some time.

State-Lake Has Edge on Oriental

CHICAGO, Feb. 25.—Jones, Lubick & Schaefer, operators of the Oriental, removed the week-end top of 55 cents to meet the 40-cent admission high at the neighboring State-Lake, which also operates with a pop-priced combo policy. Both houses since reopening have been going after each other's business, with the State-Lake so far on top due to the picture advantage enjoyed by Balaban & Katz.

Oriental was recently forced to switch to twin bills and five acts, but the response at the box-office is not strong. House line of 16 girls returns March 10 for two weeks.

Both houses are going overboard with special features. The State-Lake caught on with its "Showing Night" Wednesdays, when an aggregate of 13 vaude acts is offered. Oriental had "Amateur Night" and "Jitterbug Night" as added ticket-buying stimulants.

BOSTON, Feb. 25.—Keith Boston plans to go to seven-day-a-week vaudeville soon. Now Thursday to Saturday.

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Those Jitterbugs

PHILADELPHIA, Feb. 25.—The management of the Horn & Hardart restaurant underneath the Erie will be happier now that vaude has been stuffed to the Fox.

A current fad among the jitterbugs is the wearing of a bent spoon as a brooch. The kids, after leaving the show, should swoop down and carry off a good bill of hardware.

All eateries in the neighborhood of the Fox are now keeping a close watch on their silver.

Vaudeville Notes

BEDE DANIELS, recently initiated a member of Grand Order of Lady Bachelors, British professional charitable and social organization, and Ben Lyon are headlining with William Hanahan's All the Best, spectacular comedy revue, round GTC. Moss and other theaters in England. JACK POWELL, black-faced comedy trick drummer, broke all records by playing seven consecutive weeks at Savoy and Berkeley hotels, swell London night spots. He returns to America to play in Bing Crosby's new film.

GRACE AUDRE, formerly of the Queens of Hearts act, is doing a single-sings in five languages. EDWARD MAYNE is featured in the latest Floyd Gibbons film short, Human Bomb. RITZ BROTHERS have settled their dispute with 20th Century-Fox and began working on their new film, The Gorilla, last week.

DORN BROTHERS AND MARY return to the Oriental, Chicago, week of May 5, with Marc Ballero coming in there the following week. THELMA WHITE, of musical comedy, sailed last week from Los Angeles for Melbourne, Australia. Will be featured in a revue under management of Australia and New Zealand Theaters, Ltd. MAXINE AND BOBBY and Six Danville, booked thru Bert Levy, of Los Angeles, sailed last week for some revue as Miss White. Guaranteed 20 weeks and options.

PAITH BACON, now in her fourth week at the Crawford House, Boston, has been booked for the Paramount, Newark, week of March 24. NICK LUCAS is set for a week at the Lyric, Indianapolis, March 10, and the State-Lake, Chi., for a week beginning May 19.

LONDON NOTES: Jack Powell still doubling at the Savoy and Berkeley hotels. GANJOU BROTHERS, having just completed an engagement at the London Coliseum and the Hippodrome, Birmingham, set for the Scala, Berlin, in March. TEX MCLEOD is at the Prince of Wales Theater.

BEN BERU returns to Chicago this month to work the State-Lake. JACKIE GREEN has been switched to the Chicago, Chicago, week of March 3, when Roger Pryor and Ann Sothern will be featured.

BUDDY NOLAN, organist at the 10th Street Theater, Allentown, Pa., visited the O'Connor Twins and Bert & Clark when latter toured the Lyric, Allentown, recently. PHIL LAUFER, publicity man for Loew's Criterion, New York, is now general newspaper contact man for Loew's. He succeeds Gene Murphy, who has been promoted. KEITH-ALBER-CORPHEUM board of directors has declared a dividend, out of operating surplus, of \$1.75 per share on the 7 per cent cumulative convertible preferred stock for the quarter ended June 30, payable April 1 to the holders at close of business on March 15.

Vode-Visions Books Jimmy Carr's Music

NEW YORK, Feb. 25.—Horn and Blyth, bookers for Vode-Visions, today drew up for submission to Local 802 a tentative contract for the services of Jimmy Carr, band leader, known as Dr. of Jazz, in latest move to begin recordings and to test musicians' union attitude on project since adverse decision was handed down by the courts on Opera-on-Tour.

If local approves V-V expects to get under way immediately. Should local invoke early Joe Weber edict prohibiting union musicians from participating in the recordings, V-V will resort to court action.

Union Manager, Press Agent for Bowes Units

NEW YORK, Feb. 25.—Tyro Productions (Major Bowes' amateur units) and the Theatrical Managers, Agents and

Mario a Busy Guy

NEW YORK, Feb. 25.—Don Mario will lead the band, emcee, sing, produce the floor show and write the book, lyrics and music for Joe Zelli's Arabian Nights club opening on the site of the former Club Yumuri, Wednesday.

Show will compose of Roberta Jones, Low Dokoof, Queenie King, Joan Dexter, Boyd Heathon, Mays Gifford, Albanese, six girls and Serge Abakoff.

Treasurers' union have reached a basic agreement whereby TMAAT closed shop will prevail on both the A and B circuits played by the units. Actual signing is to take place Monday.

Contract requires a manager and press agent for each unit at \$100 and \$125 a week, respectively.

THERESA RUDOLPH, dancer, has joined one of Harry Clark's units playing the Lucas & Jenkins houses in the South.

Burlesque Notes

(Communications to New York Office)

New York:

GEORGE YOUNG, general manager of the Roxy, Cleveland, is in Miami Beach, Fla., where he is vacationing on partner Eganigan's yacht and catching big fish. writes about other burly biggiee at this winter resort making heavy track wiggings following the Pickens system. H. G. Pickens closes his Garrick, St. Louis, a few weeks every winter to indulge in his favorite pastime, the horses. Says Young: "Track clubhouse here looks like the first office. There are Izzy Hirst, Bill Pickens, Blackie Lantz, Betty Palmer, Sam Raynor and a lot of the Minsky actors. Joe Weinstein and Oscar Markovich were here. Raynor is about the biggest winner; betting in the hundreds. Pickens and Hirst won \$1,300 on a \$500 parlay. Raynor bet \$100 on Sir Victor and won \$3,300. Markovich bet \$3 on the same horse and won \$33. Now Raynor is going into the concession business, and Markovich is going to be a comedian. Off tomorrow, February 22, for Key West to get some real deep-sea fishing." PEARL LEROY, of the Gaiety front-liners, celebrated a birthday February 22. JEAN MOSE, Poaches, Miami Reed and Hazel Walker now at the Star, Brooklyn, February 24.

JEANNE ROCHELLE and the Two Bags booked by Nat Morton for the Republic. Opened February 24. Jeanne Wree, from the Midwest circuit, and Adra Cooper, other Morton bookings, follow March 3. DAVE COHEN placed Diane Burton at the Etting, and Mimi Reed at the Star, Brooklyn, February 24. NED WELSH, dancer, now has a dancing teammate in June Marshall, whom he taught several ballroom tap routines for specialty turns in the Hirst show. EARL HART, who makes a load by talent with his magic tricks, was an extra attraction last week at the Star, Brooklyn. A Dave Cohn placement. GEORGE BOOCH, dancer, placed by Phil Rosenberg at the Triboro, February 20.

SAM BRISKMAN, deciding to enlarge the Continental's stage, to install a new lighting system and make some other necessary improvements, closed the Broadway house February 23. New opening is set for about the middle of April. TOM BUNDY completed 10 weeks at the Republic February 23. Johnny Cook returned February 24 when Sherry Britton moved over from the Star, Brooklyn. VIC GEBZLE, former burly principal and now a costumer, is back from a vacation spent at her Birmingham, Ala., home. JIMMIE WALTERS, former straight and now a comic, co-featured with Charlie (Meyer) Fritcher at the State, Seattle. Walters writes he is in his 27th week there. LEE LAUREL, doubling as principal and in chorus at the Gaiety to help out in scenes and numbers.

DIANE BURTON, now Mrs. Jack Fields, wife of the operator of the Rivoli and Embassy movie theaters, Baltimore, just closed a year's stay at the New York to open at the Etting. ALBERT WHITE, formerly of burly, is now producer of ensembles at the Oasis Club, Baltimore, where other ex-burlesquers are Anne Decker, Julia Brent and Laura Navarro Lee. Other burlesquers nitery-

ing in Baltimore are Sad Briton, at the Lucky 11 Club; Connie Dale, at the Holly Wood; Evelyn Gray, Connie Carroll, Ann Jordan, at the Subway, and Walter Budd, Smokey Burns, Edna (Gardner) Barron and Lillian Byron at the Esquire. GINGER BRITTON closed at the Etting February 25. Leaves town March 5 to open a week later with Eddie Cantor's new girl show on the Coast. UNO.

Chicago:

N. S. BAROER, Rialto operator, will return from a Miami vacation this week. Rose LaRosa, who joined the Midwest circuit, incidentally, opened in his house Friday. MILT SCHUSTER booked new acts into the Empress, Milwaukee, which returned to a full week stand. Headed by J. B. Hamp, Margo Rose and Vire Downard. MILLE JEANNE closed for the local circuit at the Rialto. BILL COLLINS, operator of the Capitol, Toledo, was a local visitor. KITTY ELLIS is working in the Towne Club, Cicero, Ill. GAYETY, Minneapolis, will reopen March 17. BABB DAVIS was booked into the Palace, Buffalo. PAT PAREE opened at the Avenue, Detroit. JEWEL SOUTHERN and Green and Lutz came in from the Coast to join the stock cast in the National, Detroit. MELANIE LESBAN returns to the Rialto March 3.

Phil Rosenberg's Bookings

NEW YORK, Feb. 25.—Ann Corio goes from the Shubert, Philly, to Allentown and Reading, Pa., March 5, and Pittsburgh, March 12; Georgia Sothern to the Troc, Philly, March 4; Diane Rowland from Union City, N. J., to Washington, March 3 and Pittsburgh, March 10; Amy Fong and Wade and Wade, after fifth week as the Shubert Philadelphia, return to their Hirst circuit shows; Black and White show closes in Pittsburgh March 11, when the white part of the company reorganizes with Fred Binder, James X. Francis, Paddy Cliff and Jack Rosen heading a new cast to open March 12 in Washington; Richards and Monette set for the Bert Carr show, February 19 in Newark; Janetee, dancer, opens Sunday (25) at the Triboro here, when Walter Brown and Bert Marks replace Art Gardner and Billy (Bumps) Mack; Carlton and Milfar with the Valerio Parks show in Washington, and Paul Miller, harmonica player, with the Mexia Furman show in Pittsburgh Sunday (26).

Burly Jumps in Pitts.

PITTSBURGH, Feb. 25.—Burly business has jumped above 1937-'38 figures so far this season, Casino-owner George Jaffe says.

Top draws have been Ann Corio, Linda Wassau and Carrie Fimmel. Theater runs hour-and-a-half show, 90 minutes film comedies and short subjects; four stage bills daily.

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CHORUS GIRLS FOR PERMANENT STOCK Salary \$1K.00. One lady's Night, Minnie Rose. burlesque meet. For more details show, thank you, weekly. Money wire. Write if I know you. Write -- Write -- Write -- Charlotte Theatre, Augusta, Ga. COTTON WATTS

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Vol. 51, MARCH 4, 1939, No. 9

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**DR. HOFFMAN**, the "Think-a-Drink"  
 magician, is sporting a new and witty  
 set of advertising heralds, compiled from  
 recent favorable press mentions, which  
 he is mailing out to where they'll do him  
 the most good. . . . **AL LYMAN**, who  
 broke into the magic ranks when George  
 W. Fudge showed him a deck of cards  
 several years ago, is still touring with  
 the WERN Radio Revue, now heading  
 into Indiana and Ohio after a swing  
 thru Illinois. He is doing 30 minutes  
 and says he's booked solid until May.

**FRY THE ILLUSIONIST** (John  
 W. Fry), in the Middle West since  
 January 9, came from South Bend, Ind.,  
 that he'll wind up his season in Ken-  
 tucky April 15. He reports the season as  
 "just fair" to date but hopes to fatten  
 the U. S. with some money dates he has  
 lined up for early spring. . . . **R. N.  
 (MYSTERIOUS) MENGE** is booked with  
 Saniara Greater Shows for the coming  
 season with his magic and vent. He has



## AMERICA'S SNAPPIEST Minstrel Shows

Unrivaled selection of Complete Minstrel  
 First Parts, Blackface Plays, Opening  
 Chorus, Musical and Comedy Songs, Jokes,  
 Gags, Poems, Masterpieces, Vocal, Jests,  
 Tunes, and everything you need to put life and snap  
 into your show. Send for Special Catalog.

Dancers' Pleasand Entertainments  
 are known everywhere. Established  
 over 50 years. Send for Catalog.  
**T. S. DENISON & CO.**  
 205 N. Wabash Ave. Dept. 186, Chicago, Ill.

been working schools and clubs thru  
 Florida and Texas this winter. Returns  
 were poor in Texas, he infers, but Florida  
 has been ok. . . . **MAL B. LIPPINCOTT**  
 typewriter from Houston to say  
 that he recently encountered King Pel-  
 ton and wife there, their first meeting in  
 14 years; that S. S. Henry, after a swing  
 thru Oklahoma, returned to Houston to  
 play a string of school dates, opening  
 February 20, and that Prof. Bill Sims,  
 manager of the mystery show with  
 Strates Shows last season, recently  
 played the Palace Theater in that vil-  
 lage. Lippincott has played only a few  
 scattered dates in and out of Houston  
 the last several weeks due to the illness  
 of his agent. . . . **J. S. RAMSEY** posts  
 from Waco, Tex.: "This town seems to  
 be the mecca for magi. Since the hol-  
 idays Mel-Roy, S. S. Henry, Shelton,  
 King Pelton, Mysterious Pierce, Rametta,  
 Erie, Virgil and Lippincott have been  
 thru here, and Marquis, Leon, Mahendra  
 and Blich have shown in Louisiana.  
 . . . Rameta was with the Morris  
 Bros. Circus last season. . . . **CHANDA**  
 is working the Georgia territory with his  
 speak show.

**LESTER LAKE** (Marvelo), president of  
 the Queen City Mystics No. 11, SAM  
 scribbles from Columbus, O., that he's  
 working for Erie Grech, of the Sun  
 office, these days and that if business  
 continues at its present pace he'll be  
 able to send in that final payment on  
 last year's ad almost any month now.  
 Lake recently spent four days with the  
 Blackstone show during the latter's en-  
 gagement in Lima, O. Marvelo is  
 currently in his second week at the State  
 Restaurant, Columbus. . . . **PEARL AND  
 JOE ESKE** repeated at the Airport Inn,  
 Iagerstown, Md., the last two weeks with  
 their mental turn. . . . **GENE GORDON**  
 is reported to be doing okish for Smith  
 in New York State. . . . **WARD SMITH**,  
 boss man at the Club Delavan, Buffalo,  
 is a magic bug of the first water, and  
 Jean Fols, Pittsburgh magian, current  
 there with the Art Social Revue, is being  
 kept busy these days showing Smith  
 some new stuff. . . . **EVANS BROWN** is  
 now in his third week at Luigi's Italian  
 Village, Syracuse, N. Y. . . . **MARQUIS  
 THE MAGICIAN** shoots us a postal from  
 Piedra, Negra, Mexico, dated February  
 20. . . . **PROF. ARGUE**, during a re-

cent engagement in Greentown, Ind.,  
 for the Sinclair Oil Co., enjoyed a visit  
 with Harry Hunsinger, visiting his home-  
 folks there. . . . **HEANEY THE MAGICIAN**  
 and Mrs. Heaney, during a recent  
 engagement in Louisville were called to  
 Oakesh, W. Va. due to the sudden death  
 of the latter's father, R. R. McCarthy,  
 prominent dairyman and sportsman in  
 the town. . . . **PAUL ROSINI** returns to  
 the swanky Beverly Hills, Newport, Ky.,  
 when that spot opens its new season  
 March 15. . . . **EMERCOO** (Robert Jones)  
 has closed his school show and is now  
 doing his magic with Crafts 20 Big  
 Shows (winter unit) on the West Coast.  
 . . . **DANTE** is currently presenting his  
 Jewish Sim Sala Bim magic revue in  
 Scotland and, according to newspaper  
 clippings received from there, the unit  
 hasn't lost any of its entertainment  
 value or drawing power. . . . **AS AN  
 ADDED** attraction at the Casa Manana,  
 New York, Billy Ross has installed the  
 Mystic Playground, adjoining the mes-  
 santine bar, featuring an astrologer,  
 palm reader and crystal gazer. . . .  
**MICHAEL MACDUGALL**, magician, card  
 detective and lecturer, and J. C. Purina,  
 author of *And Sudden Death* have col-  
 laborated on a book, *Gambler's Don't  
 Gamble*, a card detective's revelations of  
 gamblers' secrets. Publisher is the Grey-  
 stone Press.

## Recalls Old-Time Jugglers

Ridgewood, N. J.  
 Editor The Billboard:  
 Many years ago I was a juggler and  
 balanced as well as a magician. Dating  
 as far back as 1878, it was my good  
 fortune to have met all of the outstanding  
 jugglers of that time and I kept their  
 names in my little "blue book," which  
 I have just located and I am wondering  
 if there are any of the names I have  
 listed below that are alive today. I  
 would be pleased to hear from them thru  
 your magic column.  
 Here is the list. . . . I wonder, Satsuma,  
 Katsuhin, Koldin Segawa, Eldora, Drare,  
 Trewey, D. Albini, Nelsouza, Nelson,  
 Barnell, Fleming, Cuponetti, Sato, Karefa  
 Ordao, De Campo, Gus Sun, Klotz, George  
 Sitt, Lemely, Ruhlman, Balbroema, Otto  
 Mauer, Sparrow, Archler-Onri, Fred Al-  
 len, W. C. Fields, Roffina, Val Vito, Leca  
 and Valjean. **HARRY ROULERE**  
 (Formerly Nelsona and Rouclere).

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Hal J. Ross Contest Away to a Good Start.

**CINCINNATI**, Feb. 25.—Hal J. Ross  
 Derbyshow, which got under way Febru-  
 ary 9 at Tacoma Park, Dayton, Ky., just  
 a few minutes' car ride from downtown  
 Cincinnati, is playing to healthy busi-  
 ness, with all indications pointing to a  
 sure click for the endurance opey. Show  
 doling, and aired twice daily over Station  
 WCPO here.  
 Monte Hall and Phil Murphy are han-  
 dling the emcege duties, with Jane Shan-  
 non featured on the warbling end. Don  
 King's Californians furnish the melodies.  
 Show started with 23 teams, as follows:  
 Eddie Leonard and Betty Lauck, Eddie  
 and Tom McBride, Smitty Inman and  
 Velma Lane, Pee Wee Collins and Pauline  
 Boyd, George Walker and Viola Com-  
 forford, Tony Burgoane and Ruby Cull,  
 Tuffy Turantino and Tillie Sweet, Joe  
 Van Raam and Belle Finney, Jack Clas-  
 son and Melba Larre, George Grant and  
 Maxine White, Jimmie Lahoy and Ginger  
 Heath, Jack Kerns and Hazel Dietrich,  
 Jack (Ded Pan) Kelley and Jo Jo Hill,  
 Roy Myers and Millie Bungers, Billy  
 Newell and Della Cannon, Jack Glenn  
 and Kiele Wallace, Skippy Skidmore and  
 Jerry Guertin, Mario Alessandro and  
 Doris Newbert and Johnny Meld and  
 Alice Simms. Lupe Deveny is the only  
 solo.  
**BLAIR BROWN**, sojourning in Miami  
 Beach, Fla., reports he recently ran into  
 Phil Chris, Ray Bacharach and Mickey  
 Sheehan, who are working for George  
 Ruty at the midget auto races in Miami.  
 Blair would like to read a line here on  
 Betty Barber, Bally Mattis, Loula Mer-  
 dith, Johnny Maker, Bob Turner and  
 Doc Collins.  
**UNCONSCIOUS SMITTY**, self-termed  
 broken-down marathoner and stooze,  
 formerly of the team Smith and Davy,  
 writes that he is now resting and lobby-

ing in Old after short trips here  
 and there and would like to read a line  
 here on the following ladies and gent:  
 Ity Bacharach, Jimmy Joy, Joe Palooka,  
 Jim Coffee, Eddie Leonard, George Dale,  
 Loula Shushok, Eric Lawson, Charlie  
 Kent, Sammy Lee, Johnny Reid, Clyde  
 Hamby, Bill McQuade and spouse, Bill  
 Pickett, Emmet Warring, Ray O. Alva,  
 Eddie Hector, Johnny Henderson, Sammy  
 Kerby, Moon Mullins, Eddie Brown,  
 Patsy Patterson, Rose Pink, Carol DeLoe,  
 Ina Ray, Delores Hutchinson, Pat Krennis,  
 Ginger Miller and Virginia Felmece.  
 Come on, folks, shoot in a line to the  
 column and let this poor old lobby  
 lousnger know the score.

**JACK LA BUE** types from Somerville,  
 N. J., where he is wintering, that he  
 would like to read a line in the column  
 on Zeke Youngblood, Ernie Young, Al  
 Smith, Hughie Hendrierson, Jole Ray,  
 Loula Smith, Pete Trumbell, Duke Cortes  
 and Jimmy and Minner. La-Bue, whose  
 real name is Roland Watt, broke into the  
 game back in 1927, participated in Zeke  
 Youngblood's contest the past summer  
 in Vincennes, Ind., and was on publicity  
 for Charley Hayden, at Ice Land, New  
 York, for a time.

**CHARLIE MURPHIE** reports that while  
 on a sojourn thru Illinois he stopped off  
 at the Murphysboro, Ill., show and caught  
 a good house. Charlie plans to visit the  
 Cape Girardeau, Mo., show on his return  
 trip to St. Louis and would like to read a  
 line here on Frank Woo, Charlie McGilroy  
 and Al Zuckerman.

**WHO REMEMBERS** Josephine  
 Siderer? That's me, gals, so come on,  
 keep the ball rolling, pencils Josephine  
 from the Windy City. Jo, who hails from  
 Danville, Ill., says she started in the en-  
 durance field in 1928, quit in '31, but  
 has been thinking about entering the  
 game again. She adds that she visited  
 the Callahan Show, Chicago, recently  
 (See *ENDURANCE SHOWS* on page 58)

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

M. B. WAITE, of Racine, Wis., sub-  
 mits the following list of old-time  
 minstrel men, all of whom he at one  
 time traveled with. With the Hoywood  
 Minstrels in the early 80s, reports  
 Waite, were Tommy Donnelly, George  
 Markham, Dillig Brothers, Walter Wash-  
 ington, J. E. "Pickin' Bird" Green,  
 Lavender and Thompson and Jordan  
 and Allen. Later in the 80s, with  
 Thatchter, Primrose & West, and early  
 in the 90s with Primrose & West were  
 Billy Emerson, Lew Dockstader, Bob  
 Shavin, Frank Cushman, Bill Rice,  
 Barney Pagan, Frank Sidwell, Harry  
 Talbert, Billy Van J, Melville Jansen, the  
 Big Four (Edmits: Waldron, Martin and  
 Healy); the Clipper Quartet (Ward, Hart,  
 McIntyre and Campbell); Tom Lewis,  
 Larry Dooley, George Powers, Tom  
 LeMack, John Queen, Hawkins and  
 Collins, Wood and Sheppard, Sam and  
 Morris Weston, Swift and Chase, Craw-  
 ford and McKison and Griffin and  
 Marika, Waite says. Among the singers,  
 according to Waite, were Chauncey Olcott,  
 Banks Winter, Evans Williams, Raymond  
 Moore, Tom Dixon, Fred Oakland, Julian  
 Jordan, Julius Witmark, John McWade,  
 Jack O'Keefe, Fox Samuels, John Davis,  
 Charles Noble and H. W. Prillman.  
 Some of the orchestra leaders were  
 Charles Warner, Eddie Fox, James Car-  
 penter and Bobby Carmichael. Waite  
 says none of these old-timers are living.

**YOUNGSTOWN (O.)** Rotary Club  
 staged its annual minstrel revue Feb-  
 ruary 16 and 17 at the Palace Theater,  
 that city, the presentation attracting  
 full houses at three performances. In-  
 cluded in the cast were several former  
 trouper. More than \$2,500 was derived  
 from this year's show, proceeds from  
 which are for the club's pet project, the  
 Rotary Home for Congenial Children.

**BILLY JAMES** was interested to read  
 in this column recently about Eddie  
 Doyle, who was drama major with the  
 Al G. Field Minstrels when James oc-  
 cupied the same position with Vogel &  
 Deming's Minstrels the season of 1909-  
 1900. Both shows rehearsed in Colum-  
 bia, O., during the month of August.  
 Billy is now associated with the Walter  
 Reed Paramount Theater, Long Branch,  
 N. J., and teaches a class of high-school  
 boys and girls the art of baton swinging.

**DOUG FLEMING** writes: "Just a few  
 lines to let the boys know that min-  
 strelsy is not dead, at least in Gary, Ind.  
 I just produced a minstrel and presented  
 it for the Balaban & Katz State Theater,  
 largest and newest in Gary. We used all  
 Gary talent. Had a hook-up with dan-  
 cing schools and high schools. Used all  
 girl singers and circle chorists and 10 end-  
 men, all high school boys. Show ran  
 one hour. We (Doo and Doug Fleming)  
 did our debut next to the finale, and I  
 did the middle during the minstrel, and  
 the audience went for it. We only ran  
 a trailer and lobby board one week in  
 advance, still we topped them in the lobby  
 by 7 P.M., despite cold weather and a  
 flu scare. Balaban & Katz may play in  
 several of their houses in this region  
 as soon as the weather is favorable. Phil  
 Hugbee, local bandman, played for the  
 show which had 80 in its cast. Two  
 professional acts will be added. I have  
 another show coming up for a local  
 fraternal order that will be a three-hour  
 show with about 200 in the cast."

**CHAIRS & COTS RENTED**  
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 Can Use Good Spring Team.  
**C. M. HAYDEN**  
 Midwest Athletic Club, Chicago, Ill.

**NOTICE CONTESTANTS**  
 KNOXVILLE SHOW Postponed Until Later Date,  
 Dates Here unless notified. For information write  
**ERNIE YOUNG**  
 Park Hotel, Knoxville, Tenn.

# The Final Curtain

**BARNHART**—George H., father of Dr. O. Howe Barnhart, company physician of the West Bros.' Shows, in Erie, Pa., February 9 after a long illness. Besides Dr. Barnhart, his widow, Nettie, and three sons survive. Burial in Johnson Cemetery, Dayton, O.

**BRUNER**—Charles J., 83, former musician, in Hillsburg, O., January 31 of 1938-age complications. Survived by his widow, Rose; five sons, two of whom, Larry and Charles, are in show-business, and two daughters. Interment in Hill Grove Cemetery, Hillsburg.

**BILTZEN**—Emil, 40, operator of the Silver Grill, La Crosse, Wis., in that city February 10 following a short illness. Survived by his widow and three brothers.

**BLANCHARD**—J. M., 65, manager of the Strand Theater, Sunbury, Pa., and former park manager of a heart attack at his home in that city February 20. Survived by his widow, a daughter and father. Services in Sunbury February 23, with burial in Pointet Manor Cemetery there.

**BONVIN**—Rev. Ludwig, 80, Jesuit priest and composer, February 18 in Buffalo. He is credited with having written more than 450 musical compositions—orchestral suites, concertos, masses, chorals, offertories, hymns and one symphony. He had been associated with the Caudis College since 1887.

**BRANDT**—Joe, 56, pioneer in the movie industry and former president of Columbia Pictures, at his home in Beverly Hills, Calif., February 22. He had been ill since December, when he underwent an operation. Born in New York, Brandt embarked upon a law career, was admitted to the bar in 1906 and later became associated with the amusement industry as an advertising man, serving *The Billboard* and *The Dramatic Mirror* in that capacity. Entering the motion picture field in 1908 as secretary to Carl Laemmle, he was later appointed to an executive position. With Laemmle he was instrumental in forming Universal Pictures Corp., of which he was general manager. In 1919, with Harry and Jack Coth, with whom he had been associated at Universal, Brandt formed the O. B. Co., which later grew into Columbia Pictures. Their first dramatic endeavor was the series *The Hall Room Song Comedies*. In 1922 he sold his interest in Columbia and became president of World Wide Pictures and vice-president of Educational, resigning a few months later to become president of Associated Publications, a film trade paper group. Resigning from this position in 1935, he formed *Novo Mondo, Inc.*, American distributor of Italian motion pictures, but ill health forced him to retire in 1935. Survived by his widow, Mary Sellman, and a son, Jerrold Thurston. Burial in New York February 27.

**BROWN**—Mrs. Victoria Crawford, 80, mother of Mrs. C. W. Nail, whose husband owns the show bearing his name, in Monroe, La., February 17. Survived by her husband, J. F. Brown, and four children. Burial in Monroe, La.

**BURNETT**—Jeanie Augusta, 76, featured player with the *Dixieland Folies* and other revue shows in the South, February 14 from injuries sustained in an auto accident in Lynchburg, Va. Survived by her parents, a sister and brother, all of Lynchburg.

**BURNS**—Mary, chorister, well known in burlesque and tabloid, February 13 during an operation in Bohne Hospital, Evansville, Ind., where she had been a patient for the past eight years. Survived by her husband, Tommy, and a son. Interment in Woodlawn Cemetery, Evansville.

**CARMACK**—Mrs. Gertrude, 83, in Kansas City, Mo., recently at the home of her foster daughter, Mrs. C. J. Webber, well known in outdoor show circles. Besides Mrs. Webber, she is survived by her husband, one son, a daughter, two sisters and four brothers.

**CARSON**—Charles Bertel, 48, circus man known to many outdoor showmen, February 16 in Veterans Hospital, Aspinwall, Pa., of a heart attack. On the staff of *The Youngstown (O.) Vindicator* for 18 years, he frequently wrote stories on circuses and circus folk for the paper. Survived by a brother. Services and burial in Beaver Falls, Pa.

**CROSLBY**—Gwendolyn Alken, 48, wife of Powel Crosby Jr., owner of Station WLV, Cincinnati, and the Cincinnati Reds baseball team, suddenly February 26 at their Saratoga, Wis., estate. Altho she had been ill for several years, it was believed she had regained her health. Besides her husband, she is survived by a daughter, Mrs. Martha Page Jennings; a son, Powel Crosby III; two brothers, Walter Avery Alken and Victor A. Alken, and four grandsons. Services

tentatively set for February 26 at the Crowley home, with burial in Spring Grove Cemetery, Cincinnati.

**CROTTY**—John J., actor, February 18 in Milwaukee. Twenty-five years ago Crotty played stock at the Shubert, Juncos and Crystal theaters, Milwaukee. He played supporting parts with Henry Miller in *The Great Escape*, with Wilton Lackaye in *The Piccadilly* with Mrs. Fiske in *Caprice*.

**DAWSON**—James (Jimmy), 40, well-known Northwestern Ohio orchestra leader, February 21 in a Cleveland hospital, where he had been a patient since last October. Before forming his own band he was a singer with the Griffl Morris orchestra. His widow and a son, of Bedford, O., survive. Services in Cleveland, with burial in Calvary Cemetery there.

**DIEB**—Carl, 73, of heart disease at Baptist Hospital, St. Louis, February 19. He had been a photographer in Jefferson City, Mo., for many years and a carnival photographer earlier in his career. Survived by his widow, Elizabeth, and a brother, George. Services in Jefferson City February 16.

**DEMPSEY**—James L., 56, retired actor, February 18 at his home in New Richmond, O. Dempsey and his wife, the former Nina Howell, of Wheeling, W. Va., were associated with the theater for many years, including several seasons in tent repertoire, in vaudeville and on the legitimate stage, prior to their retirement 10 years ago. Services and burial in Wheeling. Survived by his widow.

**DUNCAN**—Mary, 40, vaudeville and radio singer, in her New Orleans apartment February 18 of a heart attack. She formerly toured the Orpheum Circuit with the act Moody and Duncan and later went into radio work. Her daughter, Arletta Duncan, plays minor roles in movies. Surviving also are her mother, another daughter, a brother and sister. Services February 19 in New Orleans.

**EARVIE**—Edward, 73, character comedian, February 17 at his home in New York after a short illness. Among his Broadway appearances were roles in *The Fascinating Widow*, with Julian Eltinge; *Lips, Lester, Loose Women*; *Exceeding Small*; *The Beggar Prince* and *The White Cat*. He had been a member of Frank Daniels' Opera Co. and spent two years with Julian Eltinge. In 1925 he appeared in *Hell's bells*. His last appearance was in 1935, as a policeman in Walter Langford's production of *Achilles Had a Heel*. Survived by his widow, a brother and sister. Burial in the Catholic Actors' Guild plot in Calvary Cemetery, New York.

**GLEICHLER**—Robert P., 52, veteran character actor of the stage and screen, at his home in North Hollywood, Calif., February 23 after a brief illness. He began his stage career at the Castle Square Theater, Boston, in 1910. He made his screen debut in 1928, appearing in numerous films, among which was *Alexander's Ragtime Band*.

**GOLDGRABER**—Mrs. Ida L., 66, sister of Rufus Lemaire, casting director for RKO studios, Hollywood, in that city February 17. Survived by another brother, Sam Lemaire, also of Hollywood. Burial in Fort Worth, Tex., February 20.

**HALS**—Marshall, 68, actor, January 28 in Metropolitan Hospital, New York, of a heart attack. At the age of 20 he left college to join a stock company in Pittsburgh. He played in *The Man Who Reached His Hand Nowhere Bound*, *They Shall Not Die*, *The Dark Hours*, *Lynette*, *Pickwick* and *Tobacco Road*, having appeared with James Barton, Claude Rains and John Cumberland. He was a member of Actors' Equity Association and the National Vaudeville Artists. Survived by his widow, Lane Lamb, a sister and brother. Burial February 1 in Mt. Kenico Cemetery, New York.

**HALL**—Glenn, 64, tenor, February 20 at his home in New York. He had been a member of the Metropolitan Opera Co. from 1909 to 1921. Survived by his widow, Germaine, and three children.

**HOLMES**—Ralph F., 50, dramatic and music editor of *The Detroit Times*, in Detroit February 16 of a paralytic stroke suffered a week previous. He was formerly with *The Detroit News* and *The Milwaukee Journal*, entering the theatrical field with the old *Detroit Journal*. He was also playwright and his *Friday at Four* was produced last summer by the Walnut Theater, Farmingdale, Mass. His widow and two children survive.

**HUTCHINS**—Jimmie, 39, past season high-striker operator on the Crowley United Shows and former concession

operator with Burdick's All-Texas Shows, in Corsicana, Tex., February 15 after a lingering illness. Survived by his widow, two sons, parents, three brothers and a sister.

**INTROWITZ**—Gilmore, 26, musician, February 18 in a Chippewa Falls, Wis., hospital. He had been associated with several orchestras in Chippewa Falls. Survived by his mother, three sisters and two brothers.

**KEEFE**—William J., veteran outdoor showman, at his home in Beverhill, Mass., February 4 after a long illness. He entered show business at an early age and had been with Smith's Greater Shows, Johnny J. Jones, Centara Exposition, Hall & Lattig, B. H. Patrick and other shows. For the past 20 years he was owner, manager and concessioner with an Eastern organization bearing his name. His widow, son, mother and two brothers survive. Burial in Haven Hill February 6.

**KINZIE**—Mrs. Mable, 80, well-known stock company actress a generation ago, of a leg infection resulting from a fall at the County Hospital, Chicago, February 23. She was the widow of Kinzie Higgins, actor. Survived by a daughter in Chicago. Services in Lowell, Mich., her birthplace.

**LAMARR**—Harry, female impersonator, in Boston City Hospital January 28. Burial in Mt Hope Cemetery, Roxbury, Mass., February 1.

**LARSEN**—Mrs. Margaret, 24, wife of Don Larsen, assistant manager of the Davidson Theater, Milwaukee, February 19 in a hospital there. For several years Mrs. Larsen had been associated with her husband in his work at the theater. Besides her husband she is survived by her mother, a sister and a brother.

**LEON**—Leon L., 40, theater ticket broker, February 20 at his home in New York of gas asphyxiation. Leon's real name was Lebowitz. He had been connected with the 45th Street Theater Ticket Service.

**LIEBMAN**—Harry, 71, former circus trouper, suddenly at his Los Angeles home February 6. He was a 12d degree Mason and a Shriner. Survived by his widow, Ida, former actress. Remains were cremated.

**LURE**—Solomon Nathan, father of Edward Lure, long associated with the theater business and currently with Monogram-Midwest Exhibits, Milwaukee, February 20 in that city. He is also survived by another son, his widow and four daughters.

**MCCARTHY**—R. R., father of Mrs. Healey, wife of Healey the magician, suddenly at his home in Oshkosh, Wis., recently.

**MACMURPHY**—Dempster, 42, business manager of *The Chicago Daily News*, of a heart ailment in a Battle Creek, Mich., sanitarium February 22. At one time or another MacMurphy had been a soldier, newspaper reporter, actor, song-and-dance man and a poet. Survived by his mother, two sisters and a brother. His body was sent to Washington for burial in Arlington National Cemetery.

**MALEY**—John, 65, father of Arnold Maley, of Cole Bros. Circus, February 20 at his home in Covington, Tenn., of a heart attack. Besides his son, Maley, who for over 40 years was a coal dealer in Covington, he is survived by two daughters, Mrs. George Howard and Sarah Maley. Burial in Covington.

**MARTY**—Frank, 58, for 15 years assistant manager of Western Washington Fair, Puyallup, recently at his home in that city. Fair directors were honorary pallbearers.

**MORGAN**—James B., 63, formerly with the R. V. Rogers Shows and the past several years concessioner with the De Luxe Shows of America, suddenly at his home in Somerville, N. J., February 16.

**READ**—Martin Jr., 52, for many years a member of the Conservatory of Music faculty, Cincinnati, in General Hospital, that city, February 25 of a self-inflicted bullet wound. At one time he was musical director at the Kentucky College for Women, Danville. He joined the conservatory faculty in 1921 and had taught piano there ever since. Survived by his widow, Hilda.

**RIBBE**—Earl Edward, 40, at his home in St. Louis February 19 of a brain hemorrhage. He had been associated with outdoor show business for about 20 years, having been connected with such organizations as the D. D. Murphy, Gen. T. Kennedy, Rice & Dorman and De Lang's Famous shows. During the past year he had been employed by the Arcade Building Corp., St. Louis. Ribbe was a member of the International Association of

Showmen. His widow, Mrs. Kathleen Ribbe, well known in outdoor show circles, and a sister daughter, Doris Elizabeth, survive. Burial in Oak Grove Cemetery, St. Louis, February 22.

**ROUNDY**—Vern, 42, Detroit violinist and member of the General Motors Symphony Orchestra, in Deaconess Hospital, Detroit, February 27. His widow survives. Burial in Oakview Cemetery, Detroit.

**RUFF**—Frank J., 59, well-known circus bass player, in Edeas, Mich., January 6. He had been with Horra's Great London Shows, Robinson's Gentry Bros., Sella-Floz, Barnum & Bailey and other circuses. Survived by John J. Ruff, of St. Paul, and Albert and Mrs. A. P. Gruninger, of Chicago. Burial in Northfield Cemetery, Dearborn, Mich.

**SCHAFER**—Charles W., 69, treasurer of the State Theater Co., Youngstown, O., at his home in that city February 19 after a brief illness. His widow and two sons survive. Services and burial in Youngstown.

**SEED**—Ed, father of Dave Seed, radio-villain, January 15 in Brooklyn.

**SOSOYEVA**—Anya, 32, Russian dancer, killed by an unknown assailant in Los Angeles February 24.

**STANDING DEAD**—Chief Luther, 74, Indian author, actor and educator, February 30 in Huntington Park, Calif. He was the author of *My People*, *The Sioux*, and appeared in many motion pictures, the latest, *Union Pacific*, now being filmed. A son survives.

**SULLIVAN**—Henry W., 46, at his home in Providence February 15. For 10 years Sullivan was musical director for George M. Cohan and for two years was orchestra leader at the Fifth Avenue Theater, New York. He retired from the profession several years ago. His widow, a daughter and two brothers survive. Services February 18, with interment in Woonsocket, R. I.

**TULLIS**—Albert, 30 1/2, well known in harness-racing circles, in St. John's Hospital, Springfield, Ill., February 17. He had trained horses at the Springfield fairgrounds for nearly 20 years. Survived by his widow, Luella. Burial in Oak Ridge Cemetery, Springfield, February 20.

**WOLCOTT**—Mrs. Sadie, 72, mother of Ted Wolcott and grandmother of Howard Hughes, with the West World Wander Shows, of a stroke at her home in Springfield, O., February 20.

## Marriages

**BACKER-WHITNEY**—Frederick Backer, member of theatrical law firm of Horne, Grossman, Vorhaus & Hemley, and Elizabeth Whitney, stage and screen dancer, in Hotel Berkshire, New York, February 23.

**BARD-SARGENT**—Ben Bard, stage and screen actor and husband of the late Ruth Roland, actress, and Ruth Sargent, of Los Angeles, in Reno February 17.

**EDDINGTON-MOODY**—William Eddington Eddington, president of the Columbia Show Printing Co., and secretary-treasurer of the Richmond Theater Supply Co., and Margaret Moody in Richmond, Va., February 14.

**DEKRING-BYRD**—Walter Deering, mentalist and former straight man in burlesque, and Sondra Byrd, dancer, in Chicago February 24.

**HEES-HAAS**—Joe Hees, pitcher, of late stock fame, and Elizabeth Haas, of Philadelphia, in the Sacred Heart Catholic Church, Tampa, Fla., recently.

**OVERMAN-RIPPY**—Raymond Overman, assistant manager of the Paramount Theater, Newport News, Va., and Mildred Rippy in that city February 11.

**SLAUGHTER-NATIONS**—Harrison Terry Slaughter, on the legal staff of the Federal Communications Commission, Washington, and Ruth Nations, Jefferson City, Mo., non-pro, in Washington December 20, it has just been learned.

## Births

Thomas, a boy and a girl, to Capt. Terrell M. and Dolly Jacobs at Sarasota, Fla., February 25. Captain Jacobs is a noted animal trainer with Ringling Bros. and Barnum & Bailey Circus, and Mrs. Jacobs does a wild animal act with the same show.

A 9 1/2-pound son, Irving James, to Mrs. and Mrs. Norman Barnett in Magee Hospital, Pittsburgh, February 5. Parents were with Zimdars-Crester Shows the past season.

A 7 1/2-pound son, Alan Haines, to Mrs. and Mrs. Ward Davis in Waterbury. (See BIRTHS on page 32)



# NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



## Zoners Protest "Tunneling" Midway To Stifle Old Sol; Claim B. O. Will Be Stifled

NEW YORK, Feb. 25.—Amusement men went on record yesterday as being rigidly opposed to a proposed "tunnel" arrangement whereby more than half the width of the midway will be covered with a lattice-like ceiling "to protect patrons from the heat of the sun." Proposal kept so quiet to date by the fair corporation that only a few midway attractionists were aware of the plan, would be a virtual death-blow to many amusement enterprises, concession men believe, and they plan to protest rigorously to the powers-that-be in the fair administration.

Meeting yesterday at the Yale Club in midtown Manhattan, members of the Concessioners' Association expressed their dislike for the project in no uncertain terms, referring to it as "utter folly," "a brainstorm" and "an impossible handicap to overcome should it become a reality." Association resolved to confer immediately with Commander H. A. Flanigan, vice-president and general manager of the fair (assigned by President Grover Whalen recently to work with the CA), concerning the proposal before the fair commits itself to contractors, etc.

Tunnel, which offers no protection against rain as presently planned, and expected to cost in the neighborhood of \$200,000, would cover middle part of the midway, leaving less than 30 feet on either show-front side open to the sun. Structure would be in nature of a canopy, without sides, but would be supported by side pillars or uprights "reasonably close together." Concession men feel that shed would tend to keep customers away from attractions and side uprights would make ticket boxes anything but accessible. Canopy would also cut off patrons' view of high and elaborate show fronts on which much

money has been expended by many concessioners.

Association also discussed other difficulties facing attractionists and plan to present their opinions to Commander Flanigan at another meeting next week at the fair headquarters. In constant conflict with various departments within the fair over contract stipulations and allegedly unreasonable requirements, it is the hope of the association to arrive at suitable settlements prior to the April 30 opening. Org will attempt to obtain lower insurance rates; obtain permission from labor unions to maintain construction work on a two-or-more-shift basis instead of overtime wages and will confer with American Federation of Musicians on possibility of lowering musician wage scale set by the union several months ago. (For AFM story see Music Department, this issue.)

At the meeting were Harry G. Traver, J. L. Mott, Maurice Plesen, R. H. McIntosh, J. T. Schless, Moe Gale, Alan R. Ferguson, M. O. Schwab, Norman Simon, R. L. Puroell, F. C. Boyd, S. Brookes, W. F. Rabkin, Lew Dufour, Harry R. Dashi, J. Geiser, Dr. Martin Courtney, J. J. Amiel, C. S. Milliken and F. B. Meismoref, all of whom represent concessioners.

## Pyro Contracts To Be Divided Around To Several Firms

NEW YORK, Feb. 25.—Several fireworks display companies, given by a rep of the World's Fair as "seven or eight," will share in the huge fireworks orders, but there was no hint in the official's remarks as to how the allotment will be divided.

Two fireworks "co-ordinators" assigned to the job of scouting for prices and materials have been doing this field work for some time. Co-ordinators are Charles Rogers, who for years has been attached to the International Fireworks Co., Jersey City, as sales manager, and John Craig, once with Fair's, New York, which originated many of the great pyro specs the rights to which are now held by other companies by arrangement. (See PYRO CONTRACTS page 63)

## The Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, Feb. 25.—It has been hustle and bustle, work and overwork at Flushing headquarters all week. Department personnel appears to be operating full blast from early morning until late at night—and still there is no sign of tangible progress. For the second time in as many weeks there are no new amusement contracts to report, even the general attractions of major proportions continue to hover on the brink of the executed contract goal.

Fully aware that repetition can become awfully boring, we feel obligated to report once again that the old stand-by, Plot T, remains unoccupied. As our deadline hour approaches it appears probable that a combined Wild West and rodeo spectacle will fill the T-space originally planned for "the most spectacular and appealing concession in the grounds." (See FLUSHING FRONT on page 63)

## Set-Up of Financial Aid Company Is Due Shortly

NEW YORK, Feb. 25.—Formation of a company designed to help solve financial problems facing the fair amusement area reached closing stages today and formal announcement of set-up and policy is due early next week. Firm, reported to have about \$750,000 in subscriptions available for investing in as yet unfinanced midway projects, is expected to be the answer to one of the major headaches facing the fair's entertainment division.

Names of Frank L. Crocker, a lawyer, and the investment banking house of Elliott-Mitchell & Co. have been mentioned prominently with the venture, besides the American Express Co. and the fair itself.

Fair is more than anxious to obtain financial aid for several amusement projects, some of major importance, and officials are reported working closely with the new firm. Exact operating set-up will be announced soon, it is expected.

## Sun Valley's Subcontracts

NEW YORK, Feb. 25.—Frank D. Shean, concession manager of Sun Valley-A Winter Wonderland, announced a partial list of the village's subcontracts. They are: Frank and Paul Miller, three stores and two booths selling jewelry, novelties, postcards and Sun Valley souvenirs; A. W. Abbott, of Playland, str. custard; J. Simons, pretzel shop; Mrs. J. W. Wall, soft drinks; Mrs. A. Wilson, "vaticination" (prophecy); As previously announced, Ralph Hill will operate two bars in Rheingold Terrace and Tavern, plus catering privileges.

## Spending of \$2.40 Per Capita Starts a Good Financial Pace

SAN FRANCISCO, Feb. 25.—Whatever else the Golden Gate Exposition has shown in the first week of operation, it is apparent that it is a financial success. Office of H. C. Bortoff, chief of operations, reports Treasure Island visitors are spending about \$2.40 per person against a \$1.27 per person mark said to have been set by Chicago's A Century of Progress during its opening week.

Attendance first two days was 222,352, a completed check revealed. On Washington's Birthday it looked as tho a record would be set, but it fell short by 702 less than Saturday's opener, figures being 127,738 as against 128,440 (official) for Saturday. Gate was \$3,912 on Sunday; 27,273, Monday; 31,244, Tuesday.

Altho police authorities report they have received some complaints from parents regarding Sally Rand's Nude Ranch, they say they are satisfied for the present that everything is in order. No sign of censorship was noted after the opening when the Ranchettes appeared with huge red neckerchiefs added to their brief ensemble, on order of exposition police.

Harry Seber's \$100,000 Greenwich Village of 34,000 square feet will be ready in about 10 days, front to be set up tomorrow. Construction was slow in getting started. World in Motion is set to open today. A doll orchestra is one of the attractions in John Henry Hewlett's Musée Mécanique, composed of 140,000 units.

### Overload on Lighting

Ripley's Odditorium is continuing to draw, as is Cliff Wilson's Menster Show. Headless Girl attracted 14,000 on Wednesday. Thornton Howell is making Children's Playland. About 9,000 seats will be added to Tex Cameron's

## Singer Managing Midgets

SAN FRANCISCO, Feb. 25.—While a majority of Gayway attractions had a field day during the first week of the expo, Singers' Midgets did not reopen after the initial day. W. C. Collins, who came in as manager, was reported no longer connected with the organization, affairs now being handled personally by Leo Singer. He said the show will be back as soon as certain difficulties are straightened out. Monte Carlo Secrets, Mark Twain Show and Stamp exhibit are others said to be under duress.

## Corrigan's Shake Technique

SAN FRANCISCO, Feb. 25.—Douglas Corrigan is holding open house at the expo, alongside his "crate," which is parked by the Pan-American Airways Building. To protect himself from muscular strain he has developed his hand-shaking into a system. He shakes with his right hand in the forenoon and his left hand in the afternoon. Fortunately, for him, he hasn't been around nights.

## Film Industry Stays Out

SAN FRANCISCO, Feb. 25.—Exposition and motion picture leaders have come to no definite agreement regarding the part the film industry will play in the fair. Major companies have nixed a plan to chip in for a joint exhibit. Joe Brown's "Making of a Motion Picture" was discarded several months ago and while there was talk of a Hollywood exhibit as late as a week ago, no agreement to participate has been reached.

Happy Valley Ranch, main eatery on the Gayway, which is about ready. Some restaurants and cocktail lounges are charging six bits for a sandwich. Exposition officials have ordered an investigation of alleged high charges in certain eating spots. Fine Art Show drew 5,962 on opening day at 25 cents. Visitors can't figure out why it isn't free. Federal government employees working at the expo are to live on a river boat moored to a wharf on the Island.

It was too much resistance or something which caused the Gayway to go dark opening night. Officials explained that an overload was responsible as the Gayway and sports arena were lighted simultaneously.

## Non-Stop Policy

SAN FRANCISCO, Feb. 25.—At no time during construction of the expo has there been any stoppage of work, an exposition report shows. Minor controversies have been smoothed over promptly.

During early stages of island construction officials of the Building and Trades Council completed a working agreement with the exposition for the duration of the fair. This provided that all construction work should be 100 per cent union.

Council, on the other hand, guaranteed no stoppage of work. Further provision was made for setting up an adjustment board for consideration of disputes. Need for arbitration never cropped up, it is said.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Feb. 25.—While opening-day attendance was not quite up to expectations, there is strong probability that no world's fair opening ever had such a large crowd. If the first day is any criterion, the fair will be a great success, artistically and financially. Of 38 shows booked for the Gayway, 21 were finished and opened, each registering exceptionally good business.

Cavalcade of the Golden West, under management of Al Wolfman, presented as no show of its kind has ever been before, had three capacity houses. Consensus is that this costly presentation will be a success. Midget Village, under direction of the original Singer, of midget fame, is presented in an entirely new Midget Village setting, motif of which is the Days of '49. While this show was not entirely ready, visitors took to it and Singer was well pleased with the day's receipts. Chinese Village, probably the most typical Chinese group of buildings on this continent, had a profitable day, everything going away beyond expectations. George Jue, president of Chinese Factors, Inc., and general manager of this fine presentation, said opening-day receipts exceeded expectations by some thousands of dollars.

Sally Rand's Nude Ranch, deservedly topped the midway as she took a lot of girls, some paint, glimmer and lighting and built a show exceptionally appealing to men and women. Estimates on Sally's gross on the season run from \$400,000 to \$750,000.

At Ripley's Believe-It-or-Not, almost an exact reproduction of the show put on by this company at Dallas Expo the first year, Frank Zambirno, general manager, gleefully watched the 40-cent tickets drop in the receptacles. He said this (See GLEANINGS on page 63)

## Add World's Fair News in This Issue

Sally's Frisco Nude Farm Gets Rose Dander Up ..... Page 3  
Canned Music at Fair? ..... Page 11

# R. J. Clawson Back in Peru

### In charge of quarters—R-B property being readied—Jacobs gets cages, dens

PERU, Ind., Feb. 23.—Ralph J. Clawson, Ringling circusman, who has been wintering on the West Coast, arrived here and is again in charge of winter quarters. Clawson said that property is being readied for the Ringling-Barnum show, but that no other activities are contemplated and no circus will move out of here this spring. Clawson will be with the Big One.

Turrell M. Jacobs, R-B animal trainer, and assistant, Mart Marquis, up from Sarasota, were here three days. Jacobs selected a number of cages and dens which will be utilized for movement of increased cat group being trained at Sarasota. Jacobs also was at the Cuba quarters as guest of Jess Adkins and Zack Terrell. En route back to Florida Terrell will stop at Evansville, Ind., and pick up several lions and tigers which he recently purchased.

Steven (Red) Finn, former boss hostler of R-B show, and Mike Wisinger, 1938 Hagenbeck-Wallace official, have formed a partnership, purchased a large sales barn and are conducting live-stock sales weekly.

George (Duke) Graf, miniature circus carver, is back from a flat to Sarasota quarters. Renewed acquaintances with Eddie Trees, John Hillott, Mr. and Mrs. Jack Higgins and others. Higgins has fully recovered from last season's accident. Charles Arnold, veteran R-B driver, left for New York City.

Barney (Mickey) O'Brien, with circuses for 35 years and known in clown alley as Tolo, working indoor dates out of City, is now appearing nightly before American Legion clubs of the State.

Ernest H. Tocker is now managing a contracting firm. He has been with major shows.

Chief William Godfrey has closed at the Circus night club and is now operating a taxi service.

Prosper here who have been employed thru the winter months are Buddy Rockwell, at Harding's Cafe; Wilbur Gearty, custodian Moose Lodge; Frank Quaglio and Glenn Girard, at Blakely night club.

## WPA Show Has Two Capacity Houses At Newark, N. J.

NEWARK, N. J., Feb. 23.—The WPA Federal Theater Circus closed its week-end engagement here February 19. Business was fair throughout the run, with capacity houses at Saturday and Sunday matinees. Mayor Klenstein, of Newark, opened the show and had 2,000 underprivileged children as his guests. Show obtained a dandy break in after-stories and publicity.

Visitors here included Frank Hardy, last year with the Robbins show; Will Griffiths, local calliope man, and Irving Fellows, of the Big Show.

Managing Director Burns O'Quillan will confer with Nick Galk, of the Galk Troupe, on plans for a big teetleboard act. Charley Fortuna is working on a new clown gag and Bert Turner is building a new walkaround, reports Wendell J. Goodwin.

### Egner Attacked by Lion

NEW YORK, Feb. 23.—Capt. Ernest Egner, animal trainer with the WPA circus, was injured by Leo, one of his lions, at Jamaica, L. I., today and is in a serious condition in Queens General Hospital. He was throwing meat under the wire mesh of a cage to the lion, which grabbed his leg and knocked him down. His son, Ernest Jr., poked at the lion with a long pole until it backed away.

### Performer Contest

The Favorite Outdoor Performer Contest column appears this week in the Parks-Resorts-Pools Department.



A GROUP OF FANS in attendance at Circus Fany Night held on the WPA show in New York February 3. Left to right, front row: Dr. William Mann, Donald MacGregor, Kerl Chapin May, Paul Edwards, W. L. (Dink) Montague, Melvin D. Hildreth (in rear) between May and Edwards.

## Flu Cuts Into Detroit Shrine Opening; 50,000 First 3 Days

DETROIT, Feb. 23.—Detroit's 36th annual Shrine Circus opened to a moderate-sized crowd Monday at the Coliseum at the State fairgrounds, handicapped by a flu epidemic that had kept 50,000 children out of school this week before.

Attendance the first three days totaled 50,000, showing a decided pick-up on Wednesday. At the Wednesday matinee an all-time record of 10,000 for first Wednesday matinee was set. The unusual attendance was helped somewhat by Washington's Brandy, to set a figure of 3,000 over the previous record.

The circus (Orin Davenport show) is produced under management of Tums (Eddie) Stinson. Fred Bradna is equestrian director.

### The Program

Spec. Eight Reynolds skaters; Art Lind, Justin's Trio, Kerns Trio, Davidson and Rice and Siegrist Trio, comedy acrobats; Clyde Beatty's lion and tiger act; Three Parrots, on high unsupported ladders; Theo Nelson's Snow White number; Voice Troupe and the Harolds, serial bars; Naida and Perez, perch; Janet May, one-arm swings; Rink Wright Duo, balancing ladder; Dr. Herman Ostermeier, high jumper; Reuben Castany's Hollywood chimpanzees; Ted Kosky's Rocket to the Moon; Kalito Troupe, wire; Chester Barnett's dog; Janet May Merkle, upside-down walking walk; Cooke Sisters, Ortons, Rooney's and Doro Duo, swinging and revolving ladders; Diane Lovett, Gloria Hunt and Bobbie Warriner, elephant acts; Loyal Repuska, Davenport Family, Joe Hodgkin Family, riding numbers; the Gretonas, high wire; Rudy Rudyoff, Gordon Orton and Jack Foley, Liberty horses; the Concellos and Randalls, flying number.

### Paul Del Rio Out; Ill

Paul Del Rio, midget, who was to be a highlight of the concert, was prevented from opening by flu, and his two sisters carried on. Ray Deap, announcer of show, was carrying on despite a painful abscess, and Del Rio was the only actor

## D. M. Campbell Will Again Have One-Ring Show

KANSAS CITY, Mo., Feb. 23.—Donald M. Campbell will again have his one-ring circus on the road, opening about April 29 near Yankton, S. D. Due to labor trouble last spring show did not go out.

Show will have some new canvas and equipment. It has its own light plant and a mobile sound system. Program will include pony drills, juggling, Wild West riding, slack-wire walking, ventriloquist, comedy conurbation acts, acrobats, trained dogs and monkeys.

## Parker & Watts Ahead Sked; 75 Now at Quarters

SOUTH PT. SMITH, Ark., Feb. 23.—Ira M. Watts, manager of the Parker & Watts Circus, who returned from a trip, immediately went into conference with L. B. Greenhaw, general agent, who had arrived from his home in Indiana.

Seventy-five men are now at quarters here and every department is ahead of schedule. Red Monroe has completed the new chariot-type band wagon that will be drawn by eight horses and Charles Brady has a crew rebuilding the steam calliope. Red with gold letters in the color scheme and the trucks and equipment turned out are beautiful jobs.

Hazel King starting work on her new 12-horse Liberty act and big message number. This will be one of the features.

Claude Morria, superintendent of outdoor advertising, announces he has engaged his crew, and Greenhaw states that his staff is complete and all designs are in the hands of the printer.

The show furnished the chairs for the Golden Gloves Tournament. Skinny Dawson acted as publicity director and was supervisor of seating arrangement. The Boys' Club here, sponsor of the tournament, has voted its thanks to Mr. Watts for the splendid co-operation and donation of his equipment. Joe B. Webb, legal agent, and James Watta, purchasing agent, occupied ring-side seats every night, they being ardent fight fans.

## Show Printers Plan Credit Association

CHICAGO, Feb. 23.—Representatives of the leading show printers of the country will meet here at the Hotel Sherman Monday and Tuesday for the purpose of talking over plans to form a credit association. Practically every firm has taken heavy losses during the past two years due to the casualties among shows and they feel that an association to safeguard their interests has become a necessity.

Among the firms that will be represented are National Printing and Engraving Co.; Hatch Show Print, William T. Hatch; Central Printing and Illinois Lithograph Co.; C. W. Jordan Sr. Globe Poster Co.; Mike Shapiro; Phil Shapiro and Sunny Berner; U. S. Printing and Engraving Co.; Neal Walters; Donaldson Lithograph Co.; Erie Lithograph Co. and U. S. Printing Co.; George Lux; Central Show Printing Co.; W. Temple; Triangle Poster Co.; Jake Shapiro, and Colorcraft.

## Dot Herbert to R-B; Hamid Releases Her

NEW YORK, Feb. 23.—George A. Hamid has announced that Dorothy Herbert, equestrienne, will not appear with his European Circus at the World's Fair, as announced, previously, having been released from her contract so that she could travel with the Ringling-Barnum show. Miss Herbert is expected to be featured in the newly arranged and augmented manage numbers on the Big Show.

Hamid said that he was relinquishing services of Miss Herbert for the fair show but that it would be impossible to cancel her date with the St. Louis Police Circus, which partially coincides with Ringling-Barnum's Madison Square Garden engagement.

## Con Colleano Hurt

NEW YORK, Feb. 23.—Con Colleano was forced to drop out of a two-week engagement at Music Hall here when he fell last Saturday and fractured a hand. Colleano, appearing in New York for the first time in several years, had a featured spot in the Immense Radio City stage show.

### Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

## Harvey, Martin, Doran Sign With The Lewis Show

JACKSON, Mich., Feb. 23.—R. M. Harvey, veteran circus agent, has signed to be on the executive staff back with Lewis Bros. Circus and will also handle the press. Al Martin will be in the ticket department.

Harry Doran, who formerly had the concessions on Russell Bros. Circus, will have concessions on the show.

Another building has just been completed at winter quarters. It will be used as a workshop. A portion of the necessary machinery and equipment has already been installed and the remainder will be placed as soon as the cement floor is set.

The show will have some original ideas in lighting and publicity.

With the Circus Fans By THE RINGMASTER

President: MRS. VIN D. HILDRETH... Secretary: W. M. BUCK... Conducted by WALTER HOYENAPPEL...

ROCHELLE, Ill., Feb. 23.—The Charles Sparks Tent No. 14 of Norwich, Conn., held its regular meeting this month at the home of the "boss caravanman," L. Perry Raymond...



GUS PRIMROSE, with Lewis Bros.' Circus for several years, will again pilot the show.

Says "Different" Circus Would Take Glamour Away

Editor The Billboard: Between the Lines was a wonderful article, and Why a Biggest Show on Earth? was great... I imagine going to a circus without a midway. There is no reason why the circus side show cannot be improved...

Tribute to Harry Liebman

CHILLICOTHE, O., Feb. 25.—Remembrance service was held in the home of Doc Waddell here February 19 for Harry Liebman, former trouper, who "passed on" at his Los Angeles home February 6... "To Harry Liebman the call to 'bow out forever' came suddenly. 'Twill be a mortal shock to hundreds who knew and loved him..."

FOR SALE

4 YOUNG MALE LIONS, TRAINED
4 YOUNG LIONESSES, TRAINED
Also 2 and 3 Months' Old Cubs

Clyde Beatty Circus Unit, Inc. Rochester, Indiana.

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Young Ladies with Circus Experience to Ride Menagerie, Swingling Ladders; also several fine lion Performers, White Face Clowns to Double Clown Band. Write all first letter. Send photographs, give experience and state salary. Address: BOX D-175, Care The Billboard, Cincinnati, Ohio.

AERIAL ORTONS

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CIRCUS PHOTOS

ROBINSON, SPARKS, CRINITY, FLOYD, ETC. See Descriptive List and Price Photo, 25c. ART "DOC" MILLER. 2029 South Main Street, Elora, N.Y.

Ill. are spending several weeks at Sarasota, Fla., visiting R-B quarters. Bennett has completed a tiger cage for his H-W circus.

Jerry Booker, Buffalo, N. Y., completed two steel flat cars on one-inch scale for his model R-B circus and is now working on the blacksmith wagon.

George H. Barlow III, Binghamton, N. Y., has added six caterpillar tractors to his Barlow & Bailey Circus which will pull several wagons at a time. He also has added 36 head of baggage stock, bringing the total up to 300 head...

Vernie and Mrs. Fussell, Cedar Rapids, Ia., recently visited Charles L. and Mrs. Stern, Austin, Minn. Glenn J. James and Garnet B. Keough also visited Stern and looked over his model circus. Stern has completed two more cages for his show.

Frank B. Updegrave Jr., Boyertown, Pa., has completed a model of the R-B blacksmith shop. The Mills-Warner Circus, owned by Russell T. Warner, Reading, Pa., has nine flat cars on which 32 wagons are loaded and two stock cars.

Walter M. Buckingham, Norwich, Conn., made a model of the R-B No. 119 baggage wagon and presented it to L. Perry Raymond. John M. McCurdy, Harrisburg, Pa., has completed several flat cars for his circus. Bert Backstein, Decatur, Ill., had an article and two pictures on his model circus activities in the January issue of Seiberling News.

Kenneth D. Hull, Los Angeles, and Walter W. Mathie, Long Beach, visited the quarters at Baldwin Park. John Dvorak, Cedar Rapids, Ia., recently made a pole wagon, tabernacle wagon and two cages for his circus. John R. Shepler, Chicago, has completed several more cages for his Hale Bros. Circus.

Daniels With Russell Show

ROCKFORD, Ill., Feb. 23.—Lee N. Daniels, with Lewis Bros.' Circus last year, has signed with Russell Bros. Circus to manage the side show.

C. E. Duple Notes Shows Of Quarter Century Ago

"A flashback of 25 years ago: When change has taken place in the white top world! Believe it or not, there were 24 railroad shows (circus and Wild West) touring the country during the 1914 season. For old times' sake the circus fans and showfolk are asked to take a good glance at these titles, some almost forgotten by many:

"Barnum & Bailey, Ringling Bros., Sells-Floto, Hagenbeck-Wallace, Al G. Barnes, Colimar Bros., Sun Bros., Mighty Haag, Sparks, Gentry Bros. (two separate shows), Robinson, Howe's, Yankee Robinson, Frank A. Robbins, Latens, Jones Bros., J. H. Eschman, Al P. Wheeler's, Miller Bros.' 101 Ranch, Kit Carson's, Wyoming Bill's and Tompkins Wild West. "I was with Bert Bowers' Robinson Famous show (20 cars) that year, a good part of the summer spent in Eastern Canada. Jerry Magivan's Howe's Great London show (20 cars) played thru Canada also. Those two circus magnates who made circus history are gone, and (See C. E. DUBLE on page 62)

NO CIRCUS NO THRILL Without THE EARTH'S NO. 1 AERIALIST FLORESQUE who is still EUROPE'S most popular, with his two beautiful Aerial Acts the show business ever knew. Care THE BILLBOARD, Cincinnati, O.

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Model Builders' Activities

ST. JOSEPH, Mich., Feb. 23.—George H. Graf, Peru, Ind., who has been president of the Circus Model Builders since its inception nearly three years ago, has been elected president emeritus and also made a life member of the association. There are no other life members at this time. He spent several weeks in Sarasota visiting Terrell M. Jacobs and looking over the Ringling quarters. Jacobs received a miniature jack wagon with jacks and other equipment loaded on it from Harold U. Moore, Reading, Pa.

Philip V. Crowther, Newport, R. I., announces that any member wishing to hold an honorary position on the staff of the circus will be presented with a membership card if he will write him and give some information about his own model circus, own new trucks and a larger big top will be turned out by him. Charles H. and Mrs. Bennett, Berwyn,



# Under the Marquee

By CIRCUS SOLLY

FLOYD KING will again be general agent of the Colo show.

MAURICE EUGENE has signed with Duke Drukenbrod for the Colo side show.

DR. EDWARD R. JOHNSON, formerly with the Ringling Circus, is business manager for Cecelia (Globe) Loftus.

JOE AND BABE STEORIST, double trap act, were at the recent Shrine Circus in Sacramento, Calif.

THE BAKERS (Charley and Mamie), clown, will be at the Chicago Stadium Circus.

TRILLIE DARLING and husband, Red Hainball, bought a new trailer and will be with a truck show this season.

AL FUMBER, trombone soloist, is spending the winter at his old home place, Circleville, O.

HARRY BERT, for a number of years with the big tops, will be No. 2 man for the Beckmann & Certy Shows.

F. B. (BLACKIE) MARTIN is in charge of the bull and canvas on the Hill Circus. Show has been in Georgia.

IT IS NEVER too late to give up your prejudices.

DON'T FAIL to read "That Federal Wage-Hour Law—Will There Be an Outdoor Amusement Industry Committee?" in the Carnival Department.

MARIO AND MARIO, knife throwers, last season with the Davenport Society Circus, will be with Johnny Bejano on the Fairy & Little Shows.

JACK SHAPER, clown, who is ill at his home in Scott City, Mo., would appreciate letters from friends. Will be with Lewis Bros. Circus.

WOODROW HOFFMAN, rigger, after time work in Georgia, returned to his home in Cincinnati. Was with Robbins Bros. last season.

FRANK RUTTMAN, manager of the Main show, has been ill with the flu at his home in Akron, O. He will soon start work on the show.

PEDRO MORALES and Luis Martinez, featuring forward foot acrobats, are in a production opening March 1 at the 44th Street Theater, New York, for Frank Fay.

HARRY HAMMOND will again be in ticket department of Russell Bros. Circus and Harry Conroy will be purchasing agent. They are working in Wells Lunch in Chicago.

ALICE ELLENBERGER FOSTER and Martha Redick, known to showfolk, on route to New York City, stopped a few days at Chillicothe, O., guests of Mary Crouse, Mabel Mack's niece.

DAD ALBRIGHT, director of news for Herald and Genius at Uniontown, Pa., and known to circus folk, is again as deaf after three weeks in hospital with a badly hurt and infected leg. Was hit by an auto.

L. B. (DOC) KERR, in his column in The Akron (O.) Beacon Journal February 19, had a story of Eddie Jackson, who began his show career as an entertainer with a medicine show.

REPUTATION is the world's measure of a man—character is what he really is.

C. Y. CLIFFORD and wife, who have been operating their coal mine in Central Ohio this winter, have returned to their home in Wilmar, Calif. Clifford has been with the Barnes show the past 12 years.

CAESAR, black-headed African lion of the Louis Meitus Circus, escaped in Los Angeles February 18 when trainer Ervin Klaunder tried to get him thru a chute from his residence cage to a big new training cage. After quite a chase he was captured.

IN A RECENT issue it was stated that Emmett Kelly gave an interesting comparison over the air of the American circus and the European show, declaring the circus over here superior. Word comes from Kelly as follows: "I tried to convince audience regarding size and convenience of the three-ring circus in the

States with the European one-ring circus. Nothing was said about quality or seating comfort of patrons."

HARRY PAT MILLER, former troupier, attended the Grotto Circus in Cleveland and met Walter L. Main, whom he had not seen since being with his circus in 1904. Miller worked in aerial bar act with the Laffel Trio, and his wife was a chariot driver. The Millers live in Cleveland. Harry operates a truck between that city and Erie, Pa.

HUNTER JARRAU, business manager of The Daily Town Talk, Alexandria, La., and a great fan, is doing his part in keeping the old-time American amusement, the Circus, before the public in publishing matter from time to time about this field of entertainment in that paper.

MRS. MILLIE TURNOUR, who died recently, was with the Walter L. Main Circus seven seasons, the last one in 1904. She did a balancing trapeze act in a long skirt. Her husband, Harry Boise, presented a casting act known as the Boise Family, the children working in it.

IN A RECENT issue it was stated that Tige Hale, who will have band on the Funland Shows, had the band on Lewis Bros. Circus last year. This was in (See Under the Marquee opposite page)



A large tiger act, an importation from Denmark, arrived at the Seila-Floto Circus quarters, Peru, Ind., was accompanied by trainer Col. Ange Christensen. . . . John Robinson trainers at work in quarters at Peru were Ernest Schuman, Peter Taylor, Charles Gullfoyle, Clyde Beatty, Robert Thornbora, W. W. Weaver, Cheerful, Gardner, Bonnie Griggs and Fred Nelson. . . . Quarters of the Afterbury Wagon Show were moved from Stout City, Ia., to Dakota City, Neb. W. A. Allen was signed to again have charge of the show's advance. . . . Walter McCorkhill was signed as 24-hour man with the Christy show instead of filling his old position on the advance. Frank O'Donnell was contracting agent. . . . Operations at the quarters of Lowery Bros. Shows, Shenandoah, Pa., were suspended, owing to the sinking of one of the large coal mines under the quarters. Quarters in another part of the city were obtained.

Frank Braden, general press agent for the Seila-Floto Circus, returned to Chicago from Birmingham, Ala., where he arranged for the appearance at Loew's Bijou Theater of the Rose-Royal Midgets. . . . Joe Coyle and wife, Victoria Davenport, went to Minneapolis to join the John Agee Shrine Circus. . . . William Convey, of the Ringling-Barnum circus, was in New York preparing things for the Florida Fair Exhibit to be held at the Garden. . . . Frank Tieben, former circus billy, was agent at the Capitol Theater, Indianapolis. . . . Joe Baker left Seattle, Wash., to join the Al G. Barnes car No. 1 at Palms, Calif. . . . Charles L. Smith, cornet and calliope player, signed with John Dusch's Band on the Gentry Bros.-Patterson Circus.

Bay and Marie Hand, ticket seller and bag puncher, respectively, signed with the Sparks Circus. . . . John Tea was in a critical condition at Columbus, O., with blood poisoning. . . . E. O. Martin, former cook on Walter L. Main Circus, died February 11 at St. Mary's Hospital, Evansville, Ind. . . . Andrew White, midget, was found dead in bed February 18 at the home of his partner, Joe Eastman, in New York.

REPORTS FROM BOSTON indicate that no further attempts will be made to produce an outdoor rodeo in the Hub City. Two years in succession at Suffolk Downs have convinced George A. Hamid and other associated in the venture that an outdoor rodeo show is passe there, at least temporarily.

## Ex-Troupier Achieves Success As Circus Training School Head

MANITOWOC, Wis., Feb. 25.—Commemoration time is drawing near at Manitowoc's widely publicized circus training school, which has graduated some 26 young men and women to the circus and vaudeville and fair circuits. Two years of planning and many hours of tedious rehearsals will end on April 10 when Billy Schultz, who trouped for many years as Billy Lester (Lester, Bell and Griffin), presents his proteges in his fifth indoor circus. Among showmen, shows and acts obtaining talent from Schultz's classes are Roberto Yacopi, Charles Bell, Bert Brothara, Three Arnolds, Bedell Troupe, Morris Troupe, Banks Troupe, Joe Siegrist, Al and Pete Lindemann, Shaler circus, Walter L. Main show, Ringling-Barnum circus, Irene Elliott and McKean troupe. While the majority have been booked individually, one group was placed under contract with its personnel of seven boys intact and sent on the road as Les Gouchoes by Roberto Yacopi. The set has been playing theaters and making a hit with a sensational teeter-board routine.

During the summer daily rehearsals are varied with week-end and holiday dates at celebrations and fairs. Classes meet in the Vocational School, where Schultz is physical education director. After 36 years on the road during which he played with stock companies, Whitney Family circus, McDonald show, John Robinson circus and Ringling-Barnum show, Billy Lester came back to Manitowoc, his home town, to rest a lame back. He had no intention of retiring and opened up a hot-dog stand on the main street, where he found an eager audience of young folks willing to listen to his big-top stories. The Boy Scout executive asked him to organize a gymnastic class and he put on his first indoor circus for the Scouts in 1927. Three years later the Vocational School took over the circus idea and put Billy in charge of its physical education classes. One year he moved the entire circus over to Two Rivers, five miles from Manitowoc; another year he put it on at Kaukauna, 50 miles away. His teeter-board troupe performed before a crowd of 8,800 in the University of Wisconsin fieldhouse at Madison. Star of several editions of the circus was Emily Kletston, who made 448 backward revolutions on the high bar and turned down an offer of professional employment. Schultz gets heavy fan mail but advises the circus-struck young men and women who write him to remain at home unless they are able to get along financially while they are in training. The story of his circus school has been widely syndicated, broadcast by NBC and filmed by Pathé.

This year's program will open with a spec, King Solomon. The circus is a special event and is expected to run 14 days this year. It played to 16,000 in the spring of 1937 (Manitowoc's population is 23,900), and some of the performances was broadcast over the NBC chain. About 100 persons from 14 to 18 will take part this year.

Operates Winter and Summer The circus school functions all year

## The Corral

By ROWDY WADDY

O. F. McSPADEN is manager of the eighth annual rodeo to be held in Electra, Tex., this summer.

ART MIKE and his educated horse have been playing night club dates in Denver this winter.

ALICE SIXTY presented her Roman jumping team as one of the grand-stand features at the recent Tampa (Fla.) Fair.

OMER LUELLEN is secretary of the ninth annual Kiwanis Rodeo to be held in Binton, Okla., this summer. Event is a Rodeo Association of America member.

HARRY CHIEF SUMMERS scribes from Ponsford, Minn., that he will again hit the road this summer with his free act.

TOM KING, veteran Oklahoma cowboy, whose show days date back to the Buffalo Bill show, is playing theaters and schools in Arkansas with Dait Shooks.

TED AND PEARL ELDER are filling in the rodeo off-season with a series of New York night club engagements with their boxing kangaroo. Currently at Leon and Eddie's, popular 52d street spot.

ARIZONA JACK CAMPBELL, veteran in wild west and rodeo circles, while on route to New York last week stopped off in Cincinnati for a few days and visited the Corral desk.

FOGHORN GLANCY stopped off in Fort Worth, Tex., last week en route to the Houston Rodeo and Stock Show, Glancy, who announced the 1/2 Worth rodeo at one time, will return there after the Houston show.

DIAMOND TED LEWIS, while en route to Florida last week, stopped off in Bennettsville, S. C., for a visit with Joe and Goldie Losen. Joe is breaking a new horse for trick riding at his quarters there.

REPORTS FROM FLORIDA indicate that contestants from Georgia, Alabama and Florida have been contracted to appear at the rodeo to be held in Inverness next week to determine tri-State champions in a number of events.

BRONK LARABEE reads from Estero, Fla., that he is still busting beans down in that neck of the woods. He says he

recently sighted a number of the boys who rode at the Miami Beach (Fla.) Rodeo and who will participate at the Houston event.

BUCK AND CHICKIE, past season in the concert with the Russell Bros. Circus, last week concluded their eighth week in Oats Madrid, Buffalo, with their whip and rope act, assisted by their dog, Timber. They will remain in the interlop for several more weeks.

VERNE ELLIOTT, manager of the rodeo to be held in connection with the Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., arrived from Denver last week to supervise plans for the event. Elliott and Eddie McCarty again will furnish the stock.

TEX SHERMAN letters from Linden, N. J.: "Noticed in a recent issue where Mary Louise Barera stated Mabel Kling is dead. Mabel is very much alive and plans to hit the road with a circus this season. Miss Barera also reported that Edythe Tantlinger is on the West Coast. To my knowledge, Edythe died several years ago."

RUSTY PARKER, trick and bronk rider, has been contracted to furnish horses and to ride Pony Express from San Diego to San Francisco and then go to New York World's Fair. He plans to use eight horses and establish remount stations about every 50 miles. Riding 30 hours a day, trip is expected to take 30 days.

EIGHT ALBERTA Indian cowboys left Calgary, Ont., February 14 to compete in rodeo events at the Royal Agricultural Show, Sydney, Australia. In the party were Minor Chief Joe Crowfoot, Joe Bear Robe, Joe Young Pine, Frank Many Fingers, Eddie One Spot, Dick Starlight, Douglas Koutental and Johnny Left Hand. Constable S. J. Leach, RCMP, accompanied them.

OFFICIALS of the Pendleton Round-Up Association have decided to extend the 1939 rodeo from three to four days. Eddie McCarthy and Tim Bernard will judge the show. The board expects the extra day to speed up the program so events will be completed by 5 p.m. daily. Records show that four-day shows held from 1925 to 1929 made for faster performances.

RUTH ROACH, former rodeo contestant of Fort Worth, Tex., who retired several months ago, is one of the three women contestants entered in the Pony Express Race which started March 1 from Nocona, Tex., with the Golden Gate International. (See CORRAL on page 63)

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

**L**EXINGTON Roller Rink, Pittsburgh, invoked a couples' skating party on February 27 after the regular session, charging \$1 a couple, higher than regular admission. Manager H. D. Ruhman sponsors special affairs for many holidays and perks up trade with a skating club, contests and refuses produced by patrons. Officers recently elected by the club are William Opatry, George Kelly, Edna Haber and Laverne Messer. Another business-getter is a beginner's walk class taught by Paul Kelly, with the "tutelage fee" good for regular sessions. Roller rinksters entertained ice skaters when A. F. Joeger, president of Lexington Amusement Corp., entertained the 1939 Ice Folks last recently at Fox Chapel Stables and Pittsburgh Field Club. The club donated \$180 to a club milk fund recently.

**JOHNNY JONES**, formerly of the Three Aces, who is in Will Rogers Memorial Hospital, Barnack Lake, N. Y., reports that he is now up for one meal a day and is showing improvement.

**THREE** Whirling Bees recently played Fox's Valley Tavern, Easton, Pa., and visited Chez Vous Roller Rink, Philadelphia, where they report waiting is popular. A.C. has taken on a girl flyer in place of a man.

**HERMAN BAKERMAN**, proprietor of Kramburg (N. J.) Rollerdomes, reports that business is standing up despite show and ice. An electric organ was recently installed. Lincoln's Birthday and Valentine Day crowds were very good.

**C**ROWD of 1,180 attended Fred Leiser's Chicago Army Roller Rink on February 20 when the Oddtimers' Club staged a party and race. Bob Vito and George Rolfe winners, reports Bill Henning. Later that night Manager Leiser was host to club members at Sid Kean's refreshment stand. Among recent visitors were Whitey Christopher, Agnes Rink, St. Louis, who will race Joe Laurey in a series of contests this month in Chicago and St. Louis; Lester Wright and Martin Krekel, also of St. Louis; Ernest Eyer, proprietor of Eyer's Rink, Anderson,

Ind.; Wally E. Klefer, proprietor of Skotland Rink, Seagrav, Mich., and his skate man, Lawrence Coates; Fred (Bright Star) Murree, 78-year-old Pawnee Indian figure skater, and Harry Handley, who will manage Karl Klefer's new rink in Chicago when completed. Mr. and Mrs. Leiser planned a trip to Wisconsin for February 23-25, when the rink was scheduled to close because of elections. First public wedding on roller skates in Armory Rink will be held on March 22.

**R**ECENT annual falls contest in Crystal Pool Roller Rink, Seattle, had 64 entries from Western Washington. Winners were Ole Thesen and Bob Howland, who received a trophy. Viola Oas and Arnold Brigg of Royal Roller Club, Silver Lake, Wash., were runners-up.

**P**OLICE of Walla Walla, Wash., are campaigning against street skating as a result of complaints from motorists and many children are now patronizing properly supervised rinks. An ordinance prohibiting skating on streets in the business district. Police have warned children that their skates will be confiscated if they are found skating in the downtown section.

**P. W. KIMBROUGH** has leased the lower floor of Oddfellows' Building, Granite, Okla., for a skating rink, to be equipped with portable maple floor, 300 pairs of skates and p.-e. system.

**GORDON WOOLLEY**, manager of Woolley's Roller Rink, Salt Lake City, and the local Chamber of Commerce have invited members of the Roller Skating Rink Operators' Association of the United States to hold its 1940 convention in that city.

**C. A. COREY**, of Boston, writes that opening date of his 125' by 163-foot rink in Lovley Park Ballroom, Lowell, Mass., has been set for March 3, reports Armand J. Schaub Sr. Installation of a sound system and automatic record changing device is planned. Staff will be ununiformed and there will be special weekly features.

**W**INNERS of two-mile finals in city roller-race competition in Dalton Rink, Canton, O., on February 18 were Bob Cochran in Class A and Oscar Kirsch, Class B. Cochran's time was 6:45.8. Kirsch made the distance in 6:40.4.

## Current Comment

By CYRIL BEASTALL

**DERBY, England.**—One of the most friendly letters it has been my pleasure to receive of late came from Cecil Millam, Wheeling, W. Va., and contained an invitation for me to spend some time with him if my trip to the United States next fall materializes. He mentioned that the Lidstones gave a favorable impression of accessibility by mixing with the more ordinary skaters at his rink when they were in Wheeling.

If this sort of thing became more of a habit with some of our champion skaters it would surely do a lot of good, but many of them keep much to themselves and a few isolated friends, thereby creating dislike among ordinary rink-goers. I could name some of our champion skaters who are positively detested for this ridiculous snobbishness. While realizing that any champion in any sport must become a prominent figure wherever he may choose to frequent and in consequence cannot find it convenient to spend as much time with some of the more ordinary participants in the same sport as they might wish, but that does not mean to suggest that a champion must need cut himself right away from the less proficient of his kind by taking upon himself a super-superiority complex.

An example of the kind of champion I have always admired immensely for his manner toward his fellows is Benny Leo, world champion roller speed skater and also an ice speed champion. Benny is verily a prince of sportsman and a gentleman indeed, and this is an opinion shared by very many skaters of my acquaintance. Ernie Clark, holder of 18 NSA medals and one of our greatest fancy skaters, is another champion who is still too "full of himself" to consort with his fellows. Willy Pfister, Jenny Moeller and Adolf Walker, German

champions, who are my very good friends, are others who have become very popular as a consequence of toleration for the "underdogs." The snobs of roller skating should remember that the very existence of the people they look down on made their success a possibility, and the good fellowship of a majority of those with whom one comes in contact should be preferable to gaining their ill will for no sane reason at all.

I read with much interest of the arrangements for the 1939 national amateur figure and dance championships and what Fred Martin had to say about possibilities of a 1939 speed meet. I was surprised to note that the NSROA suggested that the speed event, might not be held if some operator in Chicago did not come forward with a proposition. The lapse of a year might have regrettable effect on the future of the event and it would seem a great pity to allow such a happening after the NSROA has started these championships. I think the American arrangement for all championships to be held at the very end of the season proper is excellent in that it allows ample time for all competitors to have full practice before the event.

Fred Martin and Perry Rawson, each sent me a copy of the NSROA dance-tast book and a very complete little work I find it. I note the "bronze" class is referred to as the first class, whereas we have named our "gold" first class and "bronze" third class. Ruling on amateur status is similar to that of our NSA, tho I have yet to hear a sound argument in favor of labeling a professional in that sport a pro in other sports. Standard of the respective British and American bronze and silver classes is little different, tho we had previously been told that the American "silver" would be much easier than ours and little harder than our "bronze." Details of everything the candidate for honors must know are clearly set out in the book and it is a credit to those who compiled it.

If I am able to travel to the extent desired on tour in United States next fall, route I have planned is New York to Toronto, then to Detroit, Chicago, Indianapolis, Cincinnati, Dayton, Columbus, Cleveland, Pittsburgh, Wheeling and finish in New York City. Would also like to take in Newark, N. J. and Philadelphia.

## UNDER THE MARQUEE

(Continued from opposite page)

**error.** John P. Dusch was band leader on the Lewis show the past two seasons.

**BARNEY AND JIMMY ARKENSEE**, comedy acrobats, with the J. R. Malloy Circus unit past three months, will again be with Lewis Bros. Circus.

**CHARLES (KID) KOSTER**, ahead of What a Life Co., recently slipped in a bathtub in Keystone Hotel, Pittsburgh, and fractured two ribs. He is now at the Croydon Hotel, Chicago, and would be glad to hear from acquaintances.

**JOHNNY RIBSKO**, recently with the Blondin-Rellins high-wire act, has taken over the management of Texaco Service Station for A. Ponsola at New Orleans. Plying Behm, regular visitors to the station, are practicing daily outdoors.

**LAMES J. BROWN**, of Allentown City, N. J., who was with the late John O. Talbot as his assistant on the Great Wallace Show, writes that he was one of the best legal adjusters and a wonderful person, adding "I know him was to love him and respect him as a great circus man."

**E. STAATS** advises that he will have a one-ring show, moving on 10 trucks, and that Lester Owen will be manager, also that some painting is being done at quarters in Bloombury, N. J. Expects to carry about 80 people, eight-piece women's band, horses and ponies.

**BERT MYERS**, former circus painter, is now advertising and display manager for Harry's Auto and Sporting Goods store, having charge of 15 in Ohio and Michigan. He was with Hagenbeck-Wallace; Downie Bros., Tom Mix, Sam H. Dill and Gentry-Patterson shows.

**CHANGE** your performance if you intend to play the same territory. Don't let it be said the same old show.

**CARMEN'S Circus Revue** was in Graham, Ky., February 23, playing to 700 children. Madeline Carmen observed her birthday there, it being her 19th anniversary. Fred Burns' dogs, monkeys and "pony, Sparkle, are with show. Buck Carmen is doing comp-in.

**AMONG THE ACTS** that left Chicago Saturday for Edna Curtis Shrine show at Minneapolis and St. Paul were the Walter Guice troupe, Joe Lewis, Felix Adler, Harry and John Nelson, the Two Aces, Eva Moore and Bert Deard and wife.

**DOC WADDELL** cards that Billy Field, reporter on Herald and Gazette dailies in Uniontown, Pa., recently received three medals of merit for best written short circus stories. Also that Don C. Hall and wife hitchhiked from Mississippi City, Miss., to Oakland, Calif. They are to be at the fair in San Francisco.

**WEBER BROTHERS** and Chaitin, tight-wire act, recently finished an engagement at the six-day bike race in the Chicago Stadium. Other acts on bill were Will Morris and Bobby, comedy cyclists; Chism and Lampe, hand balancers, and the Four Benders, boyboy singing quartet.

**WHEREABOUTS** of some folks who were in "side show" of Hagenbeck-Wallace last season: Peggy Roberts-Kansas City, Kan.; Susie, elephant-girl, New York; Flip, the Frog Boy, Los Angeles; Shadow Rogers, thin man, West Frankfort, Ill.; Julius Kuehnel, inside announcer, New York.

**COL. M. L. (DAKOTA BILL) BAKER** is back at quarters, Crocon, N. C., after 15 weeks in the U. S. Veterans' Hospital, Columbia, S. C. He is able to be up most of the time, but doesn't have much use of his right leg. The Gregory Family, bicycle act, recently visited Baker. The opening date for this show has not been set, depending upon the Colonel's health.

Solly liked very much the closing remark about celebrities made by Walter Winchell in a speech before a gathering of chorus girls in New York City recently. The Broadway columnist said that no matter how big one gets, a thing that all celebrities should remember is it is well to be important, but it is much more important to be well.

**JOE BROWNING**, solo cornetist with Henry Kyes Band on Hagenbeck-Wallace Circus past two seasons, spent the winter between his home in Falmouth, Ky., and the RKO Iowa Theater, Cedar Rapids, Ia. Spide McKechnis, first trombonist with Kyes, is wintering in Ft. Worth, Tex. Hal Hutchinson, cornetist with Kyes, is in Virginia with a Major Bowes unit.



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# NEW POLICIES FOR DETROIT

## Buckley Named Exec Secretary

Ten instead of 16-day run set and night shows proposed—pass rule changed

DETROIT, Feb. 25.—The 1939 Michigan State Fair will be under joint active management of Dr. Linwood W. Snow, Northville, who has been associated with Detroit's own (Wayne County) fair in Northville several years and has been appointed general manager, and of the veteran Robert P. Buckley, secretary of Bad Axe (Mich.) Fair 15 years, who has been made executive secretary. Buckley is known in Michigan fairdom as the man who took over fair with a \$35,000 deficit and made it a financial success.

In an interview with a correspondent of *The Billboard* this week Dr. Snow outlined a six-point program for the fair this year:

1. A balanced fair, with more even representation of interests and industries in the State.
2. More stress on agriculture than in recent years, greatly enlarged agricultural machinery exhibit—a weak point last year—and more exhibit space for farm products to be achieved in several ways.
3. Legislation probably will be sought at the present session to turn back the race track and grand stand to the fair management, for duration of the fair at least, to allow harness racing. A conference with the private company leasing the race track is being held this week. A night grand-stand show will be added if this plan can be adopted, adding two features that have been missing from the fair for six years, harness races and grand-stand show. Because of an existing law special legislative approval will be sought. Plans of the racing group call for abandonment of the fall meet, so that there would thus be no regular running races on the grounds during the fair dates, reversing the condition

(See NEW POLICIES on page 48)

**Amherst To Keep Maritime**

AMHERST, N. S., Feb. 25.—Amherst will retain annual Maritime Winter Fair, peace having been declared between the sponsor, Maritime Stockbreeders' Association, and city council after a controversy which threatened to send the event elsewhere. Plans for a new arena to accommodate 5,000 are being pushed and it is hoped to start construction soon. Financing is chief problem, but the dominion and three provincial governments are expected to contribute, with the dominion government furnishing the largest appropriation. Successful 1938 fair broke all records, and the 1939 event will again be held seven days.

**Utah Meeting on March 8**

SALT LAKE CITY, Feb. 25.—Annual meeting of Utah Association of Fairs will be held here on March 8 when members of county fair boards will meet with the State fair board and celebration committees and set 1939 dates. A session of women members will also be held, with a banquet at night in the Newhouse

**Amarillo To Restore Gate**

AMARILLO, Tex., Feb. 25.—Alton Cox, new secretary of the State Fair here, reports that the fair association has decided to abolish the free gate. Charges of 15 cents for adults and 10 cents for children will be made at the 1939 fair. To compensate for these the association will offer free grand-stand entertainment.

**Columbus, O.—**Win H. Kinnan, manager of Ohio State Fair, announced that 1939 exploitation will be in charge of John Zook. An extensive publicity campaign is planned.



DR. LINWOOD W. SNOW, 42, Northville, who has succeeded Frank N. Isbey as general manager of Michigan State Fair, Detroit, thru appointment by Governor Fitzgerald. A practicing physician, he has been associated with Northville Fair several years and is president of the Ohio Association which has sponsored Harvest Festivals in Northville for the past four years. He is a well-known State figure in the Republican party and has held numerous local elective offices. His hobbies are horseracing and boxing.

## Control of Detroit Annual Goes Upstate

DETROIT, Feb. 25.—Five changes in the board of managers of Michigan State Fair were made this week by Gov. Frank D. Fitzgerald. Karl Smith, Detroit, replaced Frank N. Isbey, former fair manager, as a board member only. Andrew Johnson, Beulah, replaced Claude A. Dock, Detroit. Frank Wheatlake, Big Rapids, replaced William A. Fisher, Detroit. Lynn Gardner, Stockbridge, replaced Rev. Frank Pokrieska, Detroit, and George Tomlinson, Grand Rapids, replaced Edward B. Marshall, Grand Rapids.

Observers note that the governor replaced two of three Detroit members whose terms expired by up-State members, moving control away from Detroit, where the fairgrounds are situated. In the cases of the two other board members appointments went to fellow townsmen.

This move toward up-State control of the fair is regarded as being in line with a policy of "decentralization" or removal of proportionate representation of Detroit in State government.

**Dallas Games Go to Pugh**

DALLAS, Feb. 25.—Dennis Pugh has been awarded the games contract for the 51st annual State Fair of Texas this year. It was announced by President Harry L. Eay and Secretary Roy Rupard following a meeting of the concessions committee, of which T. M. Watson is director. Pugh operated the concessions at the 1938 Golden Jubilee State Fair of Texas and formerly was first assistant to the late Paul Hunter, who operated the concessions at the fair many years.

## Revenues of CNE Rate Higher Than Big Jump Made by Gates

TORONTO, Feb. 25.—While increase in Canadian National Exhibition attendance last year was 27 per cent over that of 1937, admissions and revenue from all sources showed an increase of 25 per cent due to increases in automobile admissions and greater patronage of entertainment features. Annual report also that a satisfactory increase was shown in outdoor concessions, mostly from those on a percentage basis and from parking areas.

Admissions totaled 355,490, as against

## N. Y. Managers' Biz Session Is Snappy at Great Meeting

Altho considerable trading is done at Albany convention, wider choice of amusement items appears to delay actual signing—Commissioner Noyes talks plainly

ALBANY, N. Y., Feb. 25.—With emphasis on bounce, briskness and brevity in the solo business session, the 51st annual meeting of the Empire State's Fairs was held Tuesday in the Tam Ryeck Hotel. Secretary G. W. Harrison, serving his 22d consecutive year in that capacity, announced delegations from fairs totaled about 300, on par with last year's Golden Jubilee of the New York State Association of County Agricultural Societies. To this figure could be added closer to 100 reps from attraction, service, supply, equipment and other catering interests whose members again studded rooms, lobbies and banquet.

## Better Season Seen By W. Va. Managers

CHARLESTON, W. Va., Feb. 25.—Officers of West Virginia Association of Fairs were re-elected on February 19 in session in the Ruffner Hotel here. In addition to generally discussing plans for next summer's fairs, for which bigger turnouts are expected because of improved business, members also set dates for several fairs.

John B. Sydenstricker, Lewisburg, president of Greenbrier Valley Fair, was re-elected president of the association. Senator Fred C. Allen, Marlinton, was renamed vice-president, and J. O. Knapp, Morgantown, was again selected secretary-treasurer. General feeling was that the coming season should be better than last. George A. Hamid, inc., represented at the session, expects to place some attractions in the Mountain State.

Some discussion centered about the bill in the Legislature to lower taxes on shows and attractions and on a bill in the State Senate that prohibits fireworks except in formally permitted public displays.

## \$500,000 Program Set for Vancouver

VANCOUVER, B. C., Feb. 25.—Plan for an ambitious 10-year extension program involving expenditure of about \$500,000 has been announced by Vancouver Exhibition Association. Intention of the board is to develop the Hastings Park exhibition to a point where it will be one of the outstanding fairs on the continent.

Plan calls for 14 buildings, ample parking space and rearrangement of park sites to assure adequate facilities for augmented exhibits, as well as equipment and accommodation for year-round enjoyment of all phases of entertainment. Outstanding feature of the plan is a proposed outdoor stadium seating about 14,000 and an indoor stadium seating 12,000. Buildings, in good condition, will remain and five will be added for natural resources, empire, international, educational and engineering purposes as soon as funds are available. First two units of the project are expected to be started soon at cost of \$175,000. Federal government and the

(See \$500,000 PROGRAM on page 48)

Fair men carried on considerable business with attractions, but there seemed to be fewer signed contracts and more pending matters and negotiations than in many years. This was caused, in the opinion of many delegates, by wider availability and choice of amusement items, with jockeying among carnivals for key and break-jump dates particularly keen.

Several counties brought in large delegations, among them being Albany, Erie, St. Lawrence, Columbia and others, severely taxing this small ballroom, scene of the banquet and entertainment, allowing but little space for the floor show, supplied, staged and emceed by George A. Hamid. Despite this, it was declared to be the best and punchiest entertainment ever put on for the association and continual applause was sometimes deafening.

**Noyes on "Gambling"**

The snappy business program, which started at 2 p.m. and ended at 5 p.m. scheduled, listed three principal speakers; who were Holton V. Noyes, commissioner of agriculture and markets; Frank Wiswall, executive vice-president United States Trotting Association, and

(See N. Y. MANAGERS' opposite page)

## Pomona Plans To Make Bid For Visitors to S. F. Expo

POMONA, Calif., Feb. 25.—Anticipating increased attendance resulting from visitors to San Francisco's Golden Gate Exposition, Los Angeles County Fair here will again be staged for 17 days and special features are planned as part of the current \$2,000,000 improvement program. Last year more than 635,000 passed thru the turnstiles.

An elaborate program of professional attractions for day and night is planned, with harness and running races and horse show. Among new buildings to house exhibits which last year totaled 35,000 is the domestic arts structure, which is near completion. Other construction will give individual housing to more extensive displays and several innovations and new departments are planned.

## Jordan Preps Annual in Jax

JACKSONVILLE, Fla., Feb. 25.—Preparations for the 1939 Duval-Jacksonville Fair are well under way and E. Ross Jordan, secretary-manager, said it will follow lines of former annuals here. Advisory council is R. L. Millican, chairman; A. S. Lawton, county agent; John Richardson, H. C. Masters, George A. Stangle, Karl R. Titum, Clarence Ellis, A. E. Broward, Guy L. Simmons and E. Ross Jordan. Department heads include A. S. Lawton, live stock; Pearl Lantier, community displays; H. C. Masters, agriculture; J. H. Gabrielle, schools and education, and Mrs. H. C. Masters, women's home work and so on. This, the sixth annual since organization of the present association, will be on the old grounds in Brentwood. States Shows will be on the midway. Ohio Display Fireworks Co. will present nine nights of displays.

LORENE and Clarence Graham report they are training horses, ponies and mules for seven acts of their Family Attractions this year. Pathful Plush, horse, will again be featured.

### Fair Elections

**ASHLAND, O.**—James Atterholt was elected secretary of Ashland County Agricultural Society.

**CANDO, N. D.**—Township County Fair Association directors elected Jack Currie, president; George Sturmann, vice-president; H. B. Borerstadt, secretary.

**LA CROSSE, Wis.**—Interstate Fair Association re-elected George H. Gordon, president; Albert P. Funk, vice-president; J. J. Frisch, secretary-treasurer.

**SACACODOCHEE, Tex.**—R. C. Muckroy was re-elected president of Sacacodochee County Fair and Live-Stock Exposition Association. Others re-named were M. S. Wright, vice-president; Joe L. Brock, secretary-treasurer.

**FAIRFIELD, Ala.**—Mrs. H. W. Phillips was elected chairman of Fairfield County Fair Association. Others named were C. N. Gilley, vice-chairman; C. D. Sallade, secretary-treasurer; O. Q. Piquette, assistant secretary-treasurer, and John T. Phillips, manager.

**CARUTHERSVILLE, Mo.**—James T. Ahearn was elected president of Fannin County Fair Association. Others named were Carl Shesley, vice-president; Harry Mallours, secretary; R. C. Mullikin, treasurer. Board adopted a resolution to reimburse a debt on the fairgrounds.

**TAYLORVILLE, Ill.**—Christian County Agricultural Fair Association elected Dwight Hart, president; Fred Kinney, A. D. Clausen, vice-presidents; C. E. Birscher, treasurer; C. O. Hunter, secretary-general manager.

### Fair Grounds

**AKRON, O.**—Larry Larrimore, commissioner, reported that he has contracts for fairs and celebrations in Ohio and Pennsylvania, in addition to some new spots. He also plans to return to Chippewa Lake Park, Medina, O., where he has bingo and other stores every season.

**COLUMBUS, O.**—Nineteen race horses were saved on February 18 when fire destroyed eight stalls in a shed on the State fairgrounds. Damage was estimated at \$1,000. The unit will be replaced, officials said.

**AUSTIN, Tex.**—Representative Fielden has introduced a bill in the Legislature which would exempt county, district and community fairs from tax on prize awards.

**PLAINVIEW, Tex.**—For the 1939 Fair-handle-Plains Dairy Show, said Pete H. Smith, secretary-manager, the T. J. Tidwell Shows will furnish the midway and nightly fireworks will be among free attractions for the first time. All records were broken in 1938.

**ALGONA, Ia.**—Directors of Kosuth County Fair here decided to hold a 1939 Independence Celebration on the fairgrounds, this having been an annual event, with exception of one year, since 1934, reports Secretary E. L. Vincent. The first fair this year will be held somewhat earlier than usual for the first time in more than 25 years. Plans are for two days of harness racing, auto races on one day and a Thrill Day.

**TAYLORVILLE, Ill.**—This city and Christian County will celebrate their 100th anniversary this year in connection with Christian County Fair. Due to an anticipated increase in attendance enlargement of the grand stand is planned, reports C. C. Hunter, secretary.

**BALLENGER, Tex.**—J. D. (Doug) Motley, recently re-elected secretary-manager, which post he has held for the past 15 years since Russell County Fair here was organized by him in 1924, has resigned, effective May 1.

**YAKIMA, Wash.**—Representative Cecil A. Ghoslen reported that a new district bill introduced in the Legislature in Olympia, calling for appropriation of \$4,000, probably will likely pass, virtually assuring a fair here.

**WEST POINT, Miss.**—Northeast Mississippi Live-Stock and Clay County Fair associations have accepted this city's proposal to lease the eight-acre Corlath sawmill grounds with the understanding that no attraction will be staged on city-

owned property within 30 days of the fair. The groups also voted on increased budget for 1939.

**GREENSBURG, La.**—In a move to more centrally locate St. Helena Parish Free Fair, the association voted to purchase six acres south of Main street and spend several thousand dollars on improvements.

**FORT WORTH, Tex.**—Work has started on a new plant for Johnson County Fair at Cleburne, near here, and five buildings and arena are expected to be completed within two years. Already under construction is an administration and agriculture building. Others to be erected are farm and home education building and auditorium, poultry building, enlarged cattle building and new auction ring and building for horse and mule show. Arena will be surrounded by a stadium seating 3,000.

**DETROIT.**—Plans for annual Detroit and Michigan Exposition have been officially dropped by Detroit Convention and Tourist Bureau. Postponement of dates was previously reported and the whole project has now been abandoned. John A. Brown, chairman of the exposition committee of the bureau, said the organization will concentrate all activities on Michigan State Fair here this year. Poor business conditions with general uncertainty in the automotive field were a major reason for cancellation.

### New Ride Is Proved Fast

**TAMPA, Fla., Feb. 26.**—President George H. Cramer, Spillman Engineering Corp., manufacturer of the Silver Streak, personally supervised introduction of the new ride on the midway at Florida Fair and Pan-American Regatta De Soto Exposition here on January 31-February 18, assisted by several mechanics. Actual experience with the 18-car device has enthused the makers, who report that, with platforms and runways loaded with waiting patrons, the ride made two trips every five minutes, handling more than 900 passengers an hour.

J. D. ALLARD, of National Vandeville Exchange, reports that his office has decided to book name bands and attractions in the outdoor field exclusively.

King of the Air, swaying pole act, will be directed by Tommy Sacco, with Wilma Freed, added feature, and Harry Jones, rigger.

### N. Y. MANAGERS

(Continued from opposite page)

J. Robert Campbell, manager of Social Security field office, Albany. Commissioner Noyes, noted for his wit, dwelled mostly on gambling and girl shows in such an entertaining manner that the packed ballroom paid frequent homage to him. The commissioner first embarked along serious lines. He said that the county fair is an old custom that must not be allowed to die, that too much emphasis cannot be laid on 4-H Club work, that trotting races are important to fairs but could be improved upon especially from scoring angles and that he was prepared to make suggestions to the proper officials with a view toward the improvement or elimination of scoring.

Then the commissioner launched into the meat of his talk, delivered orally and without preparation. He said he was generally satisfied with the manner in which the State's fairs are conducted, but thought that "we ought to turn the weather question over to, say, George Hamid." He wondered about all the clamor against gambling, saying, "the gambling instinct exists—I am not against gambling unless carried to extremes. I generally manage to look the other way." (Laughter). "That holds in the case of the State Fair, too." (Laughter). "Good straight gambling is a small way is not so bad," he declared, "but I am against devices 'loaded' in favor of the operator. I don't approve of gambling at all—under the law, of course." (Laughter). "I am against girl shows on carnivals advertised as indecent by the people who make the ballyhoo on the outside platform, but which, you discover on the inside, are not indecent at all. That's not a good show!" (Laughter and applause). "You fair officials know what is acceptable and what is objectionable. We have to go by what we think is intended in the law."

(Shortly after Commissioner Noyes addressed the body a reporter for The Billboard asked him if any part of his talk touching on gambling and girl shows was off the record, also delivered in-

formally. The commissioner stated that his address was in a serio-comic vein and, while it more or less represented his views as a representative of the State government and as an individual, it was not intended as a "joke" for the flagrant practice of gambling and obscenity on the part of carnivals and their personnel.)

### Eulogies to Departed

Frank Wiswall, newspaper publisher and widely known sporting race advocate, has delivered talks at other fair meetings this year and is regarded as "front man" for the U. S. Trotting Association, the rule-making and governing body organized recently at Columbus, O., thru a merger of the United, National and American trotting associations. Under the new set-up the United States and Canada are divided into 11 districts.

Mr. Wiswall made a stirring plea for renewed interest in trotting and the value fairs can receive from that form of racing. He said that the trotting-race and breeding horse are "purely an American institution and product" and, while giving a courtesy to foreign breeds, declared that such breeds were really developed in this country. "Just as the typical American is really a composite of the immigrant who has become absorbed into our national life and customs, so have we produced the typical American trotter which is all our own," Mr. Wiswall said that charts from 1937 trotting races show that Ohio held the most races, 85, New York having been next with 60.

J. Robert Campbell, Social Security expert working out of the local field office, delivered a rousing talk on S. S. as it affects fairs and said he hoped the time will come when all fairs will be exempt from the levy. He suggested that all fairs write to the Social Security board in Washington stating their particular financial and operating machinery and asking for rulings, which must not be presented as based on hypothetical cases, as the board will only render decisions on concrete cases and possibly cases that are actually anticipated.

A eulogy on John D. White, Altamont, president of the association 1918-'19, who died on December 2 in Albany at 63, was delivered by Judge Oscar W. Ehrhorn, American Institute of New York and former president of the NYSACAS. Another memorial by William B. Boothby, Rochester Exposition, cited contributions to fairdom of M. M. Lyman, Lowville, who passed away recently at the age of 74. Mr. Lyman served as secretary of Lewis County Agricultural Society 20 years.

### Bookings Are Announced

All officers were re-elected, with President Jacob C. Newton, of Hamburg, complemented for his services to the organization. The other officers: John Greenman, Cortland, first vice-president; John F. Williams, Troy, second vice-president; William A. Dardess, Chatham, treasurer, with additional duties of assistant secretary, and G. W. Harrison, Albany, secretary. Executive committee, first and second districts, J. Alfred Valentine, Mineola; third, Frank T. Snider, Westerlo; fourth, Gilbert Scoble, Ballston Spa; fifth, L. C. Archer, Lowville; sixth, A. D. Driscoll, Whitney Point; seventh, William B. Boothby, Rochester; eighth, G. V. Young, Catskill; ninth, W. J. Elliott, West Nyack.

George Q. Hamid announced bookings with Syracuse, Elmira, Walton, Altamont, Norwich, Little Valley, Albion, Obleeskill, Batavia, Hamburg, Malone, Schaghticoke, Dunkirk and Ponda, and said he sided several more here which he will announce shortly as he left hurriedly for Canada Wednesday morning.

Frank Wirth Booking Association announced Angelica, Afton, Lowville, Brookfield and Bath, with Frank Wirth stating he will also have two acts at Sandy Creek and a thrill show at several spots. It is believed there are a number of split bookings, in this State and elsewhere, several offices sharing in the contract, but actual cases were not disclosed. Wirth also said he was awarded the season's bookings at Sea Breeze Park, Rochester. Hamid claimed about two-thirds of the fairs in the State. Both offices enjoyed a constant flow of visitors starting on Sunday, increasing on Mon-

day and in heavy proportion all of Thursday both before and after the cooking banquet and show.

James E. Strates, head of the Strates Shows, announced Celadonis, Batavia/Hamburg, Elmira, Dunkirk, Bath, plus the following on his midway circuit: Bloomsburg and York, Pa.; Gastonia, N. C.; Charleston, S. C.; Savannah, Ga.; and Jacksonville, Fla. (April opening date). Max Gruberg, Gruberg's World's Exposition Shows, announced the State Fair, Syracuse, contract for which he has held for several weeks. He will play a Decoration Day date in Bennington, Ira Vall, auto-race promoter, announced Hamburg and Syracuse and also Danbury, Conn.

### Attraction Reqs Many

Among amusement interests represented with Ideal Exposition Shows, William Chick; O. C. Buck Exposition, O. C. Buck; James Quinn; Fair at Home Shows; George Traver, K. C. McGary; New England Shows; Billy Olcott; Ross Manning; Kaus Shows, W. G. Kaus; Coleman Bros.; Shows, Tom, Dick and Helen Coleman; Gibberg's Exposition, Max Gruberg; Eddie Egan; Model Shows, Cliff J. Franco; William Cowan (latter is new concession manager); Joe Casper, indie carnival showman; World of Mirks Shows, L. Harvey Cain; Strates Shows, James L. Strates, Bill Jones; Max Cohen, general counsel, American Carnival Association; Hamkinson Speedway, Ralph Hankinson, also represented by George H. Kinum & Co., George H. Kinum; Jimmy Daley Attractions, Jimmy Daley; Ventr's Station Band, George Ventr; American Fireworks Co., Henry Hupp; Fred C. Murray; George A. Hamid, Inc.; George A. Hamid, Joe Hughes, Benny Cogert; Lucky Tee's Jell Drivers, J. H. Powell; Ohio Display Fireworks Co.; Roeller's Amplifying Service, Henry Roeller; Regalia Mfg. Co.; Frank Wirth Booking Association, Frank Wirth, Phil Wirth, Mack Kasmov, George Poli, L. C. (Ted) Miller; Fair Publishing Co.; National Bookings Co.; Frank Melville; Calburn Show Print; J. J. Marout; King; Reid Shows, Mr. and Mrs. King Reid; E. and V. Shows, Mike Buck; Joe Bandle Band, Joe Bandle; Ralph and Mollie Decker, girl shows; Music Box, Inc., Nelson Dell, Mervyn Baker; Ira Vall Auto Races, Ira Vall; Ryan-Lockwood Co., Arthur S. Campfield; Roy Peugh, Altamont, represented several companies, including Triangle Poster Co. (Jake Shapiro division) and E. G. Staats & Co.; Emitt Tent and Awning Co.; James F. Victor Attractions, James F. Victor; Antonelli Fireworks Co.

Banquet was a stunning affair and bubbled with excitement during the show proceedings. Emcee Hamid sped it along snappily. Acts were Muriel Asch Dancers (12); Rio and Rita, novelty instrumentalists; Mildred O'Donn, coloratura soprano, mainstay singer at this occasion; O'Dell and Day, acrobatic contortionists; Bddy Drew; multiple saxophonist; Gray Family, rhythm tap dancers and vocal characterizations; Bbebe, Bruce and Betty, eccentric and acrobatic dancers and comedy acrobats; and Sol Grauman's Musical Staircase, a huge staircase contrivance which, even without adequate production facilities, (See N. Y. MANAGERS' on page 45)

**WANTED**  
First Word in October  
GOOD CARRIVAL TO PLAY  
THE DURHAM COUNTY FAIR.  
Write or Wire  
G. E. ISAACS, Pres., Durham, N. C.

**WANT MORE REVENUE**  
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**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**  
A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK AND EVERY WEEK**

**THE MINNESOTA STATE FAIR**  
Management Committee will hold a meeting the afternoon of Thursday, March 9, at the Loring Hotel in St. Paul, for the purpose of purchasing Grandstand Attractions for the 1939 Fair. Booking Agencies for Grandstand Revues, Fireworks and Thrill Acts are invited to have representatives present.  
1939 FAIR DATES—AUGUST 26 TO SEPTEMBER 4—TEN DAYS.  
RAYMOND A. LEE, St. Paul, Secretary.

# NAAPPB W. F. MEET IS OFF

## Choice Offered Of Chi or N. Y.

Eastern date would be after fair—location question put up to exhibitors

CHICAGO, Feb. 25.—The 21st annual convention of the National Association of Amusement Parks, Pools and Beaches this year will not be held in New York during the World's Fair. This much has been determined by Chairman W. F. Alexander and members of the committee on convention and exhibit arrangements. During the 1938 convention in the Hotel Sherman here it was planned to hold the 1939 convention in New York during the big fair, if possible. Secretary A. R. Hodge has sent out to prospective exhibitors questionnaires asking them to express to the committee their preference as to a 1939 convention in Chicago or in New York after the World's Fair.

"The original suggestion that the 1939 convention be held in New York during the World's Fair cannot be carried out because hotel accommodations will not be available and because the manufacturers cannot be ready to exhibit in October," it is stated. "However, hotel accommodations can be obtained during the weeks beginning November 13 and November 20, and possibly the convention could be held close to the time of the annual banquet of the National Showmen's Association, now scheduled for November 16 but probably could be changed to a week earlier or later. Some fair and carnival representatives will be in New York for this banquet, but how many there will be or how long they will stay is problematical.

**Extra Expense Mentioned:**

"The International Association of Fairs and Expositions and American. (See NAAPPB W. F. on page 48)

## Florida Spot Adds Ground

JACKSONVILLE, Fla., Feb. 25.—Dixieland Park, colored resort here, has acquired an additional half acre on which new shows and rides will be located, reports R. D. Oldham, proprietor. Work has been started on travertine-finished bowling alleys and skating rink, which will also be available for dancing. Re-opening date of the park, originally scheduled for February 20, has been advanced to March 1, due to unsettled weather.

## Bob Lo Goes to New Company

DETROIT, Feb. 25.—Bob Lo Island Amusement Park will be taken over from Detroit and Windsor Ferry Co., former owner, by Chicago, Duluth and Georgian Bay Transit Co., it was reported this week. The former company has become inactive with abandonment of the ferry route last summer and plans for the future of the spot remain uncertain.

## New Ride for Beach Front

ASBURY PARK, N. J., Feb. 25.—Boss & Fountain, operators of a number of rides along the beach front, plan to install a new indoor ride on Ocean avenue at site of the old Steeplechase, to be completed before Decoration Day.

## N. J. Beach Work to Start

ASBURY PARK, N. J., Feb. 25.—City is to begin its Boardwalk Improvement plan by March 1. More than \$55,000 will be spent retopping and repairing damage done by the hurricane last September. All work will be completed by time of the fourth annual Orchid Promenade on Easter Sunday.

NEW CASTLE, Pa.—No private concessions will operate in Cascade Park here. The park, now municipally owned and operated, will have only city-owned concessions this season.



NORMAN S. ALEXANDER, Woodside Park, Philadelphia, is chairman of the convention and exhibits arrangement committee of the National Association of Amusement Parks, Pools and Beaches that has decided the 21st annual convention this year cannot be held in New York during the World's Fair because of lack of accommodations. Chairman Alexander is receiving questionnaires in which exhibitors are to express a choice between Chicago or in New York after the big fair.

## Indianapolis Heads Will Push Riverside

INDIANAPOLIS, Feb. 25.—Years of organization work had their effect when Archie W. Colter, manager of Riverside Amusement Park here, passed away recently, leaving the enterprise to be carried on by Herahel E. Parker as general manager and President John L. Coleman. Manager Parker has been with the park 18 years, having started as brakeman on a Coaster ride. He is a graduate of Indiana State Normal School and did graduate work at Danville Teachers' College and Indiana University.

President Coleman, with the park company the past 16 years, will now give more time to park activities, having devoted only a small part of his time to the business in the past. He expects his legal training to be an aid in management, as he is a graduate of Riverside Military Academy and Indiana Law School and formerly was assistant city attorney of Indianapolis.

Riverside will start the season with all bills paid and funds with which to make improvements. It is announced. No new rides are contemplated, as the management states the 22 now in the line-up are in best of condition. Great increase in roller business followed enlargement of the park rink last year.

## Committee Roster for National Association Made Up for Year

CHICAGO, Feb. 25.—Roster for 1939 of the National Association of Amusement Parks, Pools and Beaches has been announced to the membership, following appointment of 21 committees by President Harry C. Baker, New York. The elective bodies are the board of directors and executive committee in addition to the officers: President Baker; Arnold B. Gurtler, first vice-president; Harry J. Batt, second vice-president; Roy Statton, third vice-president; A. R. Hodge, secretary; Chicago; Ned S. Green, treasurer; A. L. Filigrasso, assistant treasurer.

Directors comprise N. S. Alexander, Harry C. Baker, Harry J. Batt, Rex D. Billings, John E. Davies, Arnold B. Gurtler, George A. Hamid, A. R. Hodge, Paul H. Rudolph, A. W. Ketchum, J. E. Lambie Jr., Richard F. Lusso, Fred L. Marley, A. B. McSwigan, Herbert P. O'Malley, Fred W. Pearce, Leonard B. Schloss, Edward L. Schott, Roy Statton.

On the executive committee are Harry C. Baker, Arnold B. Gurtler, Harry J. Batt, Roy Statton, A. R. Hodge. Committee on American Recreational Equip-

## Risk Plan Campaign for Year Given Earlier Start by Body

Liability insurance drive of NAAPPB launched with all details completed by committee and Consultant Campbell—Chairman Alexander predicts big rise in volume

CHICAGO, Feb. 25.—Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, has launched the 1939 public liability insurance drive earlier this year than has usually been done. Details for operation have been perfected by N. S. Alexander, chairman, and his associates on the public liability insurance committee, Leonard B. Schloss, Richard F. Lusso, A. B. McSwigan, H. P. O'Malley, Fred W. Pearce, E. J. Schmeck and Edward L. Schott who, with President Harry C. Baker, have represented the association in its negotiations with Ralph L. Inglis, of Associated Indemnity Corp. of California. Present at all conferences was John Logan Campbell, Baltimore, appointed official insurance consultant at the last annual meeting of the NAAPPB.

## W. G. Maurer To Retire

UHRICHVILLE, O., Feb. 25.—W. G. Maurer, operator of Riverside Park here, announced recently that he will retire. The park has for years been a one-night dance band spot and has a beer garden, concessions, cottages and athletic facilities. Park embraces some 30 acres.

## Molloy Seeks To Sue City

BRIDGEPORT, Conn., Feb. 25.—John C. Molloy, receiver of Pleasure Beach Park Co. here, has asked Superior Court for permission to sue the city to force payment for purchase of furniture and equipment in the park valued at \$6,275.25. An order directing the city to consummate the sale was issued by the court on December 15, but the city has refused to complete the transaction, the purchase charges. Negotiations for the purchase were first undertaken almost a year ago, and last June Molloy told the court he had received an offer from the city of \$6,275.25. City had then taken over the park. Court instructed Molloy to accept the purchase.

## Orchid Order Numbers 500

ASBURY PARK, N. J., Feb. 25.—City is preparing for the fourth annual Orchid Promenade on the Boardwalk on Easter Sunday. The plan, as created by George Zuckerman, in charge of city publicity, calls for award of orchids to the first 100 smartly-dressed women selected by judges on the Boardwalk. Stunt was originated in 1935 to promote a pre-season crowd. Attendance last year was set at 125,000. "Order of the Blue Orchid" has been formed with only winners of annual contests eligible for membership and invited to return each year. Roster of the order totals 400.

Chairman Alexander announced a big increase in volume is anticipated for the coming operating season because of satisfaction of policyholders who have worked under the plan one or more seasons since it was inaugurated in 1936. Consultant Campbell has devoted considerable time with concessioners at New York World's Fair and San Francisco Exposition, and it is expected that many of them will also be covered by the association plan for duration of the fairs.

**In Effect Three Seasons**

Announcement prepared by the insurance committee, in co-operation with President Baker, Secretary Hodge, Mr. Campbell and Mr. Inglis, reads: "A special public liability insurance plan, worked out in co-operation with the Associated Indemnity Corp. of California, was adopted at the 1938 convention of the association for the benefit of its members. It has been in effect for the seasons of 1936, 1937 and 1938, with substantial insurances saving and perfect satisfaction as to inspection and claim service to all who took advantage of its many favorable features.

"Numerous parks, pools, beaches and concessioners were insured in 1936. More than 600 separate properties were covered. An increase in premium volume of 30 per cent was developed in 1937 and 1938. The association is now able to offer a continuation of the arrangement for 1939 on exactly the same plan. Everyone who was insured saved an initial 10 per cent over the regular board rates and the 25 per cent charge for additional interests which has been imposed by previous carriers. The only exceptions were in cases where no deviations were permitted from minimum rates as fixed by State laws.

"Under the profit-participating feature of the contract those who enjoyed this coverage in 1938 received checks for approximately 10 per cent of their total premiums as a dividend. The experience figures for 1937 and 1938 have not yet been completed because of outstanding claims still to be adjusted, but after the final results are calculated it is (See RISK PLAN on page 48)

## Scarlett in Pool Program

MIAMI, Fla., Feb. 25.—Nucifaden Deauville pool show, under direction of Ethelda M. Bleibrey, Olympic swim champ, departed from usual custom on a recent Sunday when, besides a winter carnival with Anton Zukas and Frank Foster, Madeline Karson and Elsie Bonn, Seawalking Sisters and Teddy Wingstrom, an attraction was Le Roi Scarlett, former stock leading man, and now considered a fashion and color authority. His appearance was under auspices of the Woman's City Club of Miami and was a combination of fashion show and tea. Besides garments of the present he uses historic costumes of over five centuries.

JEFFERSON CITY, Mo.—Voters here are expected to go to the polls in large numbers in the April city election to vote on a \$125,000 bond issue for a city recreational program to include establishment of parks, playgrounds, a city auditorium and other facilities.

(See COMMITTEE ROSTER on page 48)

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Clean Up Coney

Understand the powers-that-be at Coney Island, N. Y., are finally waking up and planning a promotion campaign to entice World's Fair visitors. One hopes this proposal will go thru instead of going the way of similar projects plotted for the Island in the past six years. Whether the promotional ideas materialize, there is one important thing that should be done pronto at Coney if success expected is to be achieved. There must be stricter supervision of beach and pool cleanliness or millions of visitors who naturally will be attracted to amusement playground will never return, and really will become "walking pickets" to stop future patronage. It's surprising that the health department hasn't stepped in to demand better supervision over aquatic sanitation. Water in pools at Coney is clean, of course, with modern chlorination systems in practice. Beaches and walks around the pools need the old vacuum and constant eagle-eye watching.

In present exploitation set-up for Coney there's an item calling for an expensive lighting program. Idea is to give a Mardi Gras appearance all summer. Which, of course, is swell, but it is just as important to make certain that pools and beaches aren't littered with everything but the kitchen sink, as has been the case. One of the first things that should be done is to form a special organization of operators of pools, bathhouses and Turkish baths. Get up  
(See POOL WHIRL on page 53)

# Long Island

By ALFRED FRIEDMAN

Syndicates are being formed this early among groups of business people around the beaches for purchase of equipment at the World's Fair at its expiration. Several South Shore resorts have weighed advantages that installation of World's Fair exhibits (when they are ready for discard), in place of purchasing or building new equipment, would bring.

Extensive repairs and alterations to the Pier Rockaway Shore Club, damaged during the winter by washouts, got under  
(See LONG ISLAND on page 48)

# Favorite Outdoor Performer Contest

Sponsor—THE BILLBOARD

**DONORS:** Circus Fans of America; Dexter Fellows Tent, C.S.S.C.A.; National Showmen's Association. Types of awards will be announced during the year.

For ballot with detailed explanation, send request postcard to "Contest Editor, 1264 Broadway, New York. Only one ballot per voter allowed. Those desiring more than one ballot must furnish names and addresses of prospective voters.

## ACTIVE PERFORMERS NOT ELIGIBLE TO VOTE

**Nominate Your Free Act!**  
Parkmen, here is your chance to single out one, distinction to individual free acts or troupes which have appeared in your spot—or anywhere else for that matter.

This column appears in this department this week to give the park-resort operators and readers a direct opportunity to vote for their favorites. Heretofore data on the contest has appeared in the circus section. Turn to last week's issue (circus section) for a list of the leaders and also a complete line-up of those who have been nominated so far.

All you have to do is send a postcard asking for your ballot (see address in heading) and a detailed explanation will be sent to you, also a ballot form. All ballots are secret, of course, and names of voters are not revealed.

It is almost an obligation for you to select your favorites, especially those who have either drawn many people to your park, have distinguished themselves in some way or have co-operated with you in your operations, etc. By casting your votes you help them in this, the first election campaign ever created for the outdoor performers, who have been too long ignored while their colleagues in other branches of the show business have received the benefit of annually awarded honors.

Come on in. Help boost your favorites.

# Atlantic City

**ATLANTIC CITY, Feb. 25.**—General Manager Frank P. Gravatt, Steel Pier, sailed for Europe to scout outdoor talent for his end-of-the-pier circus. George A. Hamid, Million-Dollar Pier, in town for a few days lining up plans for the season, which will get under way in June. Murray Rosenblatt, operator of Million-Dollar Pier Roller Rink, doing well with a colored rink at the Walter Dream. Phil Thompson, manager of the Auditorium, home after a month in Europe, where he attended the Ligue Internationale hockey conclave in Zurich, Switzerland. He discovered that amusement interests had cramped his public skating in his absence, the Auditorium commission acquiescing to demands for curtailment by eliminating 15-cent children's session Saturday mornings and boosting all sessions to 25 cents as compared with the standard 25-cent charged since the Auditorium was opened nine years ago.

George Tyson, director of the Miss America Pageant, said 12 States have been lined up for the annual event, which opens on September 5. Professor Bernard, dean of the Walk astrologer, will have a branch store this season, giving him two spots on the Woodson Way. Palace Theater, one of the city's two 10-and-30 double-feature houses, gutted by fire on February 16, with loss estimated at \$10,000, will be rebuilt. Owner Harry Tannenbaum announced on arrival from Miami, where he was vacationing. Harry Heller, whose publisher of night clubs, is handling the Ice Follies, playing at the Ice Palace in Coral Gables. The Larry (Three Stooges) Pines in town for a few days to visit old friends. The Stooges hit for London next month for a p. n. tour.

Boardwalk is being redecked in many spots by the city thru WPA project. Lincoln's and Washington's birthday crowds were up to par with excellent weather and good action for all Walk concessions, considering a slow season. Tango, Fortune and other games doing well on the Walk despite a generally slow winter.

# American Recreational Equipment Association

By R. S. UZZELL

It was sad news to hear of the sudden death of the wife of Harry A. Illions in San Francisco on February 2. Interment was here in Brooklyn, but none of us knew it until some days later. She was a helpmate to Harry in every sense of the word. She had traveled with him for many years and had endeared herself to Harry's employees by giving them more than a mother's care. She not only advised them to save their money but actually saved it for them. They appreciated her thoughtfulness and many favors and mourn her as one of their own.

The very best tribute they can accord to her memory is to go right on in the course she marked out for them and become real men. The writer had arranged for an examination of her condition by the best specialists in the medical school of McGill University of Montreal, which was to be done at the close of the park season. But Harry later concluded that it was too late and might hasten the end because of the condition of her heart.

Anyone who has made life more pleasant and easy for others is well worthy of respect. Her thoughtfulness for others endeared her to all of us. Harry has our

(See RECREATIONAL on page 48)

# Jersey Coast

By SAM ABBOTT

**ARBURY PARK, N. J., Feb. 25.**—A long court fight between the city and State beach commission for control of the local beach front seemed near an end when the commission transferred valuable records to the city. Material was transferred in accordance with a justice's writ of January 6.

City has appropriated \$30,000 for publicity and promotion, including a fund for 1939 conventions. George Zukerman, in charge of city advertising, is beginning his fifth year in the post.

Great Beach, East Keanburg, is undergoing improvements, and Fred Preibott, Port Monmouth, reports work will be completed before Decoration Day.

Historic Mandalay Hotel, which burned recently at Atlantic Highlands, had been closely associated with the old excursion

steamer, Mandalay, and was situated near its docks. A rendezvous for crowds from metropolitan areas, during recent years it has been used as a combination rooming house, bar and bowling alley. Loss was estimated at \$15,000.

Leases on Boardwalk concessions were renewed at Ocean Grove by the business committee of Ocean Grove Camp Meeting Association, said Joseph Thomas, secretary. At the session were Dr. G. W. Haddon, president; W. J. Gause, chairman; B. O. Moore, W. E. Thomson, El. B. Wells; L. I. Ward, treasurer.

Sea Bright council joined its mayor in a move to insure boat service from New York to Sandy Hook during summer. It was rumored that the Central Railroad of New Jersey would discontinue boat service and letters of protest were "out"  
(See JERSEY COAST on page 48)

# NEW DEVICES THE FUN HOUSE FOR 1939 WORLD'S FAIR

with THE STUNT STAGE LIGHT BEAM CONTROLLED STUNTS, VALVES and BLOWERS TILTED ROOM CAMEL BACK CONVEYOR

THE DONKEY BALL GAME LUCKY KICK A SKILL GAME THAT IS AN ATTRACTION

# CYCLE HORSES

U-RIDE-EM Galloping, Self-Operated Patented

# PHILADELPHIA TOBOGGAN CO.

Manufacturers and Builders RIDES, SPECIALTIES, BUILDINGS 130 E. Duval St. Germantown, Philadelphia, Pa.



World's Highest Aerial Act, No Risk—No Safety Devices! Financing with a 500-foot "slide" for Life.

**THRILLS AND CHILLS! THE STRATOSPHERE MAN**

A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

**WINDOW CARDS**

14x22, 22x28 paper and cardboard posters, one-sheet, helioids, etc., for all occasions. Quick service, low prices. Write for free catalog.

WER SHOW PRINT by FOWLER, INC.

**PENNY ARCADES**

Largest Variety of Equipment in the World. Write for New 1939 Catalog.

MIKE MUNVES CORP. 145 Park Row, New York City.

**WANTED**

PUBLICITY MAN for Only Amusement Park in York County. Also Want Free Acts for Winter Shows.

A. KARST, Forest Park, Hancock, Pa.

The Largest Selling Major Ride Today

**Uzzell Scoota Boats**

The Earnings of a big Roller Coaster at 1/8 to 1/4 of Coaster Cost. Install this major ride whose receipts will stay out of your income in the years to go by. THE ONLY 110-VOLT ELECTRIC BOAT. Write for New Circular.

R. S. UZZELL CORPORATION 130 West 42nd Street, New York City. Manufacturers since 1923 of The Glass Aeroplane Swing and Other Amusement Rides. The Leader in Used Rides. "ONE RIDE OR A COMPLETE PARK." America's Largest Exporters of Amusement Rides.

**CENTENNIAL EXHIBITION WELLINGTON, NEW ZEALAND NOVEMBER 1939 - APRIL 1940**

Patron

**HIS MAJESTY KING GEORGE VI**

SOLE CONCESSIONAIRES—AMUSEMENT PARK DOUBSON CRIB TUBULAR DEVICES, LTD. NATIONAL BANK CHAMBERS Featherstone Street, Wellington, New Zealand

**WANTED - SPECIAL ATTRACTIONS**

**NOW RENTING**

Concessions, Games, Wheels

**OLYMPIC PARK, IRVINGTON, N. J.**

THE LARGEST AMUSEMENT PARK IN THE EAST

**Auto-SKOOTER-Water SHOWMEN**

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC. AUTO SKOOTER 2808 N. Parkhill St., Philadelphia, U. S. A. LUSSE BROS., LTD., Central House, 68 Kingsway, London, W. C. 2, England. WATER SKOOTER.

# Dadswell Press Head of 3 Big Shows

## Contracted by ACA at Tampa

Will travel with BAS and direct publicity personnel of B-G and R-C units

TAMPA, Fla., Feb. 25.—Carl J. Sedlmayr, president, announced here that Jack E. Dadswell has been contracted as director of publicity for the Amusement Corp. of America, formed recently thru a merger of Royal American Shows, Beckmann & Gerety Shows and Rubin & Cherry Expositions. Announcement followed a series of conferences here between Sedlmayr, Fred Beckmann, J. G. McCaffery, Barney Gerety, Elmer C. Vellare, Anna Gruberg and Curtis J. Vellare, all of whom are executives of the corporation.

Dadswell was press agent of the Royal American Shows four consecutive years, retiring last spring to free-lance for newspaper syndicates and national magazines. He also did considerable special publicity work for various major midway organizations and his contributions appeared in numerous national publications, including *The Billboard*. He is president of the Outdoor Press Club, formed at Tampa last year, of which a large number of outstanding outdoor publicists are members.

Present plans are for him to travel with the Royal American Shows. Experienced publicity workers will be employed for each of the shows and will work under his direction, the announcement said.

One of the most elaborate publicity (See DADSWELL PRESS on page 44)

## Kentucky Repeaters Are Contracted for Bee Shows

LEXINGTON, Ky., Feb. 25.—P. H. Bee Jr., manager of the P. H. Bee Shows, who attended the recent annual meeting of Kentucky Association of County Fairs here, announced that, aside from some Tennessee fairs contracted and to be announced later, some Kentucky fair contracts were pending and a number of fairs in that State had been contracted as "repeaters" for 1939.

In the list of Kentucky fairs set are Harrodsburg County Fair and Horse Show, Harrodsburg, sixth year; Carter County Fair, Grayson, fifth year; Lewis County Fair, Vanoverburg, sixth year; Adair County Fair and Horse Show, Columbia, first year; Ma Ruc County Fair, Hodgenville, ninth year; Guil of 16; Broadhead Fair, third year; Greenup Firemen's Fair and Celebration, fourth year; Russell County Fair, Russell Springs, fourth year.

## Sunset Opens at Old Stand

OAK PARK, Ill., Feb. 25.—For the fourth time in the last six years the Sunset Amusement Co. will open its season at Keokuk, Ia., according to E. H. Curran, manager. Opening has been set for April 15 under American Legion auspices. Work in quarters here will start early in March.

## Cold Hurts Tri-State Bow

EL PASO, Tex., Feb. 25.—Early opening of the Tri-State Shows at Southwestern Live-Stock Show and Sheriff's Horse Rodeo here was a disappointment because of bad weather and small crowds. Show has moved to a downtown street location for a 12-day showing under American Legion Post auspices.

## Hartford Date to Dixie Belle

OWENSBORO, Ky., Feb. 25.—Louis T. Riley, owner of the Dixie Belle Shows, who returned here several days ago from a vacation in Florida, announced that his organization had been contracted to furnish the midway attractions at Hartford (Ky.) Ohio County Fair for the third consecutive year.



JACK E. DADSWELL, who has been engaged as director of publicity for the Amusement Corp. of America. Plans are that experienced exploitationists for each of the units of the corporation will be under his direction. He was press agent of the Royal American Shows four years, having retired last spring to do syndicate work.

## Calexico Is Fair For Crafts' Unit

CALEXICO, Calif., Feb. 25.—Crafts' 20 Big Shows' winter unit wound up a week's engagement here last Saturday to fair business under American Legion and VFW Post auspices, according to Roy Scott, of the show's staff. On an up-down lot, near the Mexican border, shows obtained usual good play from natives, but adverse weather and the Mexican dollar being worth only 20 cents in United States currency slowed up gross business somewhat over previous visits. Elmer Hanscom, legal adjuster, reported that the peso is the lowest it has been (See CALEXICO IS FAIR on page 44)

## White City Starts At Glendale Stand

GLENDALE, Calif., Feb. 25.—White City Shows opened their season here in the heart of the business section Monday night, with the midway a scene of beauty and color under the blaze of powerful neon lights, reports Lucille King, of the publicity staff. Numerous Los Angeles friends were here to greet Mr. and Mrs. C. N. (Ted) Corry, owners.

The free acts, May Collier, high dive, and Aerial Berites, trapeze, proved popular with the opening night audience. White and mahogany is the color scheme of the new cookhouse, built in quarters (See WHITE CITY STARTS on page 44)

## Gordon Is Joyland P. A.

DINUBA, Calif., Feb. 25.—Harry L. Gordon, past three seasons general agent of W. C. (Spik) Huggins West Coast Shows, has signed in the same capacity with H. O. Bowen's Joyland Shows, it was learned here last week.

## Model Sigs Eastern Fairs

NEW YORK, Feb. 25.—General Representative Cliff J. Franco said here this week that he had signed contracts for the Model Shows to present the midway features at the Albany County and Missoula (N. Y.) fairs in 1939. Franco had Morris Vivonka as his guest at the New York State Fair meeting. This season will be the organization's first in Eastern territory.

# That Federal Wage-Hour Law Will There Be an Outdoor Amusement Industry Committee?

Many communications received by *The Billboard* in the last several weeks state that there is much confusion in the minds of outdoor showmen as to whether they are subject to the provisions and regulations of the federal wage and hour law; that is, if outdoor shows traveling from State to State are interstate commerce in the sense of this law, which has the power to regulate only interstate commerce business.

The American Carnivals Association, Inc., has taken the stand, thru its legal advisors, that the carnival business by reason of its local operations as distinguished from interstate operations is not governed by the law.

However, Elmer F. Andrews, administrator of the law, and his legal staff seem to be under the impression that outdoor show business comes under the regulations.

It appears to be generally overlooked that the question of exemption and the legal proof thereof is not up to the administrator but entirely to the outdoor show world thru the medium of the Circuit Court of Appeals. If the administrator feels that the outdoor show world should come under the law he has only to issue an official ruling against any show which fails to comply with the law, and this ruling would be binding for all outdoor shows until the courts should decide that they are not engaged in interstate commerce. The filing of a suit would not act as an injunction and would not set the official ruling of the administrator aside.

If such a ruling should be issued by the administrator after the general opening of the outdoor show season it would create a great deal of trouble, because all shows would have to readjust themselves.

The matter is also complicated by the fact that wage and hour laws for interstate commerce already have been introduced in a number of State legislatures, and the outdoor show world would be subject to these laws if not the federal wage and hour law.

If Mr. Andrews would appoint an Industry Committee for the Outdoor Show Industry consisting of representatives of the major show divisions, as suggested by the wage and hour law provisions, this committee could meet as soon as possible and submit its findings to the administrator for discussion and action. It seems far better to settle such an important question in a friendly spirit than thru costly court action. There are many things peculiar to the outdoor show industry that are not known to the administrator and his legal staff, and a clear and concise presentation of these could be made by an Outdoor Show Industry Committee.

When *The Billboard* suggested to Mr. Andrews last October that a special Outdoor Show Committee be appointed, to act as a unit independent of indoor show business he gave assurance that he would give the suggestion his attention. Probably other important matters have kept him from taking steps in that direction before this. Action now toward something definite to guide them would relieve outdoor showmen of one of their many present-day worries.

## Gratitude?

DETROIT, Feb. 25.—Detroit was the home of some 10 carnival organizations about eight years ago and still is headquarters for six. Ninety-five per cent of legal dates, aside from the public-operated State fair itself, have gone to the resident shows in the past few years sponsored by veteran, fraternal and church groups, so that the money has definitely been kept in the community, going to local supply houses and hundreds of Detroit residents who are show people. Then there is to be considered the thousand of dollars spent by the shows while wintering here and during the organizing periods.

In spite of all this and close on the heels of restrictive censorship rules (banning all girl shows), city council voted on Tuesday to ban all carnivals in the city.

## Thomas Sigs 12 Annuals

LENNOX, S. D., Feb. 25.—G. H. Ture, of the Art B. Thomas Shows, announced here last week that the organization had been awarded midway contracts for the following fairs: Baudette, Poston, Littlefork, Northonia, Bagley, Herman and Woodlake, in Minnesota, and Independence, Monticello, Elkader, Grand Center and Vinton, in Iowa.

## Marks' S. A. Post to Rice

RICHMOND, Va., Feb. 25.—John H. Marks, general manager of the Marks Shows, this week announced the appointment of Thomas W. Rice as special agent for the organization. Rice had been the advertising agent for the shows for the past three seasons. He assumes his new duties in a few weeks.

## Eli Officials Feted At Employees' Party

JACKSONVILLE, Ill., Feb. 25.—Annual party staged here on February 3 by employees of the Eli Bridge Co. in honor of officials of the organization proved one of the most enjoyable yet held, according to Paul E. Rimboy. Honored guests included President and Mrs. Lee A. Sullivan and family, Mrs. Julia L. Sullivan, vice-president, and Leta Sullivan, secretary-treasurer, along with (See ELI OFFICIALS on page 44)



THESE VETERANS of outdoor show business and directors of the destinies of Croswley's United Shows are E. W. Wells (left), general representative for the past three years, and Owner George C. Croswley, as they appeared recently in quarters in Corpus Christi, Tex. Wells is wearing "washing" goggles on the photo's 1939 route, while Croswley has been overseeing quarters activities despite a sprained ankle handicap.

## Trade Agreement Helps Biz

Since the new trade agreement of the United States with Canada went into effect on January 1 of this year the Dominion subscription list of *The Billboard* has increased 66 2/3 per cent.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DeBELLE

Pompano, Fla.

Week ended February 25, 1939.

### Best Mixer:

Not days nor weeks but months have been spent by our secret crews of rope chaulers, electricians, artists and artificers in designing, building and actually producing the most magnificent and greatest midway of all time. All work during past months was so secretive that one department did not know what another was doing. Each crew had its work laid out and specifications were so closely followed that when completed each piece fit to perfection. All work was carried out at night and in hidden places. Our personnel knew that something big was brewing but knew better than to pry into the office's affairs.

For the first time in the history of carnivals the sun, moon, stars, clouds and rain can be controlled by the office. This is the first carnival ever to manufacture its own sky to cover the entire midway. The sky is of heavy paraffined silk, lined with stars that shine, planets that shoot from one end of the lot to the other and with a big beautiful full moon that gives the lot an abundance of moonlight. This entire midway ceiling is held aloft by 60 captive, ballroom. The away of the artificial sky gives our patrons that romantic feeling which means more dollars for our tunnel rides, dark funhouses and girl shows.

Should it rain, our artificial sky will keep the lot dry. Should the price want it to rain, the overhead sprinkler will satisfy that wish. When the real skies are dark and a sunny day is

wanted, our artificial sun, made out of mammoth round mirrors, is quickly drawn to the top. With the aid of our giant searchlights cast upon it, a sunny lot is quickly produced with sunshine that will even tan.

As this is being written all hands are working on artificial clouds and should have them floating overhead at our next date. From time to time some new features will be added and changes made. Quite an argument arose on our last day here, the entire staff taking part, as to whether to benzite the moon or to use indirect lighting. Manager Pete Ballyhoo, in a private interview, said, "I believe our committees will be better pleased if we replace the 500-watt globes in the stars with 200 watts. All of these details will be worked out later."

There is some talk of doing away with canvas entirely. Our waterproof sky should more than serve the purpose. New show fronts are being designed to fit in with the overhead effects. Hedge fences and palms will take the place of side wall. Midway carpets have been ordered and will eliminate shavings entirely. Knowing that any showman holds another's ideas sacred, we feel that no one will attempt to reproduce any part of our superb midway or celestial settings. To say that visiting showmen were astounded would be putting it mildly.

Please run the following ad: Join the happy Ballyhoo Family. Can place for a long and pleasant season! Big Dipper, Waterfalls, Milky Way, gentle Southern breeze and other effects that don't conflict.

**MAJOR PRIVILEGE.**

## Pacific Coast Showmen's Assn.

730 S. Grand Ave., Los Angeles, Calif.

LOS ANGELES, Feb. 25.—About 75 members attended Monday night's meeting. Officers on hand included President Harry Hargreaves; Joe Olney, first vice-president; Phil Williams, second vice-president; John R. Ward, third vice-president; Ross E. Davis, treasurer; Ben Dobbert, secretary. Usual business procedure was followed and current bills were ordered paid.

Communications: From Mrs. John O. Talbot came acknowledgment of flowers sent at the burial of the late John O. Talbot. From Mrs. C. C. Pyle and Mrs. W. H. (Bill) Rice acknowledgments of flowers sent at time of burial of their husbands.

New members, Phil George Wirth and Albert George Anderson, of Sydney, Australia. Both sponsored by William H. Muldoon and Arthur Greenhalgh. The several standing committees had no reports to make, but President Hargreaves announced that the lease for the new clubrooms at 633 South Grand Avenue had been signed. It covers the third floor and affords much more space than present quarters. With the lease goes luxurious furnishings. The Ladies' Auxiliary will share part of the space. Those who have seen the new location consider the move a judicious one.

Will J. Casey was introduced for a short talk and the weekly award went to William Groff. Business was resumed after a protracted meeting of the board of governors. Past President B. E. Cronin donated the lunch and refreshments served after adjournment.

### Ladies' Auxiliary

February 20 meeting was called to order by President Marie LaPore and was fairly well attended considering that many members have left to join their respective shows. Since this winter was a banner one in attendance, absence of departing members was noted with much regret. The Zeiglers left for New Mexico on Wednesday and the White City Show's opening took 10 members. Edith Walpert and several others are in Bakersfield, Calif., and within the next two weeks to more will depart for the Bolderbrand Show. Business meeting was short, with no important matters being disposed of. Bills were ordered paid and communications read. A committee from the men's club advised that new quarters, which will house both clubs, have been obtained and the organiza-

tions will move into them next week. Members are looking forward to the change with much pleasure. Games were played and lunch served after adjournment under supervision of House Chairman Nina Rogers and Custodian Stella Linton.

## Heart of America Showmen's Club

Reid Hotel

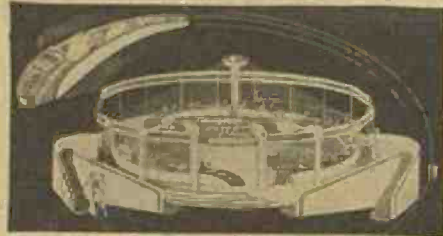
KANSAS CITY, Mo., Feb. 25.—The weekly meeting on February 17 was called to order by Brother Art Brunner in the absence of President W. L. Mallor. Minutes of the last meeting were read, approved and routine business disposed of. Some time was given over to discussion of the proposed Showmen's Home, and Brother Harry Hennies gave some valuable information on the subject. At the February 20 meeting President Mellor told of a plan to attract a large meeting here following the fair and carnival meetings in Toronto, Ont., this fall. He advised that large prizes would be offered, among which would be \$500 worth of merchandise contributed by Baker-Lockwood and 30 complete sets of dates by the U. S. Printing Co. Other firms are expected to contribute equally, and he estimated the club would have about \$5,000 worth of prizes. How the prizes will be awarded is being worked out by a committee and will be announced later. The membership drive is getting under way. New members are being added at each meeting and many former members are seeking reinstatement.

Brother Harry Hennies, who has been confined in St. Mary's Hospital for the past few weeks, will leave Monday for Shreveport, La., where the Hennies Bros.' Show is being readied for opening there April 15. Brother P. W. Deem, owner of the Waldee Mfg. Co., is building a new Kiddie ride and rebuilding the Auto Scooter at Fairyland Park. Brother Alex Ben Dixon, owner of the All-American Shows, has returned from Denmark and Sweden, and is supervising quarters work in Webb City, Mo. Brother H. V. Peterson, manager of the show, and General Agent Green were here during the week on business.

Brother Levin, of the Midwest Carnival Supply Co., returned from a business trip to New York and other Eastern cities and reports conditions look good for the coming season. Brother Toadie Spallo is confined in St. Mary's Hospital here and would welcome letters from friends. J.

## "THE RIDE OF TOMORROW"

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GIVES YOU COLOR APPEAL - CAPACITY - DAZZLING SPEED - YANKEE SEATING - THREE MECHANICALLY BANKED TRAINS - THE MODERN STREAMLINED PROFIT PLUS RIDE FOR 1939.

LIGHT TOWERS PORTABLE STAGES AUTO SPEEDWAY HI-DE-MO RIDE-O

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y. WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES

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## INSURANCE

for CARNIVALS - PARKS - CONCESSIONERS  
**CLEM SCHMITZ**  
RADIO CITY - - - - NEW YORK

## UNITED STATES TENT AND AWNING CO.

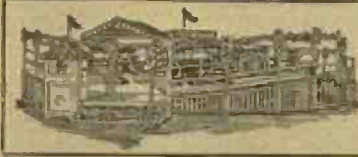
S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.  
OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."  
701 North Sangamon Street (Phone: Haymarket 0444) Chicago, Ill.



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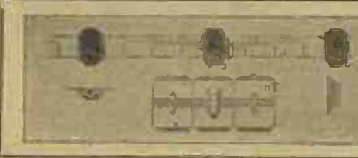
The Famous Ride Sensation  
Send for Illustrated Circular.

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366 HAMILTON AVE. BROOKLYN, N. Y.



Invest in the Time-Tested

**TLT-A-WHIRL**  
Flashy --- Reliable --- Money Getter  
For Particulars, Price and Terms Write  
**SELLNER MFG. CO., Inc.** Fairbault, Minn.



### MERRY-GO-ROUND OWNERS

Here's a New Service! We will build you new, strictly modern Operating Merry-Go-Rounds and Complete Endless Panels, which will increase your business 50%. Gleaming colors, maximum steel trim. New indirect and Neon Lighting. The cost is surprisingly low! Ask Liberty, O. W. Crafts and several others already sold.  
**ALLAN HERSCHELL CO., INC.**  
N. TONAWANDA, N. Y.  
Mfrs. of Pocket Rides, B-S-Ls, Funhouses, Kiddie Auto Rides.

## JUICE STANDS --- ICE BALL STANDS

Send for our new 1938 Price List on Fruit Concentrates and Sodas. GOLD MEDAL CONCENTRATES have been the leader in their field for years. Richest Flavors, Lowest Prices.

Fill up with the leader this year and do more business with a larger profit. Send for your Price List Today.  
**GOLD MEDAL PRODUCTS COMPANY**  
133 East Pearl Street, CINCINNATI, O.

G. Mullins, owner-manager of Crystal City Park, Tulsa, Okla., accompanied by Mr. Meeker and associates, came in this week and purchased a Ferris Wheel and Swing for the park. While here they also purchased a Kiddie Ride from Brother Art Brunner.

### Ladies' Auxiliary

February 17 meeting was called to order by Ruth Ann Levin, first vice-president. Nineteen members attended. Committee reports were read and approved and Letty White and Lobs Hart attended for the first time since their recent illnesses. Rose Hennies also attended and reported her husband, Harry, was released from St. Mary's Hospital after a six-week illness.

Evening's prize, an attractive cosmetic bag, was won by Nina Adams. Relief committee was authorized to send flowers to the funeral of Mrs. Gertrude Carmack, mother of Nellie Webber. Chaplain Myrtle Duncan said benediction at adjournment, after which chop suey and refreshments were served.

## Buckeye Ready 'To Open

NATCHEZ, Miss., Feb. 25.—General Manager Joe Goller has announced the Buckeye State Shows formally will open the season here with an eight-day stand, beginning March 11.

### WANTED IMMEDIATELY

20 --- STRIP TEASE GIRLS --- 20  
FOR FLORIDA NITE CLUB.  
**SID WHITE**  
Southern Theatrical Agency  
441 Washington Ave. Miami Beach, Fla.

## SHOW TENTS and TRAILER CANOPIES

**Fulton Bag & Cotton Mills**  
Manufacturers Since 1877  
1000 W. 12th St. St. Louis, Mo.  
Phone 875-1234

## Important Announcement

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.  
**CHAS. T. GOSS**  
Wash. STANDARD CHEVROLET COMPANY  
8421 8th Ave. S.E.

ADVERTISE IN THE BILLBOARD ---  
YOU'LL BE SATISFIED WITH RESULTS



3 PROVEN MONEY MAKERS

LOOP-O-PLANE OCTOPUS ROLLOPLANE

Developed and produced by one manufacturer in less than 6 years.

Write for descriptive literature. Place your order for spring delivery NOW. EYERLY RIDES GUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO.

Salco, Ore. ARNER K. KLINE, Sales Manager. Luske Bros. Ltd., Liverpool, England.

Penny Pitch Games. Size 4x4 1/2", Price \$20.00. Size 4x4 1/4", Price \$30.00. Size 4x4 1/8", Price \$40.00.

Park Special Wheels. 30" in Diameter, Beautifully Painted. We carry in stock 12-14-16-20-24-30 rubber wheels. Price \$12.00. BINGO GAMES. 75-Player Complete \$25.00. 100-Player Complete \$7.25.

ASTRO FORECASTS AND ANALYSES

Single Sheets, 5 1/2 x 7 1/2, Typewritten. Per M., \$5.00. Analysis, Sp., with Blue Cover, Each, .25. Analysis, Sp., with White Cover, Each, .16.

NEW DREAM BOOK

120 Pages, 8 Sets Numbers, Clearing and Polishing, 1200 Dreams. Based in Heavy Gold. Paper Covers, Good Quality Paper. Sample, \$6.15. HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Sample, 25c.

SIMMONS & CO. CHICAGO

19 West Jackson Blvd., Chicago. Wholesale delivery. Send for Wholesale Prices.

Buddha Papers—Supplies. 1536 ASTRO DAILY, HOURLY FORECASTS. Buddha Papers, 1-4-7 and 8-page Readings, Zodiac Daily Charts, Horoscopes in 11 styles, Apparals for Blind Readers, Mental Magic, Spirit Pictures, Hill Camps, Books, Crystals, etc.

PAN-AMERICAN SHOWS. NOW CONTRACTING ATTRACTIONS, RIDES, SHOWS, CONCESSIONS FOR 1939 SEASON. Address: 411 Broadway, Brighton, N.Y., Ill.

Sol's Liberty Shows. NOW BOOKING FOR SEASON 1939. Box 223, CARUTHERSVILLE, MO.

GOLD MEDAL SHOWS. NOW CONTRACTING SHOWS AND CONCESSIONS FOR SEASON 1939. Address: P. O. BOX 8, New Albany, Ind.

UNITED AMERICAN SHOWS. NOW CONTRACTING BABY RIDES WANTED, ALSO DICERS. Address: Box 17, North Little Rock, Ark.

Midway Confab

By THE MIXER (Communications to 25 Opera Place, Cincinnati, O.)

COUNTING weeks now, not months. AL MELTZER, Chicago scale man, will be weighing 'em at the New York World's Fair.

N. Y. O'LELL has booked his Unborn Show with the Sunset Amusement Co., reports K. H. Casfian.

FAMOUS last words: "Cheer her the fuled boys; we're on a hit rate."

DATE AND FAY CURTIS, side-show managers, have signed with the Buckeye State Shows again.

CHARLES SAVAGE, concessioner, will return to the Buckeye State Shows this season.

"ART." One of the most abused words in show circles.

JACK L. OLIVER, business manager of Wallace Bros.' Shows, has been ill with an attack of malaria.

CLARENCE E. ALLEN has been signed as night watchman and manager of one of the shows on the Empire State Shows.



MAX GRUBER, general manager of Gruber's World's Exposition Shows, who has been on a Florida sojourn preparatory to office spring work. While at the Tampa Fair he signed a contract with Fair Director Paul Smith to present the midway at the 13-day 1939 New York State Fair in Syracuse. It will be the fifth year the Gruber organization there, it having played the fair for four years prior to 1934.

ONE never can tell just how bad some eggs are until they are broke.

RECENT ADDITIONS to the J. R. Edwards Shows are Mr. and Mrs. Eddie Weekly, cookhouse, and William L. Livingstone, penny pitch.

LYMAN BELL, well known in outdoor show circles, has sold his sound trucks and is living in retirement in Circleville, O.

BECAUSE a fly-by-night show sets up near an airport does not make it an airplane show.

BERTHA BERT and Mona Brown, of sea-show note, motored from Birmingham to New Orleans to take in the last three days of the Mardi Gras.

DURAD TOSH has been signed to return to the Funland Shows as superintendent of the electrical department, reports Ted O. Taylor.

MANY a showman mistakes a stuffed memory for a college education.

LEO BRENNER has signed his four ball games and cork shooting gallery with the Model Shows for 1939, reports General Representative O. J. Franbo.

HARRY L. LOUGHLAN has been wintering in St. Louis since closing as agent with John Howard's Hollywood Museum.

ONE concessioner has dyed his canvas blue and turned 'em loose in quarters to make the boss' feet itchy.

MR. AND MRS. BERT NABOR, who have been wintering in Lake Worth, Fla., have booked their four concessions with the Arena Shows, making their third season there.

AFTER A WINTER spent in practice in Birmingham, Dr. C. Howe Barnhart has been re-engaged as company physician by WestBrocs' Shows. He will also manage the Sign of the Parents' Shows.

SOFTEST job on a carnival, declares Roy Ludington, would be that of a white wing on a Merry-Co-Round.

WALTER LANFORD'S Concert Band, which has been spending the winter playing Florida spots, again has been contracted to furnish the music for the Southern State Shows.

PAT BROWN, who has been in charge of the Buckeye State Shows' quarters in Natchez, Miss., has signed his long-range shooting gallery, making his fifth consecutive season there.

IT ISN'T how many men a show is feeding in winter quarters that counts but how many are working to get the show out of the barn.

KEN DAVIS, featured free act with the Mighty Showley Midway at Charro Days Celebration, Brownsville, Tex., has signed with the organization as high-pole act.

W. C. BUNYARD, well-known showman and ride owner, is visiting relatives in Southern Missouri and booking a few dates for L. E. (Robb) Collins' Night in Wonderland in Missouri schools.



HARRY L. GORDON, widely known in outdoor show circles, who recently joined H. C. Bowen's Joyland Shows as general agent after three seasons in the same capacity for W. C. (Spire) Huggins' West Coast Shows.

ASIDE to sound-truck operators! A few amusements now and then will be refilled by the boss.

TONY AND MARIE HARLOS, who have been spending the winter pitching hones in Mississippi, will return to the Groves Greater Shows, Tony is electrician, Marie will operate her three stands.

HELEN CASWELL (Nuretha), who recently concluded a three-week engagement with Hubert's Museum in New York, is appearing with the Dime Museum, Newark, N. J.

THE SHADES of night were falling fast as down the highway there passed a carload of lanky boys hurriedly leaving the last town.

LORRAINE WALLACE info from Dublin, Ga., that she has been contracted by Joe Kart, manager of the Blue Ridge Shows, to present her lion act as featured free attraction.

THE CRAWFORDS, free act, have been playing indoor circus dates this winter after closing a successful season with the Yellowstone Shows and subsequent fair dates.

CURIOSITY may kill the cat but it

Keeps some carnival attaches alive.—Mrs. Upshaw.

TEX PUTEONAT and his attraction, Louis-Louise Loppand, were among guests at a farewell party in Tampa, Fla., for Mr. and Mrs. Harry H. Winters, of the Winters Attractions, upon their departure for the North.

C. F. ROBERTS is in Pensacola, Fla., where he has been wintering and getting his pop-corn stand ready for the season with Bright Light Exposition Shows, which he will join next week in Cottageville, S. C.

A GOLD shoulder, a chilly reception or frozen steaks never gave a suit-case promoter cold feet.—Whitney Cooks.

ELLIOT HENRY, brother of Steve Henry, of the Pacific Coast Showmen's Association and Los Angeles correspondent for The Billboard, is conducting a novelty advertising business in Circleville, O., according to Doc Waddell.

CAPT. JACOB WOLFMAN, veteran showman, is in Miami, Fla., recuperating from a broken leg sustained when struck by an automobile there. He was released from a hospital last week and is now able to hobble about on crutches.

A 35-PEOPLE midway show, mostly sticks, is more expensive and has less earning power than a 15-people show with talent.

DOC WILSON cards from Houston, "Saw Patrick J. (Tip Top) O'Neil, former high-note performer of note, here recently. With him were several old-timers, all of whom seem to be enjoying themselves."

THE TIMES-DISPATCH, Richmond, Va., in its February 21 issue carried an interesting story on the life of Cash Miller, side-show impresario, giving the high spots of his career as a showman. Piece was written by Overton Jones.

LAST season was my banner one. My business fell off some with the town umphays but more than doubled itself with the show folks.—Muggin' Machine Mastia.

SINCE PURCHASING a new car recently, Mr. and Mrs. Harry (Heck) Hester have been touring the Western States. They report they plan to open in Johnstown, Pa., with their three concessions early in April.

BILLY WINTERS cards from Oil City, Pa., that Irene Peyril, double-act feature, recently concluded her sixth week in the annex of the Look At Life Museum to good results. Winters is handling the annex.

"I'm so well acquainted with these fair secretaries and committees that if my agent should leave I could book all the towns myself."

MR. AND MRS. FRANK HARRISON, who booked their cookhouse with the United American Shows recently, are in

No. 16 BIG ELI. The "Aristocrat" of fairs. Beautiful portable, Rockwood & Co. City, Frank Buckle, M. K. Gooding, I. G. Decker, Made in U.S.A. Operated by No. 16 Wheels portability in 1938. 55 feet high, 18 seats. The high end of the midway for popularity and big profits. ELI BRIDGE COMPANY. Builders of Dependable Products. 800 Care Avenue, JACKSONVILLE, TENN.

THE NEW KIDDIE AIRPLANE SWING. Attention Carnival Owners and Park Managers. Plan on adding one of these rides to your present equipment. Fully finished last season, carrying the popularity of the Spring. Being respectively 18 children. Weight about 2,000 lbs. Airplane are actually driven by the speed of the propellers, giving the children the sensation of riding in a real plane. Description and prices upon request. SMITH & SMITH, Cincinnati, Erie, Pa., N.Y.C.

North Little Rock, Ark., repainting and repairing equipment. The latter's father, Mr. LaBerta, will be back with them.

MRS. JOE GALLER, of the Buckeye State Shows, who has been in Hot Springs, Ark., two months taking the baths and receiving treatments for neurotic ailments, reports having a splendid time and feeling much better.

A MIDWAY performer who labored upon coming and spending a living wage said: "I want this epitaph on my tombstone—'What I spent, I saved. What I saved, I lost.'"

"IT LOOKS LIKE old times to see the Z. & P. Shows title again, altho it isn't the old Zeldman & Pollie Shows," cards Doc Stanton from Pana, Ill. "I handled a Ferris Wheel on the old organization for two years."

LIVES there a concessioner with soul to dead who never to an owner has said: "Why don't you discharge those guys on your staff and replace them with my relatives?"

HOMER (SAM) YOSMAN, Ostrich Boy, again has signed with Chick Hense's Side Show on the West Bros. Shows. Chick and wife, Dorothy, recently rambled into the organization's quarters at Morley, Mo., from Muscatine, Ia., where they spent the winter.

IF YOU carry it, it is not compulsory that you admit it, but don't keep a gavel wacking overtime knocking officers who also have it—Colonel Patch.

JAMES FRANCO, past season operator of the Max America Shows on the De Luxe Shows of America, has turned concessioner and this season will have his bingo game on the Model Shows, of which his brother, C. J. Franco, is general representative.

LONG-WINDY side-show orators should be placed inside as teachers, where it is necessary to hold patrons within and not be used on the bally to hold patrons out.

SAM BURGDORF, who concludes his third winter as manager of Ireland's Casino, Cocoa, Fla., night club, will return to William Chick's Ideal Exposition Shows about March 12 as special representative, the same position he held in 1938.

HOTEL letterheads are all right in a pinch. All organizations should have their own stationery. It looks businesslike and not like a side-case promotion.

SAMMY LILLIBRIDGE (Little Sammy Little) scribes from Beaver Falls, Pa., that he has organized a trio called the Jitterbugs, comprising Elmo Hoffman, Emmet Gint and himself, that is playing Ohio and Pennsylvania spots. Sammy plans to work free acts this season.

BEST way to prove to the boss that you are with it and for it when a sudden wind-whirl and cloudburst hits the lot is to rush away from your top and help guy out the smug on the office wagon.

JACK FIRPO, trainmaster of Gruber's World's Exposition Shows for the past four years, has signed in the same capacity with the Eric B. Hyde Shows. Mrs. Firpo will handle the front gate. The Firpos have been touring Florida with West's World's Wonder Shows and fishing with their friend Harry Rubin.

HEARD on Crafts Shows' midway at recent Calipatria (Cal.) Pea Festival: Ball-Game Eddie Boy—"books to me like if there are so many pea pickers around here, some of 'em ought to steal out."

DOC SWAIN, snake show operator with the Wallace Bros. Shows and formerly with the Bill H. Hames Shows, has been wintering in Fort Worth, Tex. Other showfolk there are Mr. and Mrs. V. H. Barton, who have been doing fair with their photo gallery in a building at 11th and Main streets.

NOW CAN midway patrons be expected to believe in wild men and pygmies if they are permitted to watch such "strange people" set up a top in the daytime and take down the banners at night—Curtis Peleg.

AFTER SPENDING the winter in Robinsonville, Fla., E. C. Firestone left last week for the Winston-Salem, N. C., quarters of the Eric B. Hyde Shows, with which he has signed as chief electrician. He has booked his candy apple stand, pop-corn stands, Firestone was formerly with the Harry H. Winters Attractions.

WHAT has become of the showman who on picking day always had a living top, fully equipped with bed, springs, mattress, pressure



C. J. FRANCO, general agent of W. R. Harris Model Shows, has been representing the organization at fair meetings this winter. Last week at the New York meeting he added the Albany County and Mineola fairs in New York to the show's Eastern route, which is about completed for the season.

stove and pots and pans for sale?—Miss McGuff.

RECENT ARRIVALS in South Beach, Miami Beach, Fla., according to Dave Stevens, included Lillian Sheppard, Rubin & Cherry Exposition; Louis Torti, Wisconsin De Luxe Co.; Max Goodman, Goodman Wonder Show; Charley Taylor, Conklin Shows; Harry (Curley) Burger, Marione Greater Shows; Frank Miller and Bill Hirsch.

PICKING up the paper on the lot, gathering the candy boxes in shows and collecting the garbage from living trailers and dumping all this in a fat corner of the grounds for the wind to scatter after the show leaves is not leaving a clean lot by any means.

ARTHUR WHITE and his side-show troupe continue to work to good results in New Orleans night clubs and theaters, reports Thomas L. White. Sea-Flay, human mermaid, joined recently. Live-up includes Phil Rockwood and dog, Silver Queen; Fred Gilbreath, popeye; Frances Irvin, midjet lady; Peggy Ann, fire eater.

"THIS country is full of opportunities," remarked by Gee, the blue-note musician, "immediately upon my return from Europe, where I spent six years learning long-haired music, I secured a position beating the bass drum on a coach show."

### Show-Letter Writers' Primer

By JOHN ONCEAYEAR, P. A., GATE & BANNER SHOWS

HOW TO WRITE a weekly show letter that can be used 52 weeks in the year with few alterations. Use a show letterhead if the office has one. Start whether railroad, doggone car or motorized. Continue with: Podunk, Ga. Week ended so and so. Surprises, same as last year. Weather, changeable. Business, trifle above last year on rides and a bit below on shows.

Promptly at 1 p.m., the train steamed into the yards and was met by the crossing by the show's special agent. Unloading started at once and long before dusk everything was on the lot with setting up well under way. (Note the news value of this paragraph.)

Long before opening time Monday night everything was ready to go. Midway was laid out in a beautiful horsehoe and much credit is due the lot superintendent for his showmanship in handling the situation. (Note that this proves co-operation by every department in getting it up and open in 24 hours; also unusual layout of midway.)

Weather, the chilly, was sunshiny, thruout the day and clear at night. Promptly at 7 p.m., all loud-speakers were set in operation, drawing a crowd that was up to expectations. At 9 p.m. the electrician threw the main switch and "Ohs" and "Ahs" were heard on all sides of the beautiful midway. (Note that this not only gives weather report but accurate check on attendance and indicates great saving in electricity by not throwing switch till 9.)

On Thursday General Agent So-and-so arrived with a pocketful of fat contracts, promising the personnel a long season in proven spots. A list of these 6 Northern and 10 Southern fairs will be given at a later writing. (Note that this route should prove valuable in contracting concessions and the show is not committed as to names of fairs.)

Secretary Jim Jackson left Monday morning for a visit with homefolks. (Hold the news that he returned on Thursday for next week's story.) Business held up well with the biggest Saturday night in the long history of the show. At this writing it is impossible to quote figures but final check-up will soar above the competitor's 1938 gross. (This should more than convince committees that the show gets results, and it might be added that there are still some open weeks.)

It seemed like the good old days to see the midway packed with merry-makers strolling around with their arms loaded down with concession merchandise. (This will offset any rumors of graft.) Then writer's name should be signed. Use a typewriter if possible to borrow one. For enough copy to cover 30 weeks send \$1 to the "Southern Press Agents' Correspondence School. For the next 30 days a home diploma with every order."

BABY LEE, fat girl appearing with the James Cortell's Museum in Paterson, N. J., rated a human-interest story in the February 3 issue of The Paterson Morning Call when she entered St. Joseph's Hospital there seeking medical attention for pleurisy pains. After examining her the three attending physicians characterized the ailment as a "half-acre" pain.

INDEPENDENT showmen and carnival managers who handle their own correspondence and use bad penmen should use a typewriter, even tho it be a slow procedure. Not only does the address like to know what has been written but clearer copy gives a letter a better business touch.

JACK PERRY, manager of Merry Rose, fat girl, letters from Ft. Meyers, Fla.: "Spent our vacation in the DeSoto and Fisher camps in Tampa and recently enjoyed a three-week visit with W. J. Bunts at Crystal River, Fla., where we caught a number of large fish. The Buntses' new houses are beautiful. Made the fair here and Merry Rose is making a new wardrobe, while I'm supervising construction of a new show front."

MANAGER of the Gate & Banner Shows announces that this year he will carry a family theater with a change of dramas nightly. All confusion in winter quarters are spending their idle time in rehearsing "East Lynne." The company will play "Too-Vacant Chairs," a three-act comedy drama, on Tuesday nights.

AMONG SHOWFOLK attending a squab dinner on Ed and Ma Lahey's estate in Fullerton, Calif., in celebration of completion of their new electric streamlined kitchen truck for their cook-houses with the Hilderbrand's United Shows, were Mr. and Mrs. Frank Downie, Sr. and Mrs. Gregg, Vern Seeborg, Hazel Fisher and Mr. and Mrs. Claude Baris. Bar was handled by Morris Lahey. Party lasted until early morning, when guests were served breakfast.

A FRONT GATE is a busy place. Employees should be active on the midway at necessary tasks and not be loafing around the entrance, bothering local ticket-taking committeemen by walking in and out during the rush or sitting around the marquee cutting up jack-pot and flirting with every unescorted girl who comes in.

BARNEY OLDFIELD, amusement editor and columnist of The Newark Star Journal and Star and Lincoln correspondent for The Billboard, made the February 21 John Hix Struggle as it seems syndicated feature for taking his wife to 529 dances in three and a half years and never dancing with her. He doesn't dance. In the same period they saw 1,300 movies together. Oldfield made the Ripley cartoon in February, 1939, for seeing every English-speaking film on the American market—944 in all—in 1938-39.

ANY cat's help that rides a train from

town to town, working only on Saturdays and Mondays and spending the remainder of the week mooching and panhandling the streets to support a jungle camp at the back end of a lot, are detrimental to the reputation of a show and offer an example of business well rewarded that is justly resented by the show's sons of toil. Often these jungle camps are breeding tools for discontent.

**EVANS MONEY MAKERS**  
Only an Evans 40 Years' Experience for Latest and Best Amusement Equipment.

**SHOOTING GALLERIES**  
IMMEDIATE DELIVERY

Evans Shooting Galleries have proved practical and successful for hundreds of satisfied users. Every Gallery is assembled and tested before shipping. Easy to set up. See catalog for complete line of Supplies and Parts for all makes of Shooting Galleries.

**FREE CATALOG**  
Wheels of every type. Everything for the Winner. Write today.

**H. C. EVANS & CO.**  
1529-39 W. Adams St., Chicago, Ill.

**WANTED DEAD OR ALIVE**

Old or new, any item, nothing too big or too small; that is a Curiosity, a Freak of Nature or that is unusual, whether genuine or otherwise. Will buy for cash, lease or rent.

BOX 369, Billboard, Chicago, Ill.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$1.75 per 400 pairs Window floor rim chaise. Portable Shooting Gallery with sign, roll chain, \$525.00 Mechanical Man, representing 1000 pairs. \$18.50 Illuminated Blarney Twins with hair. \$18 No. 16 Ferris Wheel with motor, sell cheap. We Buy All Kinds of Rink Stalls and Four for a Dime Camera.

**WEILL'S CURIOSITY SHOP,**  
20 S. Second St., Philadelphia, Pa.

**ACE MIDWAY ATTRACTIONS**  
Now Booking for Season 1939.  
530 West 59th Street, Chicago, Ill.

**MOTOR CITY SHOWS**  
NOW BOOKING SHOWS, RIDES AND CONCESSIONS.  
Can Book any Attraction that does not conflict with other attractions.  
VIC HORWITZ, 480 Franklin St., Detroit, Mich.

**DARE-DEVIL OLIVER**  
World's Premier High Dive  
At Liberty for 1939. This is an outstanding act. Write for particulars care LOWE CAMP, St. Petersburg, Fla.

**BYERS BROS. SHOWS**  
Now Booking for 1939  
Especially well to hear from Wild West Shows.  
P. O. BOX 205, Steubenville, Mo.

Send your correspondence to advertisers by mail, mentioning The Billboard.

**NOW READY**  
— NEW —  
"General Catalog"  
Displaying  
**ENTIRE SHOW LINE**  
in  
**COLORS**  
It's Yours for the Asking.  
Write—Wire—Phone  
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Size 8 1/2 x 18. Very large numbers. Packed 3,000 to the carton. Weight 13 lbs. Numbers from 1 to 9,000. Printed on white and 8 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.  
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Largest sheet on the market. Immediate delivery. Samples free.  
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**MODERN AMERICAN SHOWS**  
Will Open Koculosa, Ill., March 22  
**7 RIDES 7 SHOWS**  
A Berlin Combination Under Direct Auspices and a Large Pay Roll  
Want Free Act, one court jist ride and kiddie rides. Concessions that work for stock. Will sell cigarettes on Cookhouse. Magna, Custard and Fun Court. Have toys and favors for any show. 40 months will have shows with own outfit. A riding circuit already booked where you can't go wrong. Want better than usual systems. Leather Band. Broken Mock and Mr. Coney with the Adams. All mail Jack Oehner, P. O. Box 598, Koculosa, Mississippi.

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Free Gate  
Wanted capable Managers for Athletic Show and Girl Shows. Will furnish complete new outfit. Will book Shows and Hires that do not conflict. Wanted Ute Hires in all States. Will dispatch Foreman for better labor Q Service. Winter quarters: P. O. No. 4, Box 225, N. Little Rock, Ark.

**HAVE GOOD LOCATION**  
FOR SMALL CARNIVAL OR PORTABLE SKATING RINK  
Gas, Electric, Water  
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Booking Nothing But the Best. All Others Save stamps.  
Address WINTER QUARTERS,  
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**YOUR ORGANIZATION?**  
Read  
"BINGO BUSINESS"  
A Column About Bings in this  
**WHOLESALE MERCHANDISE**  
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**THIS WEEK and EVERY WEEK**

**SAM LAWRENCE SHOWS**  
OPENING EARLY IN APRIL, IN WAYCROSS, GA.  
WANT: Money-Catching Shows. Will furnish outfits. Have complete Snake Show for reliable people. Will book Fun House, Motor Drome, Penny Arcade.  
RIDES: Octopus, Tilt-A-Whirl, Loop-O-Plane, U-Drive 'Em Car. Have all my other Rides Show owned.  
CONCESSIONS: Custard, Cook House, Shooting Gallery, Studio and all Grind Stores open. Myro 12 Bona Fide Fairs starting in August. All people contracted write us. Ride Help who can drive trucks. All address  
MILT. MORRIS of SAM LAWRENCE, Phoenix Hotel, Waycross, Ga.

**American Carnivals Association, Inc.**  
By MAX COHEN

ROCHESTER, N. Y., Feb. 25.—We attended the annual meeting of the New York State Association of County Agricultural Societies in Albany and found a representative group of ACA members in attendance. It gave us opportunity to discuss briefly with members present some of the problems affecting the industry, and it was obvious to us that notwithstanding the large amount of publicity on the subject in *The Billboard* some of our members are still considerably in doubt as to the status of the wage and hour law matter.

So that there may be no misunderstanding upon the subject, we reiterate definitely and finally that, in our opinion, the federal law does not apply to the carnival industry and that for that reason it will be unnecessary to hold the meeting of the association's wage and hour committee appointed at the annual meeting last December. We repeat our invitation to those interested to avail themselves of information we have available upon the subject at this office.

Member shows of the association present or represented in Albany included Strates Shows Corp., World of Mirth Shows, Grubberg's World's Exposition Shows, Coleman Bros. Shows, W. C. Kaus Shows, O. C. Busk Expositions, Greater New England Shows, Fair Publishing Houses, Ideal Exposition Shows, Art Lewis Shows and Sam Andraop Shows.

**St. Louis**

ST. LOUIS, Feb. 25.—The Grim Reaper again made inroads on the International Association of Showmen's membership when Earl E. Riebe died on February 19. Members of the International Association of Showmen and the Missouri Show Women's Club attended funeral services in a body and the last remains were carried to their final resting place in Oak Grove Cemetery here by six brother members of the IAS, Tom W. Allen, John Francis, D. D. Murphy, Charles T. Cox, Francis Deane and Arthur Guilian, on February 22.

Frank J. Hauss, president, and Charles T. Cox, sales manager of the Standard Chevrolet Co., returned home on February 19 after a month's trip thru the South, where they visited many circuses and carnivals. They spent two weeks in Florida.

William (Bill) Naylor, publicity director for Julian Bryan's film, *Inside Nazi Germany*, visited *The Billboard* office on Monday while in the city arranging for a showing of the flick. Mr. and Mrs. Leo Lang, brother and sister-in-law of Dee Lang, owner of Dee Lang's Famous Shows, returned home here this week after a month's tour of Texas and Mexico. They also spent a week in Waco, Tex., quarters of the Dee Lang Shows. Mrs. Ivy Rice, widow of William H. (Bill) Rice, has returned from her husband's funeral in Chicago and will remain for several weeks before going to the West Coast where she plans to make her home.

Mr. and Mrs. Jack King arrived in the city during the past week. King will operate two shows this season and plans to begin work in a few days. Mrs. Anna Jane Pearson, owner of Pearson Shows, made several trips here this week from quarters in Ramsey, Ill. Powell and Don Leonard, of the same shows, also were here Monday. Roy Cousins, general agent of Piders' United Shows, left on Tuesday for the North, and Elmer E. Brown, general agent of the John E. Ward Shows, arrived from the South and plans to remain for about two weeks.



F. H. BEE JR., manager of the F. H. Bee Shows, who reports successful bookings for the 1939 season, including numerous repeat fair dates in Kentucky, for which he declares cash deposits have been put up. Show also will play Tennessee fairs. He attended the annual meeting of Kentucky Association of County Fairs recently held in Lexington.

**DADSWELL PRESS**

(Continued from page 40)  
wagons ever transported by an outdoor show will be built in the Royal American winter quarters at Tampa when Florida midwinter fairs are over. It will have complete photographic darkroom facilities for producing pictures in quantities and it is believed most of this work for all three shows will be done in this headquarters. Wagon will be equipped with dual pneumatic tires so it can be moved from one midway to another whenever necessary to expedite work. It will have insulated walls and a refrigerating plant designed to maintain constant temperatures in chemical tanks and will be air-conditioned. Designing facilities and office equipment will be housed in the same wagon.  
To Carry Transmitter  
An innovation in publicity equipment will be a short-wave broadcast transmitter for operation in conjunction with local radio stations. Dadswell is a licensed operator, having at one time owned Station WJBB, St. Petersburg, Fla., which was operated by The Financial Journal Corp. of which he was president. Dadswell assumed his duties with the corporation this week. He said that assignment of publicity positions for the three shows would not be undertaken until March 11.

**CALEXICO IS FAIR**

(Continued from page 4)  
since the organization first came here in 1924. Ticket sellers and cashiers had to be ecobooled in the handling of currency and silver because of restrictions on numbers on the peso and bank stamps on the currency, since no bank stamp money is valid in Mexico.

Around the lot: Kanthe Brothers, well-known athletic showmen, have teamed up for the shows' Imperial Valley tour, but Dick Kanthe will operate the Athletic Show on Crafts Golden State Shows at its conclusion. Earl Miller has his Society Circus and It Girls Revue on the midway again. Captain Curtis, drome operator and zoo act performer, is popular. Thomas J. Myers, for many years show's secretary, has retired and has been replaced temporarily by Harold Mook, of the No. 2 show.

Charles M. Miller and wife, veteran concessioners, are back with their shooting gallery. Jimmy Lynch's cookhouse is doing well. George Lem Bryant is in charge of Mrs. Crafts' peaniland again. Auto Shooter crew, headed by Wesley Cooper, foreman, will join soon. Visitors included Mr. and Mrs. R. B. Smith, of Santa Barbara, Calif.; D. V. Stewart, secretary Imperial Valley Fair, and Lester Adams and Carl Jacobson.

**WHITE CITY STARTS**

(Continued from page 4)  
by Joe Krug. He abandons counter in favor of table service, with a seating capacity of 60. Kitchen is enclosed and built in center of the layout. Frank Forrest's new Ten-in-One Show uses a loud-speaker system on bally and a swell banner light.  
Secretary Margo Corey entertained many visitors in her office in celebration of her birthday anniversary. Among

them were Hazel Fisher, Leona Barte, Florence Robinson, Verna Seeborg, Fern Chaney, Betty Cooz, Ethel Krug, Marie Forrest, Billie Usher, Toots Apple, Ida and June Pickard, Marie LaFoss, May Collyer and Lucille King. She received a number of gifts and all reported a good time. E. (Pickles) Pickard has been signed as general agent, replacing Arthur Hockwald, who resigned owing to other business. Pickard left immediately to pick up where Hockwald left off. New staff includes: O. P. (Ted) Corey, manager-owner; Marge Corey, secretary-treasurer; E. W. Pickard, general agent; Lucille King, special agent and publicity; and Claude Banner, lot superintendent.

**Line-Up**

Shows: Sinners Beware, Max Williams, owner; George Coyne, front; Mrs. E. Croymen, tickets. Athletic, Dutch Van Dee, owner; Cyclone Franklin, Jimmy Showles and Ken Darringer, bowers and wrestlers; Frank Coocar, front; Mildred Owsley, tickets. International Dandling Girls, Dutch Van Dee, owner-manager; Jack D'Arcy, front; Joan Hidgeon, Dorothy Truckstrom, Bertha Mint, Gladys Rogers and Neil Gulger; R. C. Charles, tickets; Jack Armstrong, second opening. Ten-in-One, Frank Forest, owner-manager; Eric Cooper, Joe Seely, first and second openings; Dollie, Doll Lady; Frank Eber, torch-torture act; Mrs. Fred Ashwell, electro and illusions; Elvo, magician; Jolly Edna, fat girl; Zimba, Astec; Dorothea, mystery girl; Dainty Marie, corkeraw girl; Annex, Verna Raymond, half and half. Mickey Mouse, Arnie Tulay and Matt Plerson, Snake, Jed Overman, front; Kelsey Howard, inside; Marge Bell, tickets.

Rides: Spider, Charles Hagerman, Fred Funk, Octopus, Millie and Don Redenbaugh, Harrison Hale. Tilt-A-Whirl, John Harris, foreman; G. Taylor and Andy Williams, Merry-Go-Round, J. D. Copley, foreman; Harry Duffy, Patricia Garrity, tickets. Ferris Wheel, Adron Bell, foreman; Jack Garrity and June Picard, tickets. Kiddie Autos, Jay Gaidler, foreman; Nell Storma, tickets. Rollerplane, Joe Davis, Mary Davis, Fony, D. Armfield, Mrs. Armfield, Judd Thorne, assistant.

Concessions: Cookhouse, Joe Krug, owner; B. B. Cook, Jack Beames and Red Collins, Georgia Kymus, cashier. Candy apples, Ethel Krug and Martha Sweeney. Ball game, Jack Dunn and Ed Sealed. Shoot-all-win, Margaret Farmer and Ed Summers. Blower, Sam Epler, owner; Hunter Farmer, Bob King, Tony Lafargo, Leonard Wilcox and Al Johnson. Ham and bacon, Max Kaplan and Serge Golan. Gall game, Tom MacDow and Ed Stevenson. Coffee store, E. Usher, Jerry Jackson, Fred Nicholson and Bud Carmichael. Photo-all-win, Jerry and Patsy O'Brien. Pop corn, Bob Redkins. Photo strips, Ernest and Deulah Buell. Arde Thomas. Spill the milk, Ralph and Lillian Belmont. Short-range gallery, Mel Woods and Raymond Alsworth. Clothspina, Joe White, George Watson, E. Bacon. Blankets, N. J. Shaw and Harry Egan. String game, King Engelbert and Nedra Myers. Roll down, Harry Levinson, Moe Morris, Joe Thurman. Visitors included O. H. Hilderbrand, Mr. and Mrs. E. W. (George) Coe, Mr. and Mrs. Ted LaFoss, Mark and Ruby Kirkendall, Theo and Peggy Foretal, O. H. (Buddy) Priest, Mrs. E. and Maxine Usher, Hazel Fisher, C. E. (Candy) Moore, Lloyd Carlston, Dave Cantler, Betty Wilson, Millie and Ben Dobbert, Frank Ward, Gordon Pickard, Mrs. Iva Pickard, Ruth Gray, Frank Redmond, Mr. and Mrs. Frank Curlet, Blackie Ford, Monte Morgan, Mr. and Mrs. Phil Williams, Leon McLendon, Peggy Gray, Mr. and Mrs. Tom Kyle, George La Morgan, Frank and Martha Gurtey.

**ELI OFFICIALS**

(Continued from page 4)  
about 90 employees and their families. Event was sponsored by a committee of employees headed by Sales Manager Ben O. Roodhouse and William Lipsbury, machine room foreman.

Parties got under way in the company's factory at 8 p.m. with two numbers by the organization's orchestra, with Hauser's Hot Shots, Big Al square dancers and Peggy Sullivan participating in the stage offerings. Features included a mock trial with Ben O. Roodhouse as judge, Paul E. Rimboy, prosecutor, and Robert H. March, defense attorney, and a ladies' style show, with garments worn by male employees. Music was furnished via a p.-e. system between the acts. Following lunch, bungee prevailed, with almost everyone winning prizes of candy, cigars and lingerie.

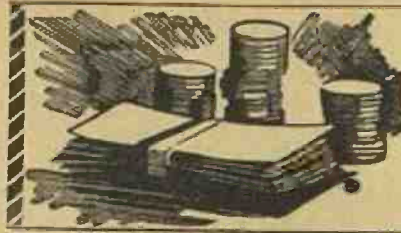
# West Coast Showfolk Doin's

By WALTON DE PELLATON

LOS ANGELES, Feb. 25.—Four-day high velocity of wind which swept Southern California was one of the worst ever experienced in this section, but fortunately the shows in suburban districts escaped with little damage. . . . Arthur Hockwald resigned as general agent of the White City Shows, which opened in Glendale, Calif., on February 20, and joined the Frank Burke Shows Co., agent, Elias (Pickles) Pickard, past season with Crafts Enterprises, replaced him. . . . Mr. and Mrs. C. P. Zeiger, Mr. and Mrs. Frank Ward and Rosemary Loomis, of the C. F. Zeiger United Shows, left for Albuquerque (N. M.) quarters. Mabel Stark, feature attraction, will not ride until time for opening. . . . Al Fisher and wife, Bobbie, are visiting in San Francisco. . . . Sam Brown, who spent the winter on the beach at Venice, Calif., was a welcome visitor at the Pacific Coast Showmen's Association. . . . Mr. and Mrs. Hunter G. Farmer returned from a visit to San Francisco and joined the White City Shows. . . . Tommy Meyers, secretary of Crafts Enterprises, resigned because of illness and departed to recuperate. Harold Hook, secretary of the Golden State Shows, replaced Meyers and joined the show at Calexico. . . . General Agent and Mrs. Phil Williams, of Crafts Enterprises, returned from a business trip to New South, as did Roy Smith, special agent. . . . Ben Dobbert, secretary of the PCSA, is one of the dustiest salesmen in this section. . . . Clyde and Topcy

Gooding have gone to San Francisco. . . . Mr. and Mrs. Harold Webber, of Clark's Greater Shows, departed for a three-week visit with relatives in San Francisco. . . . Mr. and Mrs. Jack Schaller accompanied their six monarchs of the Air to the Golden Gate International Exposition. . . . Irene Gibson and Tony and Boots Strueby, of the Four Queens, returned from a six-week engagement at the Palladium, London, and left immediately for Treasure Island. . . . Mr. and Mrs. Robert Barry returned from Salt Lake City, bringing their motordrome and penny arcade along. They joined Hilderbrand's United Shows. . . . Harry Phillips, Louis Wall and Charles Haley left for San Francisco. . . . Ted and Mario LePors sold their home here and are living in their trailer, while Ted and Margie Corey purchased a new trailer from H. A. Groves. . . . Pat Shanley's Chinese Café has been the mecca of showfolk. . . . Mr. and Mrs. Harry Taylor spent a few days visiting here and then returned to the OGIE, where they are associated with Johnnie Branson. . . . Charles and Penny Marshall, of the Four Aces, have been guests of the writer all winter. . . . Pearl de Pellaton has assumed the duties of publicity director and hostess at the Chinese Village at the OGIE. . . . Howard and May Collier Tydings recently returned from a deep-sea fishing trip with 750 pounds of fish, which they donated to scores of showfolk. . . . MIT and Pearl Runkle have

(See WEST COAST on page 52)



**SAVE MONEY**  
Buy Insurance of World's Largest Insurance Organization Thru  
**CHARLES A. LENZ**  
"The Showman's Insurance Man."  
[The Only Agency in U. S. Insuring Show People Exclusively] Easy Weekly or Monthly Payments.  
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**20 FAIRS | U. S. A. - CANADA | 20 FAIRS**  
**ZIMDARS GREATER SHOWS, INC.**  
OPENING SATURDAY, MARCH 25  
Our Fairs start in North Dakota, June 19. Then 5 Western Canada Fairs; then the outstanding Fairs in the States.  
SHOWS: Can place any outstanding Shows, Especially want Motordrome, One-Ring Circus, Model City or Farm.  
RIDES: Want Loop-a-Loop, Midget Gas Cars, Roll-o-Plane?  
CONCESSIONS: Want Concessions that work for stock and don't work for over 10c. Will sell X on Contract.  
WANT: Manager for Fun House, Ride Help that drives tracks, Minstrel Show people, FOUR MIDGETS THAT ENTERTAIN. (Salary out of office.)  
All address ZIMDARS GREATER SHOWS, Box 247, North Little Rock, Ark.  
**20 FAIRS | CANADA - U. S. A. | 20 FAIRS**

**KAUS EXPOSITION SHOWS, Inc.**  
WANT FOR LONG SEASON, ROLL-O-PLANE AND U-DRIVE-IT CARS.  
SHOWS: Midget, AirMile and any Single Fair Attraction. Will furnish credits for stock. WANTS: Mechanical Hitch Diving or Cannon Act. CONCESSIONS: Ball Games, Cigarette Gallery, Fish and Duck Ponds, Kettle and Cassin Rock, Soda, Hot Butter, Candy Apple, Candy Phone, Trained Monkeys and Trained Dogs for Wire Arts.  
Roads Trailer wants Working Acts and Street Frank for Amuse. Billy Kay Book write. WANT Talkers and Grinders for Side Show. HAVE FOUR BALLS: Two Fish Sticks, Peppermint Machine and Set of Discs. Will look above on show if desired. Address 202 George St., New Bern, N. C.

**BLUE RIBBON SHOWS, Inc.**  
OPENING COLUMBUS, GA., SATURDAY, MARCH 25, 2 SATURDAYS.  
SHOWS: Account disappointment will place Ten-in-One, with or without outfit. ALSO PLEASE include Mechanical City, Monkey, Fun House, Snake, Crane, Hissler, or any Show of merit. Will make. Useful Show People with.  
CONCESSIONS: All open street Hinge, Cook House, Midgets, Photo, and Mouse Game. Baby Ann Always wears Tall Game Apron. Milk Reason not with us.  
RIDE HELP for 10 Major Rides done with track and show-trailer assistance preferred. State former employer and experience. Car, truck, drinks and show-trailer assistance preferred. State former employer and experience. Chief Long Wolf write. Those who have written, write again, as well as explained. Winter quarters, Photo City, Ala.

**Showmen's League of America**  
165 W. Madison St., Chicago, Ill.

**With the Ladies Here and There**  
By VIRGINIA KLINE

CHICAGO, Feb. 25.—President J. C. McCaffery was in the chair at the February 23 meeting. Seated with him were Secretary Joe Stredlich and Past Presidents Edward A. Hook, Sam J. Levy and C. B. (Zebbie) Fisher. Membership committee is making plans for the summer's campaign and the finance committee made a check of all securities and reports everything in order. Brother George W. Johnson is completing plans for the annual spring show in College Inn April 10. Frank Ehlers and house committee are busy. Brother Elmer Farky, in for his first meeting, responded nicely when called upon for remarks. R. F. Clark, of the Pacific Coast Showmen's Association, also visited the meeting. John O'Shea was in his accustomed seat at the meeting after a recent illness. Brother William Caraky is back from Florida. William Glickman in after a short absence.

TUCSON, Ariz., Feb. 25.—During the week of February 5 we visited the Barney Tassel Show in Lake Worth, Fla., and I met Mr. and Mrs. Gbet Dunn, who had the Octopus and some concessions on the show. Mrs. Dunn is from Seattle, so we had a good time talking about the Northwest. The Dunns own a home in Miami. Mrs. Speedy Merrill was in the motordrome ticket box. She is recovering from a serious operation and will not ride in the drome for some time. I remember her as a girl when she was learning to ride a motorcycle with the Patterson Shows in 1917. Claude Woods, who also obtained his early training on the Patterson Shows, was talking on the

front of Mrs. Alberta Mack's Monkey Show.  
At Palm Beach, Fla., we spent Saturday and Sunday with Mr. and Mrs. Dick Lusse, who had as their guests Dick's mother and father, Mr. and Mrs. Joy Lusse, and Mrs. Lusse's mother, Mrs. Freda Hess, and George Raley and Robert Graham. The men, with Joe Redding as aid, took abner deep-sea fishing both days. To Abner's everlasting regret, he lost the first sailfish strike he got. However, the party brought in a fine catch of kingfish. Mrs. Lusse and her mother cooked some mighty good dinners, which I shared with the fishermen. It was Pennsylvania Dutch-style cooking and enjoyed by all.  
At Baton Rouge, La., we visited the (See WITH THE LADIES on page 53)

**Showmen's League of America**  
165 W. Madison St., Chicago  
**SHOWMEN'S HOME FUND**  
Previously Acknowledged . . . \$12,250.00  
Received This Week . . . 135.00  
HARRY W. HENNIES, General Chairman  
Drive for Funds.  
**WRITE FOR PLEDGE CARD.**  
**A Home for Aged and Infirm Showmen**  
Showmen's Home Trustees:  
FRED BECKMANN — Chairman  
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Max Goodman  
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E. Lawrence Phillips  
Carl Sedlmayr  
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**Worthy of Your Co-Operation**

# Museums

**Kortes' Museum Tops Records At N. O.; Remains Thru Lent**  
NEW ORLEANS, La., Feb. 25.—All single-day attendance records in the 28-year history of Pete Kortes' Museum were shattered here on Mardi Gras Day (21) when nearly 8,000 passed thru the turnstile. Now in its 12th week here, show will remain over for Lent, something never ventured before in New Orleans, according to Kortes. Questioning guests on Mardi Gras Day, Kortes and others found every State in the Union represented.  
No. 2 unit on South Rampart street has been closed and consolidated with this group and Larry Johnson, sword swallower, and Monty Nelson, armless wonder, have moved in after several weeks' absence at the No. 3 spot. Visitors included Doc Elmons and wife, Oklahoma Free State Fair executive, who were the Kortes' guests for the holidays; Mr. and Mrs. Fred Beckmann and Mr. and Mrs. Barney Gorobky; Jim Schneck, general agent for Western States Shows, and Whitely Gore, old-time showman.

seum entered its 10th week here. Manager Lauther is supervising construction of several new illusions for his illusion show which will take the road under the title, Miracles of 1890. Bob Howell has constructed a neon sign which will grace the entrance. Frances Lauther, Miracle Girl, has returned after an attack of flu. Iola Grass replaced her during her illness.  
Mary McKennon celebrated her 20th birthday anniversary recently. Duke Edwards, dusky babyboon impresario, is proud of the fact that he recently shook the hand of his fetic idol Joe Louis, world's champion heavyweight, who visited here recently. Reported by Paul D. Sprague.

**Cold Dogs Lauther at Pitts**  
PITTSBURGH, Feb. 25.—Extreme cold weather, put a damper on business as Carl J. Lauther's Oddities on Parade Mu-

**Lewiston Wins in Jamestown**  
JAMESTOWN, N. Y., Feb. 25.—Harry Lewiston's Traveling Museum concluded the first of a two-week stand here last Saturday to estimated 11,000 attendance. Show came here after playing a blank in Batavia, N. Y., because of inclement weather and a successful stand in Warren, N. Y. Among visitors in Batavia were Mayor Jim and Mrs. Mahoney, Melvin Burkhardt, anatomical wonder, and George Hill, human pin cushion, joined here. A snake-feeding exhibition drew 1,000. Ed Lewiston celebrated his first birthday anniversary here. Visitors

**FRISK GREATER SHOWS CAN USE**  
Midgets, Fun House, Animal, Ten-in-One, Cook House, Concessions, Snake, Photo, Ball Game, Mouse or Turtle, Kestrel, Will book or buy tickets or Super Hippodrome. Address 4100 Grand Ave., No., Minneapolis, Minn.

**Molly's Greater Shows**  
Will open last week in April. Booking Shows and Rides. Concessions, Cigarette Gallery, Fun House, Animal, Ten-in-One, Cook House, Concessions, Snake, Photo, Ball Game, Mouse or Turtle, Kestrel, Will book or buy tickets or Super Hippodrome. Address 4100 Grand Ave., No., Minneapolis, Minn.

**Philadelphia Houses**  
PHILADELPHIA, Feb. 25.—Cold weather interfered with business here this week. Eighth Street Museum featured Shackles and Marie Devok, double escape; Stimus, juggler; Myrtoria, illusion, and Poee Elastic in the main hall. Dangling girls in the annex. South Street has Slim White's Colored Revue on the main stage. On the platform are Albon, alligator boy; Jacob Block, mentalist; and a girl in the annex.

Brother Ned Torti lettered advising it would be impossible for him to be with us but will attend the next meeting. He also stated Brother Ray Balser is showing marked improvement in health. Mal M. Fleming left for his home in Pennsylvania. Brother E. P. Hennessy is for a short call. Vice-President Carl J. Bedimayr penned news of the recent Tampa (Fla.) benefit and sent in remittances covering same. Reading of this letter resulted in much applause and a vote of thanks was ordered sent to all who participated. Carl advised that among those lending their co-operation were W. C. (Bill) Martin, George A. Golden, Florida State Fair Association; Frank Cannon, Tampa Electric Co.; Knight & Wall, Knox Stores, Cameron Barkley, Pioneer Filling Station, Fielder and Mitchell, Southern Lumber Co., Ritzsch's Cafeteria; Jess Clark, Park Theater, and Mrs. Ernie A. Young. Expressions of thanks have been sent to each. Other welcome letters were from Starr DeBelle, Al H. Pine, Wed. E. Torti, M. W. Jenkins, Mrs. Fry-Rice and Stanley Kunst.  
Warren Rice, who was under a doctor's care here, has left for the South, well on the road to recovery. Brother John Lorman has been missed at recent meetings. Business is the cause. Response to notices of dues mailed recently was small. Let's all co-operate and make it 100 per cent. Treasurer A. L. Rossmann left for a trip east. Brother Fred Kressmann is back in the fold after a long (See SHOWMEN'S LEAGUE on page 53)

**FAIRS • CARNIVALS  
ORCHESTRAS • REVIEWS  
ACTS • SPORTS**

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100 - 14 sheets '5  
14 x 22 - GLASSY  
**WINDOW  
CARDS**  
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**POSTERS  
OF EVERY DESCRIPTION  
CARDS**

Of every size, format, etc., for  
all occasions, special designs  
for your show, quick service,  
low prices, write for samples.

**\$3.00 PER 100**

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1212 VINE ST. - PHILA. - PA.  
SEND FOR FREE ROUTE BOOK

**3000 BINGO**

Heavy-weight, quick, black on white. Wood markers printed in blue. No duplicate cards. Put up in the following size sets and prices:  
25 cards, \$6.50; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; 350 cards, \$22.50; 400 cards, \$25.00. Minimum order \$5.00 per 100.

Qts. of 20 Lightweight Bingo Cards, \$1.00.

**3000 KENO**

Made in 50 sets or 100 cards each. Played in 15 rows across the cards—put up and down. 15000 possible combinations. 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 8 1/2 x 11.

**THIN BINGO CARDS**

Thin cards, black on white, size 8 1/2 x 11. This card set is used in thousands. They are marked or numbered in playing and their durability, 5,000 different combinations, per 100, \$1.25, without markers. Set of markers, \$5.00.

Automatic Bingo Shaker, real steel, \$11.50.  
Lightweight, white cards, 8 1/2 x 11.4. Per C. . . . . 1.50  
Standard Bingo Cards 50 some, Extra, per C. . . . . 1.00  
Bingo Card Markers, in strips, 25,000 for 1.50  
Send for free sample cards and more info. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd. Chicago

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SHOWS**

OPEN OUR OWN SHOW MAY 1. WITH THE BIGGEST FREE ACTS IN THE WORLD.

WANTED: We are looking for all kind of well-known entertainers. Also Bookhouse and theatrical connections.

For further information address to:

**HUGO ZACCHINI**  
2601 Fontaine Blvd. Tampa, Fla.

**JOYLAND SHOWS  
WANT WANT WANT**

WILL BOOK Octopus with or without transportation. Will furnish complete outfit for two more "Grind Shows." CAN PLACE the following Concessions: Bowling Alley, Fish Pond, American Paints, High Striker, Bumper, Season of 40 Weeks. Address all mail to:

**HUGH C. BOWEN, Mgr**  
Route 1, Box 341, Stockton, Calif.  
P. O. Will open in March.

**NATIONAL  
SHOWMEN'S  
ASSOCIATION**

An Organization by and for Showmen and Allied Fields.

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ADVERTISEMENT IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**Winter-Quarters News and Gossip**  
As Reported by Representatives for the Shows

**New England**

**NEW YORK, Feb. 25.**—Quarters activities are well in hand, with ride work being handled by Ducky Miller, vice superintendent. Business Manager P. S. McLaughlin reports the crew is anxiously awaiting opening. General Manager W. J. Giroud is here getting the concession line-up set, and Charlie Wulpe reports from the South that the boys sojourning there are getting the itch to start northward. Tommy Carson has been engaged as adjuster and Billy Devaul's penny arcade has been contracted, as has T. L. Fitzpatrick's Animal Exhibit. Al Ventura is in Detroit, building fronts for his Miss America Beauty on Parade and Athletic shows. Al recently purchased a truck to carry the show.

Visitors this week included Fred Phillips, Jack Orr, formerly with the O. C. Buck Show; Fred (Shrimple) Rappaport, Jack Daverin, Lee Plume, Duke Monaghan, Jackie Owens, Jack Harris and Hamid Ben. Barney Tate lettered from Hot Springs, Ark., that he is anxiously awaiting the opening. Buster Gordon reports that his cannon act is ready and he is repainting the water act. Reported by Ross Manning.

**Sam E. Spencer**

**BROOKVILLE, Pa., Feb. 25.**—Quarters work gets under way about March 1. S. E. Mettler, who has signed his bond on the organization, will arrive soon to take up his secretarial duties. John (Ducky) Rhoads, artist and Cliff Revue and Posing Show operator will have charge of painting of panel fronts. George Mettler will arrive soon to get his two grind concessions ready. Mying Cowdens have been signed to present the free acts. U. F. Elsvick has contracted two concessions, and John W. Scribner has his pop-corn stand and milk-bottle game booked. E. H. Shepard has booked his bingo, while Sam McMasters will be ride foreman. Ray Milburn will have charge of the Ferris Wheels, with Tom McMasters handling the Tilt-a-Whirl.

Höcker Emery has been named Chair-plane and Kiddie Ride foreman, and the Rolloplane will arrive in time for opening. Billy Marvin is expected in a few days to begin his duties as electrician. Trucks and trailers have been placed in shops for repairs, and all shows will have new canvas. Two sound trucks will be carried. George Heffright will handle the front gate. Reported by R. S. Mettler.

**James E. Strates**

**SAVANNAH, Ga., Feb. 25.**—Work is progressing nicely at quarters here. Vanities front is almost completed and the third wagon is ready for the paint shop. Jimmy Yates, Cliff Ralyea and Owner James E. Strates have returned from the Tampa (Fla.) Fair. Many new faces will be seen on the shows this season. Mr. and Mrs. Ed (Blackie) McDonnell have arrived and will have charge of the dining car. Mr. and Mrs. Blackman have returned and are getting their rides ready. Bobbie Mansfield, after an absence of two years, will return. Two new rides will augment the midway. Recent visitors included Milford Smith and Arthur Campfield, of Baker-Lockwood Co., and Warren French. Owner-Strates will attend the fair meetings in New York. Marguerite Ralyea is testing her new Austin on the Savannah speedway. Reported by S. J. Putman.

**Tilley's**

**LADD, Ill., Feb. 25.**—Writer again has been contracted to do the painting of the shows' equipment. Work is progressing in quarters here under direction of General Agent Bunting and Ted Martin. A crew of six are building new ride fronts, transformer truck and ticket boxes. Martin is the general superintendent and electrician and has the K. T. being retired. Bunting general agent for several years, and Mrs. Tilley are managing the organization. Many ride boys and other members will return this year. Martin has been here almost since shows' inception. M. J. Leo, also an old-timer with the show, also is here. Other men of a year or more service here are Russell Herman, Kiddie ride and painter

William Kogut, Whip operator and carpenter's helper; Frankie Wright, swing clutch and carpenter; Charles Smith, swing man, and Bill Tremour, Octopus foreman. Management plans to operate without a gate this year. Reported by George E. Moon.

**Rubin & Cherry**

**MOBILE, Ala., Feb. 25.**—Dead line for the show to be ready to load on the train has been set for March 25. A few more carpenters, ride men and painters have been added and night work started this week. Chef Rube Kiefer has added two helpers, and Gus Woodall, purchasing agent for the culinary department, is ordering in case lots now. Art Gordon, who has his Swing Club Revue with the show, booked his octoberta into the Airport night club near here. Max Linderman stopped off a few hours en route from Tampa, Fla., to Hot Springs, Ark., last week. This is Mardi Gras week here and the hotels and rooming houses are overflowing with visitors. Reported by Frank S. Reed.

**Barfield's**

**DOTHAN, Ala., Feb. 25.**—Work is progressing satisfactorily in quarters here under supervision of Ray Schuemaker and Charles Eckert. Show is scheduled to open here on March 15. Mr. and Mrs.



**RICHARD (DICK) O'BRIEN**, well known in outdoor show circles, who has been engaged as special agent and publicity director of the James E. Strates Shows. He was assistant manager of Dodson's World's Fair Shows three years, and for two seasons was associated with the John Francis Shows as general agent. He had his own show last year but sold it to Louis Liar.

Frank Wilson have been here for some time, building their Revue, Big Snake and Monkey Circus. Mr. and Mrs. Hogan Edgar are building a new corn game to replace the one lost last fall when their truck burned. Mr. and Mrs. K. B. Barnhill, Loop-o-Plane operators, returned from a Florida vacation. Mrs. Barnhill's mother accompanied them. General Agent E. E. Stewart returned for a conference with Manager Barfield and visit with his wife and sons, who are attending school here. Mr. and Mrs. T. J. Apple, who have their drome and rides in storage here, advised they will arrive on March 1 to ready their paraphernalia.

Clyde Warbritton, who will have the cockhorse, snow and candy floss, has sent one truck here. He's expected soon. Ollie Bradley, who has the pop-corn concession, has added a fish pond. The Burkes booked their bumper and pitch concessions and the Flying Melzons have been re-engaged as the free attraction. R. V. and Irene Lewis will have the band and Minstrel Show. D. Hoyt is building a Mickey Mouse Show in addition to his own show. Recent visitors included Mrs. Eddie Roth and E. K. Johnson, Elmo Ribbon Shows; G. E. Kohn, Fulton Flag and Cotton Mill; and Melton Smith, Baker-Lockwood Co. Fred Delvy is re-

cuperating from a recent severe illness. Manager and Mrs. Barfield attended the Mardi Gras in New Orleans. Reported by Pearl Barfield.

**Eric B. Hyde**

**WINSTON-SALEM, N. C., Feb. 25.**—Quarters work started in earnest with the return of Owner and Mrs. Eric B. Hyde from Miami, Fla. Charles Echemon had everything ready and two new panel fronts were immediately put under construction. Work on two others will start as soon as builders have filled their crews. One of the fronts will be for Sonya Lee's Ori Show. General Agent James E. Tiernan congratulated Echemon for the work already done. At a staff conference, Tiernan announced he had signed a number of Southern fairs. The writer attended the Richmond, Va. fair meeting and enjoyed visits with Harry Wilson. Mrs. Hehrman Bantly, Harry Coppings, C. W. Crawford, William Olack, Max Linderman, Lawrence Phillips, Tommy Aiken and Billy Brees. Jake Shapiro, of Triangle Printing Co., has arranged a line of paper for the shows. Tom Hale is expected here soon to begin construction of a new corn game. Boisey De Legge will have the Minstrel Show. He plans to stage rehearsals about April 1. Vernon Black, who is wintering in Texas, will be given a new layout for his Jungle Subjects.

New canvas is being made by the Dize Awning and Tent Co. New marquee will not be ready until just before opening. Joseph Quinn, formerly with the John H. Marks Shows; Leo Pallastier, for many years with Frank West Shows, and Helson Orpen, past season with the World of Mirth Shows, will be with the concession department. Owner Hyde announced, Marion Lehman will have a new front for her Artists and Models. It will be her second season here. W. B. Brooks, South Hill (Va.) publisher, visited the writer here and closed contracts for a fall celebration to be held in one of the leading Southern Virginia tobacco towns. Reported by Carleton Collins.

**Zimdars Greater**

**NORTH LITTLE ROCK, Ark., Feb. 25.**—Rebuilding and painting of fronts, rides and trailers being completed, work has been started on the new entry front. The crew has been increased. General Agent Al Pine visited for a few days before leaving to book fairs for the Southern tour. Other visitors were Bill Dyer, of Dyer's Greater Shows; Mr. Higgins, Arkansas Live-Stock Show; Melford Smith, Baker-Lockwood Co.; Karne Brothers, W. E. Randolph; T. A. Fowler, of the Fulton flag and Cotton Mills. Charles De Kreko has booked his glass house and Doctor Spaulding, show physician, has arrived. Artie Zimdars, electrician, and wife are expected from Dallas soon. Reported by Buddy Mann.

**J. F. Sparks**

**ATTALA, Ala., Feb. 25.**—Upon arrival from Washington the writer found much activity at quarters. Five men have been overhauling rides and motor equipment and several new fronts have been built. Rides also have been repaired. Owner-Manager Sparks recently purchased two new trucks and a Merry-Go-Round. The writer has been signed as secretary. Manager Sparks has returned to quarters after a successful booking tour thru Kentucky. Official opening has been set for March 25. Reported by James H. Timmons.

**Buckeye State**

**NATCHEZ, Miss., Feb. 25.**—Preparations are well advanced for the shows' opening here on March 11. New lighting towers have been constructed; shows have been augmented and the fronts modernized. New tractor and semi-trailer equipment, and new truck bodies for all rolling stock are modernized thruout. General Manager Joe Geller announced that the shows' route is almost complete. Reported by Ted Johnson.

**Crowley's**

**CORPUS CHRISTI, Tex., Feb. 25.**—Work gave way to movement of equipment to showgrounds here for opening of the season today. The Valentine party on February 14 proved a huge success. Novelty Rodent Circus from Italy, joined this week, as did Christopher Hammerline's singing mice. Capt. George Webb, high act, returned from a visit in Aus-

tin. Tex. Prof. Jack Hamilton has added some riding sea turtles to his Hall of Oddities. Reported by Doc Whaddell.

Hennies Bros.

SHREVEPORT, La., Feb. 25.—Henry W. Hennies arrived here this week from Kansas City, Mo., where he has been convalescing from pneumonia. Altho weak, his condition is such that he will remain with the show, canceling his intended Florida sojourn. Mr. and Mrs. Bill Davis, of the show's secretarial staff, reported and began their duties. Elsie Calvert Brizendine and her wardrobe mistresses are busy with silks and satins. George L. Crowder left for Fort Smith, Ark., to assist special agent Homer Gilliland with promotions. Crowder will pinch-hit for writer, who has been detained superintending the making of a series of electrical transmissions. Visitors here included Abner K. and Virginia Elino, Fred Grossmann and Frank Fellows. Death of W. H. (Bill) Rice adorned trouper's wintering here. "Crazy Horse" Powers is engaged in promotional pursuits here. Reported by Walter Hale.

Western States

SAN ANTONIO, Feb. 25.—Shows will open the season at the annual spinach festival in Crystal City, Tex., March 17. Renovation work, which started the first week of December, has simmered down to the final touching-up activities. Modern show fronts have been built under supervision of Bill Williams and designed by Scotty Norton. All rides will be trimmed in neon and six light towers will illuminate the midway. Owner Jack Huback announces the staff will remain the same as in previous seasons. It includes Albert Wright, business manager; Jim Schenck, general representative; Benny Hyman, manager, and Frank Downs, contracting agent. Reported by Larry Mullins.

Model

ST. PETERSBURG, Fla., Feb. 25.—Word from quarters at Baxley, Ga., indicates that everything will be ready for opening at Brunswick, Ga., the last week in March. C. J. Franco, general agent, wires from Albany, N. Y., that he has contracted some good New York and New Jersey spots. President and Mrs. Harris visited the Tampa (Fla.) fair and were entertained by Peasey Hoffman and Whitney Golden. Harline Barkoot visited and he and Dick Harris consummated a deal for one of the former's Dipey Doodle rides. Arthur and Mrs. Walsh visited from the Stratos Shows. Charles Sutton, of Waco & Sutton Shows, has been engaged as adjuster and will join soon. Mr. and Mrs. J. C. Seary visited Mr. and Mrs. Harris. Mike Bassett, who has been at the Greyhound night club here, will again take over the electrical department. Miss Brennan is visiting Mrs. Harris. Larry Parker again will manage the sunset show. C. J. Franco reports that he has booked a pony ride. Two fronts for the animal show and musical revue are almost completed. Reported by Dick Collins.

Weyls

PAINESVILLE, O., Feb. 25.—Mrs. Gertrude Weyls has recovered from her recent operation, and Manager E. M. Weyls reports satisfaction over progress made in all departments. Frank R. Oravea, who is doing a good job of lining up dates, will attend the New York fair meetings. While in Cheswick, Pa., recently he enjoyed a swell dinner as the guest of W. R. McKee and wife. Having disposed of the Kiddie Ride he operated last season, George Madden has booked his cookhouse on the organization and will be in quarters early to build a new unit. Irko Ferraro will return to the show. W. A. Thomas has booked his lead gallery again. Manager Weyls will leave for Greensburg, Pa., soon. Management recently purchased two new trucks for the Ten-in-One Show. Overhauling and painting of rides and equipment will get under way in the next few days. Reported by R. L. Overstreet.

Gray's Greater Canadian

LONDON, Ont., Can., Feb. 25.—Bill Gray has been active since the show came into quarters at the Western Ontario Fairgrounds here. All rides are being repainted and repaired and Owner Samuel Gray has purchased a house here.

Management has purchased a new light and power plant which is capable of lighting the entire midway. J. O. Walsh is in charge of quarters. Reported by Bob Peacock.

American United

SEATTLE, Feb. 25.—Quarters are humming with activity. Wayne Endicott has a large crew overhauling and painting the shows, while Virgil Snow is building a new trailer for Mrs. Jessie Allen. Dad Allen and Bud Beauchamps have purchased a penny arcade. E. Avery has returned from San Francisco, where he delivered his Loop-the-Loop to the Whitney Brothers. The Flying LeClare has been booked as a special free attraction. Henry Supino, secretary, is busy with State tax reports. Midge Holden motored from Tacoma, Wash., last week with instructions and plans for a new Girl Show front. The Ray Evans report from Marysville, Calif., that they will join about the middle of March. Recent visitors were Charley Zeigler, Zeigler's United Shows; Earl Douglas, Douglas Greater Shows; Bill Meyers, West Coast Shows, and Frank Redmond, Clark's Greater Shows. Reported by Verda Endicott.

Burdick's All-Texas

HOUSTON, Feb. 25.—With official opening in the offing there is considerable activity around the quarters here. Altho Manager Ira Burdick has spent little time in the work shops there has been no let-up in the work of readying for opening. Accompanied by his secretary and general agent, Burdick has covered several hundred miles on a booking tour and reports satisfactory results thus far. In quarters now are a crew of 12, a superintendent and the secretary. Ira Jr. recently came in from Dallas. Mrs. Burdick has been doing much entertaining. Reported by B. O. McDonald.

All-American Expo

WEBB CITY, Mo., Feb. 25.—Mr. Creech has been busy tuning all organs the past week. Painting has been delayed a bit because of zero weather. Representative J. O. Greene reports booking several good fair and celebration dates. A new ride and four trucks will be purchased. Manager H. V. Petersen just returned from a four-day booking trip and is supervising activities. Art Holden, master mechanic, states that overhauling of trucks and motors is almost finished. Virgil Burlingame, who is to do secretarial work, is expected in a few days. Axel Bendixen, former owner and manager of show, has returned to quarters for a few days but expects to leave soon. Father Evert, chief cook, has his hands full feeding the folks here in addition to feeding and training monkeys for the Monkey Circus. Reported by O. P. McGregor.

Goodman Wonder

LITTLE ROCK, Ark., Feb. 25.—Finding quarters work progressing more rapidly and satisfactorily than expected, owner Max Goodman again took to the road. He went to Florida for a brief vacation and visits to other shows there. Dave Stock accompanied him. Bo Sherman is rebuilding and enlarging his Mopedrome. Mechanical departments have turned out three new wagons. Mr. and Mrs. Art Riley are expected here early in March. Frank Siebert, boss painter, has a full crew working and construction of a new lighting system is well under way. Joseph A. Rowan, special agent, who is wintering in Florida, writes he and wife are anxious for the season to begin. Reported by Beverly White.

Bowen's Joyland

DINUBA, Calif., Feb. 25.—Work has started here and equipment is being overhauled and repainted. Ten men comprise the crew at present, but Manager E. C. Bowen plans to increase it to 20 about March 1. He purchased a Whip on a recent trip. Mr. and Mrs. Johnnie Miller will have the cookhouse again and three new shows will be added. Harry Warren will have his Circus Side Show and Dope and Jungle shows on the organization again and is here readying them. Ted Levitt will return as special agent, his second year here. Mrs. Nellie Bowen is rated the champion woman fisherman on the shows. Staff includes Hugh G. Bowen, general manager; Mrs. Nellie Bowen, secretary.

Immediate Shipment WIRE ROPE FOR RIDING DEVICES Whip—Caterpillar—Hey-Dey Lindy Loop—Tilt-A-Whirl All Work by Expert Splicers Broderick & Bascom Rope Co. 4331 N. Union Blvd. St. Louis, Mo. 68 Washington St. New York City Airport Way of Edwards St. Seattle, Wash. Or Order Broderick & Bascom Wire Rope from Your Ride Manufacturer

THE WEST COAST AMUSEMENT CO. FIRST CALL OPENING IN OAKLAND, CALIF., 9 DAYS AND 9 NIGHTS, SATURDAY, MARCH 25. WANTED: Pony Ride, Scooter with transportation, Animal Show, Motor Drome. NOTE—Above must have own transportation. For the following Shows we furnish Tents and Transportation: Grand Shows and any Shows of merit; Circus Show, Athletic Show, sober and reliable Girl Show Manager and Athletic Show Manager. Legitimate Concessions: Bumper String Game, Penny Pitch, Cigarette Shooting Gallery, Hoop-La, Frozen Custard, Photo Gallery, Scales, Coca-Cola Weight, Balloon Show, Ball Games. Ferris Wheel Foreman and Ride Help in all departments, also Electrician. NOTE—This Show has the strongest roots ever contracted. Our long list of fairs and Celebrations commence the last week in April. Wire or write to MIKE KIMOS, Roosevelt Hotel, Jones and Eddy, San Francisco, Calif. P. S.—No collect wires accepted.

LAST CALL---AL BAYSINGER SHOWS---LAST CALL OPENING SIKESTON, MO., APRIL 8. WANTED: Pony Ride, Scooter, Train and Flat Riders. SHOWS: Mopedrome, Girl Shows, Mechanical City, Amusement Circus or any money-getting Shows that will cater to Women and Children. Have new 30-ft. slide Show for Manager that will put something in it. CONCESSIONS: Long Range Shooting Gallery, Front Counter, Soulas, Photos, Devil's Bowling and Snake Wrack. All Ride Help engaged, report not later than March 18, as well as other inquiries, to A. S. BAYSINGER, Box 478, Poplar Bluff, Mo.

GIRLS---KEystone MODERN SHOWS---GIRLS Want Oriental, Hawaiian, Rhumba and Strip Tease Dancers, also six Girls for Posing Show, Talkers and Ticket Sellers with Wife Dates. Nice wardrobe essential. Doris Meyer, Bobby Leonard, Betty Nixon, Olga Novack, write. REID McDONALD, Gen. Del, Wilmington, North Carolina.

treasurer: Harry L. Gordon, general agent: Ted Levitt, special agent: Mickey Garrison, concession superintendent: Clarence Bowen, lot superintendent, and Johnnie Corbett, musical director.

Modern American

KOSCIUSKO, Miss., Feb. 25.—All equipment has been shipped in here and show is getting under way this week to get shows in shape for opening. Shows will have new modernistic fronts. Mr. and Mrs. Ike Goldstein are here getting their bingo concession in shape. General Manager Jack Conner returned from a successful booking tour recently. Mr. and Mrs. Jimmie Bailey have signed their concessions. Art Beecham and family, who have been here all winter, will have five concessions. Mary Lou Conner has been attending school here and will be The Billboard agent on the show. Reported by Jack Owens.

J. J. Page

JOHNSON CITY, Tenn., Feb. 25.—Work is progressing rapidly here, with the major portion of repainting completed. New ticket boxes and many crates were built, as were seats and jacks for the stand-down shows. Still to be constructed are a Mopedrome front and office trailer. All monks of the monkey show made the winter in fine shape, with but one fatality. New cages have been built for this show. Smokey Patterson, of the Montgomery's forces, arrived from Kentucky. Overhauling and repainting of trucks, cars and sound car will get under way soon. New sound equipment will be purchased and old equipment will be turned over to one of the major attractions. Jimmy Allen, manager of the Athletic stadium, purchased a car recently. Indiana, Tennessee, Georgia and North and South Carolina fair meetings were

DIXIE BELLE SHOWS

OPENING APRIL 29 IN INDIANA. WANTED: Showmen with or without concessions. Considered proposition for one of the following: Grandstand, Photo Booth, or Fire-Drum. Would book for one season. Concessions. The Higgins own 8 Hides. Address BOX 128, care Billboard, Arcade Bldg., St. Louis, Mo.

MAN WANTED

FOR ELECTRIC GUARDIAN MACHINE. Not necessary to understand machine, but must be capable of driving Dodge Truck and selling Custard. Nice experience and salary expected. Must be in Riverwood, La., March 12. Address BOX 128, care Billboard, Arcade Bldg., St. Louis, Mo.

BASS & LANE SHOWS

WANT Grand Stand Concessions of all kinds, Photo, Ball Game, \$10.00 week. Will book or buy Ferris Wheel \$60 each. Mondays, Tues. February 27-March 4; Thursdays, 5 to 11.

WEST BROS. SHOWS

OPENING MARCH 25, CITY PARK, GARDEN GROVE, N.J. SATURDAY. New booking legitimate Concessions and Shows. Ride Help. Those driving seats preferred. BOX 67, Morley, Mo.

LADY GODIVA ACT FOR SALE

Beautiful White Horse, Trappings, practical portable trough, well-built trailer to carry horse in. Act used last season on Fairly A Little Show, Ward Taylor's Club for Service, Hawaiian Hospitality and Danvers. Fine Fairy Greeting Band. Open March 30 at Fort Smith, Ark. Address E. D. STROUT, Route No. 2, Leola, Ark.

SAM SPENCER EXPOSITION SHOWS

Will sell 1000 Merchandise Wagon (1) 100 on Ball Games, Hit Gallery, Counter; 100 on Cookhouse, Girl, Want Mopedrome, Kiddie Ride, Popcorn stand, Candy Apple, Bumper, Toy Race Pitch. All other Concessions open. Want Pump Arcade, Pin House. Show opens April 29, 20 South Main, Greenville, Pa.

Send your correspondence to advertisers by mentioning The Billboard.

attended by Owner Paul H. E. Savage, W. R. (Red) Hicks and Chris Jernigan, and the show has no complaint to make on its fair booking. Incidentally, W. R. (Red) Hicks made the Kentucky meeting alone. Chris Jernigan has been working special advertising here to good results. Several members of the Minstrel Show have been working here. J. J. Page leaves soon in quest of transformer equipment. Several showfolk who are taking treatment at the local Soldiers' Home visit quarters daily. Reported by H. E. Goheen.

Johnny J. Jones

AUGUSTA, Ga., Feb. 23.—Impetus on activity here is gaining momentum daily. Business Manager William Breece is doing the buying. Owner E. Lawrence Phillips visited for a week and inaugurated the winter's program. He left for Washington to confer with General Representative J. C. Thomas. Lipky and Ludcock concessions began their own work program this week. Bob and Virginia Edwards arrived from Florida with their staff and began work on their International Casino. Harry Wilson and family are here and have their Pubbing ordered. Harry will have soon to purchase a new Glass House.

Manager Tom Allen is supervising quarters work. William Keys has his crew repainting the Caterpillar. Mrs. Keys will remain in Florida until later in the spring. Joe and Mary Stuy write they are making progress with their real estate development near Bradenton, Fla. Joe will arrive shortly before the opening. Johnny Roland's Motordrome and Thrill Show has been signed and he is busy building. The coldest weather of the winter hit Augusta unexpectedly this week sending work indoors. Moose Eberstein came up from the South with the first chilly wave. Reported by Ralph Lockett.

John E. Marks

RICHMOND, Va., Feb. 23.—Last of the new semi-trailer units came out of the shops this week artistically painted and ready to go. New Hollidays is scheduled to arrive here March 15. Magoff, Glyn advises from Florida that he will arrive here about March 10 to overhaul and repaint his cafeteria.

T. A. (Red) Smith, last year's mail man and The Billboard agent, is wintering here. While Dick Smith, ride owner, is vacationing in Beverly, Mass., Jimmy and Marion Rafferty were guests of Mr. and Mrs. John H. Marks recently. Jimmy formerly was secretary of the show, but now is with Gruber's World's Exposition Shows. Bob Pierce will be boss chairman of the Ches-Paree-Marge. Reported by Walter D. Seaload.

N. Y. MANAGERS

(Continued from page 37) brought down the house in a unique presentation, developed from an early invention, the climactic point being preceded on the floor by fan dancers. Joe Bessie's Band furnished the music before and during the show.

Tribute to Arrangements Lobby and Other Talk. Johnny Greenman had his usual careful time and was seen often in the company of George Shilley, watchdog of State Fair's treasury. William M. Arstein was representing the division of the budget of the State, which reminded a lot of folks here while the budget for the State Fair remains the same as last year, an order has gone out to Paul Smith, director at the Syracuse event, that there mustn't be a deficit on this year's renewal. Meaning that chopping down will have to be done, thus bringing down the budget after all, in effect. That was L. Harry Cahn, who used to be known in his more nonchalant days as plain Doc Cahn, acting as one of about six unofficial stage managers during the banquet.

Congressman Lewis K. Rockefeller, Chairman, took a bow on the dais. Bligh Godda, Governor, took a bow at the business session, then went to the speakers' table to represent the Town Agricultural Societies, of which he had been a member. An informal caucus showed that Elizabeth Peters, Albany, who makes her money as a telephone executive and spends it circulating her poetry in the magazine, received top honors as the most charming lady of the convention. The magazine in question has not changed her creature status yet. Will Davis, manager of Rustland Park, a terrific manager in other words, managed to keep his record intact for an appearance here despite the fact

that he has had a long siege of illness. Accompanying him was Glenn Rublee, Railroad face secretary. Another Green Mountain State delegation was from Stark Hole Co., Bennington (July 4th celebration), represented by G. Moran, E. O'Connell, F. Walker, E. Dunn and B. Brooks, who were hosted by George (Call Me Chautauque) Traver, another familiar figure at these annuals.

W. C. (Bull) Fleming, the incomparable numismatist-showman, late of the Jones Show, turned up, which made a flock of people happy. Waller Brault, of the Lafayette Celebration, gave the huddle a two-day look-see. Exec committee passed a resolution calling for a 50-cent assessment on banquet tickets next year, proceeds to the National Showmen's Association. Billy Marco was the envy of everyone as he was caught reading The Billboard, the last one in sight, at an early hour on Wednesday. Even The Billboard reporter couldn't find a spare copy. Many distinguished legislators didn't show up as scheduled owing to the death of a colleague. A delegation made the usual Tuesday noon visit to the State House to be received by Governor Herbert H. Lehman. And the plain truth is that this was one of the greatest conventions from every angle, on records, a tribute to those whose performances in their departments made it so.

NEW POLICIES

(Continued from page 36) of recent years, when races were a side attraction, with separate admission and management.

May Drop Coliseum Shows

A Coliseum will be returned to use for cattle exhibits and shows and similar events. This was used for the last two years for big shows, seating up to 12,000, and using a series of attractions, such as Rudy Valle, Morth Downey, Buddy Rogers, Bergen and McCarthy and Kay Kyser. This will be contingent upon return of the grand stand for major outdoor night shows. The big Coliseum show policy has been a focal point of violent support and criticism for the past two years, critics contending that it brought a type of attraction not suited to a State fair, since it brought attendance running into the hundreds of thousands last year.

3. Change from a 10-day fair, as held last year for the first time, to a 10-day fair, the standard for many years.

4. No-pass rule of the past two years will be somewhat modified. Turnstile admission idea will be retained, but some form of pass will be adopted for exhibitors, employees and the press. This will answer one of the severest criticisms of recent fairs. Showmen, including midway operators and employees, for instance, have all been forced to pay a standard admission every time they entered the grounds.

\$500,000 PROGRAM

(Continued from page 36) city have promised their appropriations for this part of the building program and it is expected the provincial government will make similar arrangements. Officers recently elected are John Dunsmuir, president; W. C. Mainwaring and F. H. Moore, vice-presidents, and W. R. Downey, honorary treasurer.

NAAPPB W. F.

(Continued from page 35) Carnival Association will meet with the Showmen's League of America in Toronto during the first week of December. (Editor's note: Dates as set by the IAFE in Chicago at the 1938 convention were November 23-25). After the Toronto meeting some fair and carnival representatives will visit Chicago for the Stock Show. How many of these will visit Chicago or how long they will remain is a matter of conjecture.

"Because of other commitments, the Hotel Sherman cannot accommodate our convention this year, but arrangements can be made with the Palmer House on the same basis as our Hotel Sherman deal and possibly with the Hotel Stevens. In working out convention arrangements in New York there will be considerable additional expense to the association and this might make necessary some increase in booth rental. This is mentioned because we should know whether your choice of location would be influenced by an increase in rental charge."

Reasons for Preference.

Member exhibitors who are asked to mail questionnaires to Chairman Alexander, Woodside Park, Philadelphia, are

also asked to give the reason for the preference expressed, as the committee desires to know whether the most important feature appears to be convenience, date, booth cost, shipping cost or something else.

The question is put: "Would you prefer to exhibit in 1939 at Chicago during the week beginning December 4 or New York during the week of November 13 or November 20? It added cost should require an advance in booth rental in the city of your choice would this change your preference?"

RISK PLAN

(Continued from page 36) expected that dividend payments will be made for these years.

Points to Savings

"President Baker and Chairman Alexander, who have been in close touch with all details of the plan since the annual meeting of the association in the Sberman Hotel, Chicago, week of November 20, are more optimistic over the future of the plan than ever because many operators who have been reluctant to join are now thereby convinced that the Associated Indemnity Corp. of California is not only a most outstanding carrier but its inspection and claim service is unsurpassed and the savings enjoyed by policyholders have been far too tempting to resist further," said Secretary Hodge. Everyone not working under the plan is urged to communicate with Secretary Hodge, Suite 1130, 201 North Wells Building, Chicago. Outline of the plan will be given next week.

COMMITTEE ROSTER

(Continued from page 35) Present membership: Roy Steton, chairman; Paul H. Huedepohl, vice-chairman; Cy D. Bond, John Logan Campbell, Fred Fansher, George A. Hamid, Charles F. Keller Jr., George H. Lauerman, Richard F. Lusse, Herbert P. Schmeck, Theo M. Toll, H. O. Traver, R. S. Uzell.

Music royalty, A. B. McSwigan, chairman; H. E. Pochl, vice-chairman; Herbert P. O'Malley, nominating; Richard W. Lusse, chairman; Leonard B. Schloss, vice-chairman; Arch E. Clair, John E. Kravetz, general program, Harry J. Batt, chairman; Edward L. Schott, vice-chairman; Paul H. Huedepohl, A. R. Hodge, A. B. McSwigan; beach and pool program, Paul H. Huedepohl, chairman; James K. Montleith, vice-chairman; N. S. Alexander, Leonard B. Schloss, J. O. Ziegfeld; Chauncey A. Hyatt, advisor.

Women on Social Side

Public liability insurance, N. S. Alexander, chairman; Leonard B. Schloss, vice-chairman; Richard P. Lusse, A. B. McSwigan, Herbert P. O'Malley, Fred W. Pearce, H. P. Schmeck, Edward L. Schott; publicity, A. C. Hartmann, chairman; Johnny J. Kline, vice-chairman; Leonard Collins, Paul H. Huedepohl, Leonard Traube; reception and social, Arnold B. Gurdler, chairman; Mrs. A. W. Ketchum, vice-chairman; William D. Acton, N. S. Alexander, Mr. and Mrs. George J. Baker, Mrs. Harry J. Batt, John Logan Campbell, Ida E. Cohen, E. E. Pochl, Mrs. B. W. Fredericks, C. M. Gerhart, A. R. Hodge, Doris Humphrey, Mrs. P. H. Kelligly, J. E. Lambie Jr., George H. Lauerman, Mr. and Mrs. Raymond Lusse, Mr. and Mrs. Richard P. Lusse, Mrs. Herbert P. O'Malley, Robert L. Flatt, William B. Schmidt, C. W. Starkweather.

Resolutions, R. S. Uzell, chairman; J. E. Lambie Jr., vice-chairman; Charles L. Beare Jr., Fred W. Pearce; safety code, Harry G. Traver, chairman; Richard P. Lusse, vice-chairman; George J. Baker, Norman Bartlett, R. E. Chambers, George H. Cramer, George J. Smith Jr.; service awards, Fred W. Pearce, chairman; Leonard B. Schloss, vice-chairman; William B. Thaeffner, W. St. O. Jones, Theo M. Toll, Harvey Wells; swimming promotions and protection, Paul H. Huedepohl, chairman; Leonard B. Schloss, vice-chairman; N. S. Alexander, James K. Montleith, Barry O'Hare, J. O. Ziegfeld.

RECREATIONAL

(Continued from page 30) profound sympathy and can take consolation from the fact that the deeds of his worthy companion will live and continue to shed a beneficial influence on those who know her as well. A modest, useful and lovable character has departed.

Dogs Yaggin for Revere Riddway brokers have lost the valuable property at Revere Beach, Mass.,

left to them by their father. It is the most strategically located on that famous beach. It is a pity and more especially at this time of life, because the going will be hard for these men. There were a first and a second mortgage, but it was the second mortgage and open accounts that defeated a federal loan. Riddway, Bapp and Hurley were once names at Revere that commanded respect. Of the trio John J. Hurley alone survives and he rides the crest of the wave with his property free and clear.

Dog races get another four-year lease of life at Revere, Mass. It's a pity for the amusement operators at the beach. This handicap removed would have been a big factor in a Revere Beach comeback. Nevertheless they have stood four years of it, so they can redouble their efforts and still make the grade.

Lowell Thomas experienced a 70-degree change in temperature overnight as going from New York City to Montreal. He left when the thermometer stood at 62 above and the next morning at Montreal found it 12 below. Imagine Rex D. Billings from Miami, Fla., to Montreal! His constitution has grown weather-proof, or does he do it on his by-ways? Lowell found 30 inches of snow up there. Rex will have to get into his park office with snowshoes. Imagine women going on north of Montreal into the mountains for skiing! One of the villages at the base of the mountain last week was blanketed in five feet of snow. The natives like it and are doing a lucrative business catering to the winter-sports crowds who come in from mild-weathered Montreal. A woman up there on a skiing or toboggan party can drink more coffee and eat more hot dogs than two men could dare do at Miami and survive.

Carlin Knows Hockey

John J. Carlin knows his winter sports, and has he produced a hockey team? Sunday p.m., February 19, his team defeated the Rovers at Madison Square Garden, New York City, and took their special car back to Baltimore for a second game with the same team Sunday evening and gave them the second beating in one day. It is needless to say that the victorious team took them into the Carlin Arena.

John J. took a long chance in producing his own arena and backing his own team, so we like to rejoice with him in his most successful venture. He does not run a farm, but has developed skill in selecting his players. He knows where to get them. All of his team are Canadians.

JERSEY COAST

(Continued from page 30)

dared sent to the road's general passenger agent and Interstate Commerce Commission. A lapse in boat service would play havoc with the beach concessionaires in the boro, it is felt. Amusement centers in Kearnsburg, Atlantic Highlands, Highlands and Monmouth Beach would also be affected.

Belvedere Beach will be in good condition by summer, prelim work on a 1,650-foot breakwater and three jetties having started, said William H. Oliver, county supervisor of the National Youth Administration. Project, to employ about 75 youths, will cost nearly \$70,000. New breakwater will extend from east end of the Boardwalk at Belvedere west to the steamboat pier.

Mayor Walter J.weeney and Sea Bright's borough council discussed increasing beach revenues from municipally controlled properties and a committee was named to make a survey and launch promotion.

LONG ISLAND

(Continued from page 39)

way shortly. Business interests are co-ordinating with amusement people in an effort to exploit Atlantic Beach.

Most ambitious program of anti-aircraft training the army has ever undertaken on the island's shore will give Rockaway and Long Beach visitors something to watch from the Boardwalks next summer. Bicycle riding is being permitted on the Boardwalk at Rockaway until 1 p.m. daily, and now a group is trying to bring about use of the beach for horse-back riding.

Martin Scully will spend his first summer in more than two decades away from Long Beach to toil at the World's Fair. The Park plans to put a "de-emphasis" on golf which it originally planned as one of its features, and give broader attention to advertising completeness of its bathing facilities. Work on readying Jones Beach for an early opening got under way in the 1930s.

# Classified Advertisements

### COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform type. No cuts. No borders. Advertisements sent by telegraph will not be accepted unless money is wired with copy. We reserve the right to reject any advertisement of undue copy.

### FORMS CLOSE (In Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

### AT LIBERTY

Be WORD (First Line Large Black Type) 2c WORD (First Line and Name Black Type) 1c WORD (Small Type) Figure Total of Words at One Rate Only No ad less than 25c. CASH WITH COPY.

### ACTS, SONGS AND PARODIES

**SONG-WRITERS - TEACHERS - YOUR SONG** will be published and you will be put on a royalty income for life if you can qualify. Easy way to big income. Send dime for your chance. **GENT McLEAN MUSIC CO.**, Dayton, O.

**SONGWRITERS - MELODY COMPOSED TO** your words, \$1.00. Lyric writing course, \$1.00; Melody composing course, \$1.50. Chord course, \$1.00. **FRANK LITIG**, 215 Mason Theatre, Los Angeles, Calif.

### AGENTS AND DISTRIBUTORS WANTED

**AGENTS—300% PROFIT SELLING GOLD LEAF** Lenses for store windows. Free samples. **METALLIC CO.**, 939 North Clark, Chicago. 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, Chicago. x

**BEAUTIFUL BIRD PICTURES — HANDSOME** and genuine feathers. Sell on sight! Large profits! Free particulars. Samples, 10c stamps. **MARQUEZ-TAX**, Apartado 1176, Mexico City, Mexico. mh4x

**SIC PROFITS—SELLING NEW SOCIAL SECURITY** Plates. Particulars free, sample, 10c. **A. REIMAN**, 106 E. 121 St., New York City. x

**SIC MONEY TAKING ORDERS—SHIRTS, TIES,** Hosiery, Underwear, Pants, Uniforms, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago. mh25x

**EXPERIENCED RURAL ROUTE SUBSCRIPTION** Men wanted for attractive Club National Magazine. Liberal proposition. **PUBLISHER**, 304 Shaker Bldg., Kansas City, Mo. ap1x

**GENUINE GREEN CROSS COUGH DROPS** — Your money maker. Doing big profit package. **GREEN CROSS**, 1134 N. 5th St., Milwaukee, Wis. mh4x

**HUGE PROFITS—SELLING NEWLY DIS-** covered Mineral. Repairs worn motor, cylinders without rebaring. \$1 package (with car) and full particulars, 25c. **J. A. NYBAAR-GIER**, 401 Houston St., Fort Worth, Tex. x

**LORD'S PRAYER, TEN COMMANDMENTS EN-** graved on U. S. Pennies—Carded. Sells on sight, \$4.50 gross; 50c dozen. **PERKINS**, 1104 Lawrence, Chicago. x

**MAILORDER — BOOKS, ARTICLES. EXCEP-** tional. Sell by mail. Use our powerful literature. Big profits. Particulars free. **STAM-FORD**, 3762-Y Broadway, New York. mh4x

**NEW 1939 COOK BOOK DEAL — AGENTS** wanted everywhere. Make big money with best book ever published: 1,000 pages, 230 illustrations, thumb indexed; Two pay, full pay magazine deals that sell on sight. Big margin. **PUBLISHERS CIRCULATION SERVICE, Inc.**, 402 S. Dearborn, Chicago. mh2x

**SALESMEN WORK IN NEW WAY—DEMON-** strating to man or woman "Look-Well Kit" (not toilet preparation). Work homes, offices, stores. All or part time. Sells \$1.25, most all profit. Details sent. Be quick. **LE CLIFF DISTRIBUTING CO.**, Stage 34, Cedar Lake, Ind. x

**SELL BY MAIL — FORMULAS, BOOKS, PIC-** tures, Novelties, Signs, Bargains! Big profits. Particulars free. **F. ELFCO**, 418 North Wells St., Chicago. mh2x

**SELL SOCIAL SECURITY PLATES — SAMPLE** 10c. Particulars free. **RELIABLE SALES CO.**, 6 W. 28th St., New York City. mh25x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD'S PUBLISHERS**, 975 Broadway, New York. mh4x

**107 WAYS TO MAKE MONEY IN HOME OR** Office. Business of your own. Full particulars free. **ELITE**, 216 Grand St., New York. mh25x

### ANIMALS, BIRDS AND PETS

**A BIG ASSORTMENT ANIMALS, BIRDS AND** Snakes—Extra large Male Hamadryas Baboon, extra large Female Chimpanzee. **SMILE KING**, Downsfield, Tex. mh18

**ANIMALS, BIRDS AND REPTILES—IMPORTED** direct by **MEANS BROS. & WARD, INC.**, Coxsack, N. Y. Write for wholesale price list.

**FOUR TRAINED DOVES AND PROPS—CLIMB** Ladder, Roll Barrel, Ride Merry-Go-Round, Ferb Wheel, \$15.00. **THOS. FINN**, Hooick Park, N. Y.

**WHISTLING MONKEYS, RINGTAIL MONKEYS,** Woolly Monkeys, Macaques, Parrots, Chipmunks, Parakeets, Lovebirds. Write for price list. **BIRD EXCHANGE**, Box 7, Bell, Calif. mh4x

### BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**BOOKS — FOR CONCESSIONS, LECTURERS,** Shows, Stores, Conventions, Pitchmen, etc., on Health, Crime, Drug Evil, Fun, Songs, Recitations, Fiction, etc. Stock and special editions. Write your business. Low prices. 30 different samples, \$1.00 postpaid. **STEIN PUBLISHING HOUSE**, 521 S. State St., Chicago, Ill.

**SINGING MADE EASY—AND THE MASTERY** of the voice teaches tone placement, perfection, extended range. Immediate results. Popularly priced. Free prospectus. **WHITNEY VOCAL METHOD**, 245 Wolf's Lane, Pelham, N. Y. x

**YOU CAN ENTERTAIN FOR ALL OCCASIONS** with our Trick Drawings and Rag Pictures. Catalog 10c. **BAKDA-ART SERVICE**, Oshkosh, Wis. mh25x

### BUSINESS OPPORTUNITIES

**DOLLARS—97c PROFIT MAILING LETTERS.** Letters furnished, details W. W. SHORT, Cliffside, N. C. x

**FOR SALE — ONE OF EASTERN IOWA'S** Largest and Finest Ballrooms, Beer Tavern and Service Station. With plenty of space for a Trailer Camp located on paved highway No. 30. Write for information. **ROBERT McCLELLAN**, Starwood, Ia.

**PITCHMEN SOLICITORS — MAKE EXTRA** money with new Standing Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. MANSON**, 303 W. Erie, Chicago. x

**SOCIAL SECURITY STAMPING MACHINE —** Plates, Wallers. Cost \$100.00. Slightly used, complete, \$39.00. One-third cash, balance C. O. D. **JOHNSON**, Box 122, Glenside, Pa.

### COIN-OPERATED MACHINES SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A REAL BARGAIN LIST—OVER 500 RECON-** ditioned Machines, Payouts, Photographs, Legal Machines. Write today and save money. **BADGER NOVELTY**, 2546 N. 30th St., Milwaukee, Wis. ap22x

**AAA-1 RECONDITIONED — 100 UP-TO-DATE** Counter Machines, \$4.00 and up; 500 Steel Ball Games, all types, in excellent condition, at \$27.50 and up. Floor Samples, Novelty Games, Pay Tables and Counter Games, all reduced prices. **GRAND NATIONAL SALES CO.**, 2300 W. Armitage Ave., Chicago, Ill. mh11x

**A. B. T. AUTODARTS, \$6.00; 5 AUTO DERTS,** \$10.00; 5 Bally Receipts, \$15.00; 5 Bank-rolls and Wurdizer Skeeball, \$39.50; Bull's Eye, \$15.00; Silver Flash, \$15.00; Spokes, \$25.00; Rotary, \$40.00; Tubs, \$15.00; 300 Norris Masters (porcelain), \$4.25. Automatics: Hi-Low, Classics, New Deals, \$13.00. One-third deposit, balance C. O. D. **MYCO AUTO-MATIC SALES COMPANY**, 746 S. High St., Columbus, O.

**ABSOLUTE BARGAIN—10 SILVER FLASH PIN** Games, 5 Hare N Hound, 4 Bobs, 3 Dice, all electric, beautifully lighted, large back boards, 1c-5c slots, in excellent condition, \$12.50 each. 5 All Electric Rollers, \$6.00 each; 4 Running Wilds, \$8.00 each. Deposit requested. **KLOTZ SALES CO.**, 491 1/2 Walton St., Atlanta, Ga. x

**BUY—SELL — VENDING MACHINES OF ALL** Descriptions. Cigarettes, Milk, Candy, Milk-chocolate, Brown Aftershave, \$20.00. **MOHAWK**, 604 Tenth Ave., New York City.

**BARGAINS — 7 BELL SLIDES, \$4.00 EACH;** 1 Change Master, \$8.50; 2 Dial Vendors, \$27.50 each; 1 Dixie Dealer, \$6.00; 62 Devices Wild \$10.75 each; 10 Fruit Kings, \$13.00 each; 10 Kounters Kings, \$15.00 each; 1 Merry-Go-Round, \$3.00; 2 Mill Wheels, \$4.50 each; 5 Kuritan Bells, \$5.00 each; 2 Skull Drums, \$8.50 each; 25 Tubs, \$15.00 each; 5 Wild Devices, \$15.00 each; 1 Midget Races, Electric, \$12.75; 1 Steeple Chase, \$9.50. Some of above machines with original boxes, slightly used. All on A-1 condition. 4 Dice, \$5.00 each; 15 Stoner Races, \$5.00 each; 4 Speeds, \$5.00 each, and 1 Track Meet, \$5.00 each. One-third deposit with order, the balance 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

**FAIRGROUNDS, \$35.00; FLEETWOODS, \$35.00;** Get our list. **GOODBODY**, 1824 E. Main, Rochester, N. Y.

**FOR MOST COMPLETE VENDING MACHINE** Catalog published, with over 100 illustrations, send 10c in stamps. **ASCO**, 383 Hawthorne, Newark, N. J.

**FOR SALE—CROETCHEN 1c CIGARETS, LIKE** new with base, \$12.50. **BADGER BAY COMPANY**, 1013 Main St., Green Bay, Wis.

**GOOD CONDITION—MODEL F PISTOL TAR-** gets, \$10.00; Bingo Vendors, \$8.00; 5 Star Vendors, \$2.00; Baby Ballys, \$3.00. **BOX 684**, Sioux City, Ia.

**GOODBODY'S BARGAIN LIST IS WAITING** for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. mh25

**GRANDS & A H D, \$95.00; FAIRGROUNDS,** \$35.00; Derby Day Consoles, \$30.00; Winning Tickets, \$85.00; Tantrons, \$30.00; 1938 Skill Times, \$95.00; 1938 Kentucky Skill Times, \$90.00. 1/3 Deposit. **AMUSEMENT SERVICE CO.**, 2606 Detroit, Cleveland, O.

**GUARANTEED LATE GEM STEELING, \$199.00.** Trade "D" Seaburg for good Novelty Games, Litapac, Gottlieb Grippers, etc. **GEO. BURY**, Hamlin, Tex.

**JACKPOT MACHINES — ALL MAKES. HAVE** many good as day came out of factory. All fully guaranteed. Will ship subject inspection. Get our prices. Save money. **BELL MACHINES COMPANY**, 5038 W. 25th St., Cicero, Ill.

**JENNINGS CIGAROLAS, 5c PLAY, \$90.00** each; 3 Bally Grandstands, \$95.00 each; 5 Sport Pages, \$90.00 each; 5 Winning Tickets, like new, \$95.00 each. 1/3 cash, balance C. O. D. Act quickly, these are exceptional good bargains, good condition. **SOUTHERN VENDING MACHINE CO.**, 528 Craghead St., Danville, Va.

**LEGAL PENNY MACHINES — 5 SPECIALTY** PennyBack Gum Vending Pistol Targets, \$9.00 each; 10 Crisp Testers, with spinning reels, \$7.50 each. **ROBBINS COMPANY**, 11418 DeKalb Ave., Brooklyn, N. Y. mh11

**MILLS BLUE FRONTS, 5c PLAY (LIGHT CAB-** inets), \$35.00; Rock-Ola World Series (No. 1 shape), \$79.50; Pace Slots, 1c, 5c, 10c, 25c Play, \$29.50; Rock-Ola Imperial 20 Phones (Serial over 24000), \$139.50. Send one-third deposit, balance C. O. D., Freight F. O. B. **BIRMINGHAM AMUSEMENT CO.**, 1424 Third Ave. N., Birmingham, Ala. mh11x

**ODD BALL, ST. MORITZ, PEACHY, REEVES,** \$39.50 each; Regatta, \$45.00; Kluck, \$49.50; Spokes, \$27.50; Jitterbug, \$35.00; Hi-Low, \$34.50; Craps, \$29.50; A, B, T. Guns, \$9.50. **LINCH SPECIALTY CO.**, 2nd and Green, Philadelphia, Pa.

**PACES RACES, \$50.00; CONSOLES, BANG** Tails, \$70.00; Chuckletta, \$35.00; Fair Park, \$45.00; Dice, \$25.00; Pay Tables, Preakness, \$15.00; Flashers, \$35.00; Caroms, \$10.00; Horse Shoes, \$19.00; Mills Dewors, \$35.00. Send for list. **ROCKPOT NOVELTY CO.**, Rockport, Tex.

**SACRIFICE—LATEST 3-BALL PAYOUTS MADE** (same as latest); 6 Mills Hi-Boys, \$87.50 each; 5 Stoner's Zippers, \$77.50 each. **SILENT SALES**, 635 "D" Northwest, Washington, D. C. x

**SLOT MACHINE BARGAINS — 1 BUCKLEY'S** Bonus (Dile Game), \$32.50; 2 Pace-Cornell, All Star (Penny Play), \$19.00; 5 Pace-Banana (Penny Play), \$14.50; 8 Waiting Twin Jack Pot (Penny Play), \$9.50; 8 Jennings Chiefs Bi-metal Check, \$c, \$21.50; 1 Jennings Duchess (Penny Play), \$14.00; 1 Mills War Eagle, \$c, \$18.00; 1 Mills Indian Head (Penny Play), \$18.00; 4 Mills Futurity, Bi-metal Check, \$c, \$27.50; 2 Waiting Robertson, \$c, \$18.00. **SOUTHERN COIN MACHINE CO.**, 1301 E. Lexington St., Baltimore, Md. x

**SMOKERETTE POOL TABLE — LIKE NEW,** \$10.00. Will trade for Waiting, Scale or Punching Bag Machine. **GEORGE HENRY**, 804 Lynn, Kansas City, Kan.

**WANTED—1c MILLS SLOTS; ALSO 5c MILLS** Blue Fronts (Gold Award). State serial and price. **ROCKPOT NOVELTY CO.**, Rockport, Tex.

**WANTED—100,000 USED RECORDS AND 100** Late Novelty Games for cash, or will trade Late Automatics or Consoles. Annual details, lowest prices, etc. **SILENT SALES**, 635 "D" Northwest, Washington, D. C.

**WANTED — SELECTIVE TYPE MACHINE TO** Vend Tab Gum. Write complete details, quantity, price, model or description. **BOX 368**, Wilmington, Chicago, Ill.

**WURLITZER SKEE BALL, \$40.00; BINGO,** \$9.00; Old Bill, \$10.00; Pace's Scale, \$15.00; 1c Cigarettes, \$7.50. 1/3 deposit. **EASTERN**, 350 Mulberry, Newark, N. J.

**WURLITZER #18, \$45.00; #12, \$45.00;** Penny Triple Little Dukes, \$9.50; Penny Q T's, \$19.50; Automatic Payout Counter Dice, \$10.00; Select 'Em, Cent-A-Pack, Sweet Sally, \$5.00; Dime Blue Fronts, Right Sides, \$35.00; Chuck-A-Luck, \$35.00; Debusa Bell, Highballs, \$19.50 each. 1/3 deposit. **KENTUCKY GUM**, 3405 Garland, Louisville, Ky.

**5c BALL GUM, FACTORY FRESH, 7c BOX;** Tab, Stick, Midget Check, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. mh4x

**7 ROCK-OLA LOWBOY SCALES, LIKE NEW,** \$28.50; Hanson Lowboy Scales, \$30.00; National Scales, \$35.00; Mills Dice, Automatic Payout with Stand, \$65.00; Track Meet, \$10.00; Cabinet Stands for Slots, \$35.00; New 5c Wurlitzer Coin Chutes, \$5c. **T. O. LIKENS**, 924 Fifth St., N. W., Washington, D. C.

**25 MILLS 1-2-3 (LARGE PACKS), \$29.50** each; 14 Derby Champs (perfect), \$39.50 each; 7 Turf Champs, \$15.00 each; 300 others. Write for list. Wanted: Late Novelty Games and Used Records in quantities. **SILENT SALES**, 635 "D" Northwest, Washington, D. C.

**100 DIFFERENT KIND VENDING MACHINES** — Always something different. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa.

### COSTUMES, UNIFORMS, WARDROBE

**ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00** up. Fans, Hulas, Mirrors, Evening Gowns, Wraps, Furs, Bargains. **CONLEY**, 310 West 47th, New York.

**COSTUMES — WIGS, MESS JACKETS UNI-** forms, Hats, Theatrical, Blurred, Sport. Bargains. Free list. **KEEN COSTUME COMPANY**, 65 Shawmut Ave., Boston, Mass.

**INDIAN RELICS, BEADWORK, CURIOS,** Weapons, Old Glass, Catalogue \$c; 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranda, Kan. x

### FORMULAS

**EXPERT ANALYSIS—RESEARCH INDUSTRIAL** Development. Newest guaranteed Formulas. Biggest catalog free. Normal prices. **GIBSON LABORATORY**, Chemists, 814-1142 Sunnyside, Chicago. mh2x

### FOR SALE—SECOND-HAND GOODS

**CORN POPPERS—GASOLINE, ALL ELECTRIC,** Giant Coated Popping Kettles, Long-Eakins Rotary, Caramelcom equipment. **NORTSIDE CO.**, 1925 Tenth, Des Moines, Ia. ap1x

### FOR SALE—SECOND-HAND SHOW PROPERTY

**A-1 HEADLESS LADY — MEDICAL PHENOM-** enon; Giant Octopus, Unborn Show, Girl in Fishbowl Illusion, Wax Figures. **UNIVERSAL**, 3238 K State, Chicago.

**ALLAN MERSCHALL CAROUSEL — COMPLETE,** \$1,600.00; Miniature Train, \$850.00; High Striker, \$100.00; Striker Mault, \$4.50; J. D. ALEY, Rt. 4, Anacostia, D. C.

**CIRCUS PROPERTY — SIDESHOW BANNERS,** Tractor, Semitrailer, Starback Reserved Seats, Light Plant, Ticket Office Truck. **GLOBE SALES**, Box 547, Memphis, Tenn.

**FOR SALE—COMPLETE PENNY ARCADE AND** Mangels Shooting Gallery. First-class condition. **TOM THUMB**, 1700 Market St., Philadelphia, Pa.

**FOR SALE—LONG RANCE LEAD GALLERY, TEN** feet front; two Remington Automatics, complete, mounted on Car Trailer ready to roll. Price only \$235.00. Write **LAKE**, 7729 W. Mt. Vernon Ave., Milwaukee, Wis.

Additional Ads Under This Classification Will Be Found on the Next Page.



**HOLLYWOOD SEARCHLIGHT** — 24 INCH; Heavy Type, powerful beam. Radius 100 miles. 75 million candlepower; \$75.00. LEE, 1709 McKinney, Dallas, Tex. mh4

**SEARCHLIGHTS, FLOODLIGHTS, SPOTLIGHTS** at bargain prices. Largest stock of Used Lighting Equipment in country. State needs. **OTTO K. OLESEN CO.**, Hollywood, Calif.

**SIXTEEN AND TWENTY-FOUR SEAT CHAIR-PANES**—Motor, Fence, Ticket Box. Sixteen-foot House Car. **CALVIN CRUBER**, Pinckneyville, Ill. mh18

**TRAILER FOR CARNIVALS CHEAP** — ERIE, Buckley, Merchants, Microscopes, Iron Clay Diggers, cheap; Arcade Machines, Cigarette Machines, Penny Hershby Machines; \$3.95; Union Rink Skates \$1.45; Richardson, \$1.95; NATIONAL, 42-42 Market, Philadelphia, Pa.

**HELP WANTED**

**EXPERIENCED OPERATOR POWERS PROJECTOR**—Also Vaudeville Acts for third annual tour under canvas; one night stands. Salary and **TOM McLAUGHLIN**, Hollywood Tent Show, Ardmore, S. O.

**FOR RELIABLE CARNIVAL**—**STRONG CORNELL**, Trombone, Drummer with Snare, and one Female Dancer. Boozers, agitators save stamps. **WALTER LANKFORD**, Inverness, Fla.

**CRK FOR GEEK SHOW—SURE PAY, WRITE** all in first letter, giving show experience. **MARRY COLLINS**, 535 Warren, Peoria, Ill.

**WANTED — MAN WITH EQUIPPED TENT** Show. Entire season, week stands. Vertical Specialty People. State facts. Low salaries. Reliable show. P. O. BOX 912, Cumberland, Md.

**LOCATIONS WANTED**

**WANTED TO LEASE OR RENT FOR SUMMER** or Year Round—Roller Skating or Dancing. Suitable place. Give all facts in first letter. New England territory preferred. **BOX C-110**, The Billboard, Cincinnati, O.

**MAGICAL APPARATUS**

**CATALOGUE OF MINDREADING—MENTALISM, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts.** Wholesale prices. World's largest stock. 159 page illustrated catalogue. **30c. NELSON ENTERPRISES**, Nelson 3342, Columbus, O. mh11

**GIANT MAGIC AND FUN CATALOG—TOGETHER** with Knackout Surprise Trick, all for **25c. LAWSON VICK**, Dept. B-3, Queens Village, N. Y. mh25

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**Show Family Album**



THE ABOVE show people, wintering in Hot Springs, Ark., in 1914, were bending elbows in Happy Hollow when this picture was snapped. From left to right are W. H. Newell, then a doll wheel concessioner and now operator of a novelty business in Wichita Falls, Texas; Mrs. W. H. Newell; Charles Langford; next man not remembered; a Mr. and Mrs. Lewis, who were newly married, and Mr. and Mrs. Louis Landes, of the J. L. Landes Shows.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially 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, 35-27 Open place, Cincinnati, O.

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**AT LIBERTY ACROBATS**

**THE DION FAMILY — Acrobats.** Boy, age 16; Girl, 14; Small Boy, 10. The hard-balance act with cart, hand cart, trapeze and jugglery. **FRED DION**, 110 Ave. A, Turner's Park, Mass.

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**THEATER MANAGER — EXPERIENCED UP-**Town Set-Up. Four years with Fred Pickrel theaters. Excellent record. Guarantee received. \$50.00 per week. **KELLER HUNTER**, 424-25 First, Ponca City, Okla.

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**AT LIBERTY — FIVE OR SIX-PIECE BAND.** Suitable for hotels and night clubs. Young, versatile musicians. Guarantee to please. Write **FLOYD GODFREY**, Liberty, Mo.

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**ELFVEN BEW and Old Vocalists—Entertainment** with song and dance. Available March 14. Band experienced in hotel, ballroom and night club work. Organized three years. Eighteen artists in band, one of the greatest in ALL AMERICA ORCHESTRA, 2212 S. Robinson Ave., Milwaukee, Wis. mh11

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**JACK FROST ORCHESTRA—Available for** engagements and work in Virginia, Maryland, West Virginia, Pennsylvania, Carolina, Indiana, in restaurants, schools, colleges, societies, ballrooms, hotels. Eight first, one second, soprano, tenors, baritone and bass, violin, first and second horn, piano, clarinet, saxophone, trumpet, trombone, double bass, drums, cymbals, snare drum, bass drum, and floor show work. Five hours' work, just finished 3 months' engagement. Feature lots of novelties and singing. **28 real 45.** **RAY KRAMER**, 1310 N. Cedar St., Birmingham, Ala. mh11

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# Sponsored Events

Veteran, Lodge and Other Organization Festivities

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(Communications to 25 Opera Place, Cincinnati, O.)

## Okla. Shriners Are To Present Stars on Parade

OKLAHOMA CITY, Feb. 25.—Oklahoma will have a six-day spring show of screen and radio stars here under auspices of India Temple Shrine, Potentate Cecil P. Soane announced. Titled Stars on Parade, the production, it is expected, will rival such shows as Kansas City's jubilees, Omaha's Ak-Sar-Ben, Fort Worth's Casa Manana and St. Louis' Velled Prophets.

Prominent will be Frances Langford and Bobby Brecon. Shep Fields and his Ripping Rhythm orchestra; Rufus Davis, former Mangum (Okla.) boy, now a movie comedian, and Char Chase. Supporting will be the 18 Dorothy Byton Dancers and a group of selected vaude acts. Byron Dancers are noted for precision chorus work, featuring sensational fencing, bicycle and globe-rolling routines.

In the new Municipal Auditorium the nightly production will combine a two-hour show with three hours of dancing. Because of the auditorium's huge capacity, India Temple will be able to present the production at popular prices. Main floor will be set with tables around a dance floor.

"India Temple considers it fitting that Oklahoma's debut in the field of top-flight entertainment should be made in 1939, Oklahoma's City's golden anniversary year. It is our plan to make Stars on Parade an annual event," said Potentate Soane.

Music Corp. of America has been given the contract thru Hogan Hancock, of the Dallas office, to produce and stage the show. William H. Green, of MOA, is here in charge of publicity and promotion for the event.

## Burgdorf Is To Manage Daytona Beach Exposition

DAYTONA BEACH, Fla., Feb. 25.—Sam Burgdorf, of the Ideal Exposition Shows and former manager of De Land (Fla.) Fair, has been named manager of the six-day Halifax District Exposition under auspices of the American Legion Post here. There will be a water spectacle and pageant, merchant and industrial exhibits, parades, contests and home demonstration and agricultural exhibits.

Committeemen are Jack A. Purcell, director general; Tom Waddell, president; George Upchurch, vice-president, in charge of advertising; William Driehill, secretary-treasurer; Gene Colahan; Quinn Beville; George Schmidt; O. W. Jinka, publicity; A. J. Skinner and A. B. Wethers, live stock.

## Acts Draw at Dallas Show

DALLAS, Feb. 25.—Featuring Art Jarrett, former singing star of the Pan-American Exposition, the Dallas Automobile Trade Association 10-day auto show at Fair Park Automobile Building closed February 25 with over 5,000 average attendance at two-floor shows daily with no admission charge. Attendance opening day was over 10,000. Supporting Jarrett were Bobby Buxler, emcee; Casa Manana Rockettes, girl line, and Herman Waldman's Orchestra. Oscar Severson and King Duggan were co-chairmen of the entertainment committee. Show was sponsored by The Dallas Dispatch-Journal.

## Bath Event Now an Annual

BATH, N. Y., Feb. 25.—Seaboard County Agricultural Association, sponsor last year of an Independence Day Celebration here that met with favor, will stage the second annual celebration on the fairgrounds this year, reports Secretary J. Victor Paucet. In 1938 there was a program of races, free acts, parades, fireworks, and a midway and similar features are planned for this year.

## Milwaukee's Fete To Raise \$100,000; Contract to ACA

MILWAUKEE, Feb. 25.—William L. Pieplow has been named chairman of a drive to raise a \$100,000 sustaining fund to develop, enlarge, broaden and improve the annual Midsummer Festival here. Fund will be used independently of city and county contributions to the annual festival budget.

Festival commission has contracted with the Amusement Corp. of America to furnish attractions on the lake front.

Joseph W. Nicholson has been named fireworks chairman. Displays will be presented each of the eight nights of the festival at a cost of \$7,000. Commission plans to present two operas, one by the county park commission, the other by the festival commission and both to feature international opera stars in leading roles.

## Labor Union To Sponsor

DURHAM, N. C., Feb. 25.—Annual Merchants and Manufacturers' Exposition, which last year drew more than 40,000 admissions, will be sponsored by Central Labor Union for six days in Roycroft Tobacco Warehouse here, reports Mel J. Thompson. L. W. Pickett Jr. is in charge of decorating. Among attractions will be a name band, concessions and stage unit. Exhibitors are co-operating, advance sale for space to date being good. An extensive advertising campaign has been started in newspapers, over radio and with billboards.

## Attractions for Potlatch

SEATTLE, Feb. 25.—With appointment of Herbert P. Smith as general chairman of the annual Potlatch, plans for entertainment grew here this week when it was decided to link the event with the State's 50th Anniversary Celebration. Plans are being made by Tom Drumman, president of the Washingtonians, sponsor, to have among other attractions a midway, parades and a pageant. Added feature will be the Western Horse Show, directed by Dore E. Marriott, who will be assisted by the Ellensburg Rodeo Association.

## Shorts

ACTS will be featured at the four-day Home Exposition sponsored by The Charlotte (N. C.) Observer in Armory Auditorium. F. E. Crawford is director.

J. R. EDWARDS' SHOWS have been contracted as midway attractions for the annual six-day Ashland (O.) Firemen's Celebration.

FRANK WIRTH'S Circus will be brought to New Haven (Conn.) Arena for a week's engagement under auspices of Knights of Columbus for benefit of the charity fund. Officers are Thomas J. Corbett, general chairman; James J. Healin, treasurer, and Charles J. Ducey, president.

AMONG features at the four-day Jersey County Centennial Celebration, Jerseyville, Ill., will be a pageant staged by John B. Rogers Producing Co., reports John P. Gibbons, secretary of the association sponsoring the event.

SECCAUM Park Rides have been contracted for the annual four-day Booster Carnival sponsored by Philo (O.) Civic League and annual five-day Homecoming and Ox Roast of Gibsonburg (O.) Volunteer Fire Department. Concessions will be featured at both events. Committee for the Philo carnival elected C. B. Watson president. On the committee at Gibsonburg are Frank Otnoy, secretary-chairman, and L. W. Driftmeyer.

## POOL WHIRL

(Continued from page 39)  
A list of regulations and see that each member abides by them. Control especially is needed over the growing Turkish bath industry at Coney. Granted that these establishments have been in existence three many years, it is up to the men who have investments at Coney to protect their interests by stopping these Turkish baths from going too far. Get them to clean their fronts, take better care of locker rooms and put up a better appearance with their busses which congregate at the subway station. Publicize Coney by all means. It's a fine movement—but don't forget to sterilize.

## Relief Swim

A gala water carnival for benefit of German Jewish and Catholic refugees was recently announced for London Terrace indoor tank, New York City. Event is the idea of Spence brothers, who conduct a swim school at that natatorium. Incidentally, pool men thruout the country should make it their "big to tie up with local charities. Water carnivals could be made profitable with charities making money for their worth-while work and the aquadromes reaping publicity. Pool operators, however, are warned to be careful in selecting charities with which to co-operate. Success of such aquatic events depends upon prestige of organizations behind them. If you tie up with a non-recognized group you'll find tough sledding and probably wind up with nothing for your efforts. Much good will can be created thru affiliations with national organizations.

## Dots and Dashes

George and Frank Tilyou already selling season lockers at Steeplechase Park pool, Coney Island, N. Y. . . . A series of new municipal handball courts are being constructed adjacent Lincoln Baths at Coney Island, N. Y. . . . If Bob Merritt, who handles publicity for Lakewood, N. J., is looking for a big stunt to excite summer trade, why doesn't he have the Chamber of Commerce promote a championship marathon swim? . . . The facilities are there! A proposal was made last week to Frank Darling suggesting a wading pool for kiddies at his Children's World at the New York World's Fair, but there won't be any, for that conceit is practically completed. . . . Bert and Milt Hinchcliffe, who operate Whiff-Cliff Pool, Elmont, L. I., are packing them in at their comparatively new roller rink adjoining the closed pool, with freres threatening to convert pool area into additional rink space if the summer swim season doesn't turn out as expected. . . . According to the New York Weather Bureau, indications point to an extremely warm summer thruout the Eastern seaboard. . . . St. George Indoor tank, Brooklyn, making plans to attract scholastic crowd during the Easter holidays.

COLUMBUS, O.—City council appropriated \$4,044 to pay the city's share of cost of building animal houses at the zoo. WPA funds will defray the major portion of cost. Junior Chamber of Commerce is sponsoring a campaign to enroll 25,000 in the zoo association at \$1 a membership. The building project is in progress and, according to association officers, many new animals will arrive within the next 30 days.

## SHOWMEN'S LEAGUE

(Continued from page 45)  
business trip. News from Brother John D. Starkey advises he is showing improvement. Brother Col. F. J. Owens pens the following: The darndest winter I ever saw, all snowed in till the big

spring thaw; the hens won't lay, the pumps all freeze, all the folks get the rheumatic. The car won't start and the old mare's lame, but we're going to the dogs just the same; they say it's the finest ever been, it's gotta' be held in the College Inn.

LaSalle's Auxiliary  
February 23 social, with Clara Barker as hostess, was well attended and beautiful prizes prevailed. Sister Phoebe Carkey returned from Florida, and members were delighted to see her. Members also were pleased to have Sister Hattie McCabe with them. Social night had happened to be Sister Jeanette Wall's birthday anniversary. Welcome letters were received from Sisters Grace Cook and Ruth Bre-Count, of Springfield, Ill. Sick list includes Sisters, Maude Gellar, Mrs. Charles Driver, Cora Yeldham, Clara Helmer and Elizabeth Ernst. Sister Frances Keller is pleased over the many lovely cards received and is well on the way to recovery. Members have responded beautifully in sending in prizes for the March 11 bunco and card party in the West Room of the Hotel Sherman here. Be sure to attend. Tickets are available and any member will serve you. Club will hold its regular business meeting on March 3. All members are asked to attend.

## WITH THE LADIES

(Continued from page 45)  
John E. Ward shows' quarters. Mrs. Ward was ill with a bad cold but the show was shaping up nicely. The Wards have a fine place there and two happy daughters to keep them company. At Millerville, La., I met Mrs. Maigh Miller at her home and Mr. and Mrs. Harry Burke. Mr. Miller was out of town on business, but we saw him later at Lake Charles, La. Mrs. Miller was crocheting a full-sized bedspread, while Mrs. Burke was making a new design in bedquilt. At the home of Mr. and Mrs. Cliff Liles in Lake Charles, La., I met Mr. and Mrs. Harry Beach again after many years. They were on the Snapp Bros' Shows with us in 1924 and I had not seen them since. Mr. and Mrs. Dave Lechman came in for the evenings and all enjoyed a (See WITH THE LADIES on page 58)

## CARNIVAL WANTED

June 18, 17 and 18, in connection with FIREMEN'S ANNUAL PICNIC AND 25TH ANNIVERSARY OF DEPT. Write soon for contract. ROBT. L. LUSHER, Sec., Sec., Feb.

## FASHION SHOWS

Produced by highly publicized authority as presented in leading hotels, theaters and department stores. JEROME L. MANAGER CONSULTED. LE ROI SCARLETT. 1000 East Oceanache, Tampa, Fla.

## WANT MORE REVENUE,

for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

## MERCHANTS AND MANUFACTURERS PARADE OF PROGRESS AND AUTOMOBILE SHOW

DURHAM, N. C. — SOLID WEEK, COMMENCING MARCH 20TH  
Arrives Central Labor Body.  
MORE THAN FORTY THOUSAND PAID ADMISSIONS LAST YEAR.  
All Lightfare Concessions Open. Nothing Exclusive Except Bingo, Which is for Sale. Space Selling \$2.00 per foot. Will fix reservations. Must make deposit. Address: MEL J. THOMPSON, Durham, N. C.

## CARNIVAL WANTED

FOR WEEK OF JULY 3rd  
Must be clean, have plenty of Rides and Shows. For EGYPTIAN HOME COMING  
Crowds 10,000 to 40,000 daily. Held in City Park by Legion Post 446. NORMAN C. BAKER, Centralia, Ill.

# Wholesale Merchandise

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## N. Y. Gift Show Exhibitors Display Variety of New Mdse.

Several lines shown that have salesboard, prize award possibilities—World's Fair numbers click with buyers—review of best new numbers given

NEW YORK, Feb. 25.—More than 500 lines of giftware were displayed on four floors of the Hotel Pennsylvania here during the past week at the New York Gift Show. While most merchandise exhibited was in the higher priced class, still many items shown could be considered adaptable to prize and premium fields. Especially noticeable was increased demand for American-made goods. This was reported to be the result of readjustment of demand due to foreign troubles. While the anti-Nazi boycott was held responsible for diversion of import orders to France, Scandinavia and Belgium, merchandise made in Sudentenland and marked "Made in Germany" was on display and was being bought, it was said. American-made china and glassware items were more numerous than at the display a year ago.

A good many firms exhibited items bearing world's fair insignias. Among those attracting buyers was the line of World's Fair Theme Lamps displayed by Max Horn & Bros., Inc. This line was made up of a group of seven lamps, each a replica of the Trylon and Perisphere Theme Center. Made of metal, glass and marbette and finished in various treatments such as official white, orange and blue, gold and chrome, the lamps have plenty of flash and appeal. They should be hot numbers for salesboard promotions and bingo prizes. Several lines of World's Fair ash trays, book ends, key buttons, knives, key cases and other leather products and novelty jewelry were to be seen. Firms reported buyers were showing a lot of interest in World's Fair numbers.

### Good New Items

Some clever items were shown by stuffed toy and doll manufacturers. Blossom Doll Co. had a family of black-faced dolls and a group designed for Easter trade which were attracting attention. M. Hardy had on display their new family of yearling animals which were one of the most attractive lines at the show. Some of the numbers have musical boxes in their tummies. Firm also exhibited a line of low-priced chicks done in both fluffy and plain plush with and without internal sounds. Floppy Ferdinand and a distant relative called the Smiling Bull also were much in demand.

Progress Novelty Casting Works displayed a line of boudoir sets, perfume trays, powder boxes and candy dishes which for flash and low price are hard to beat. Here is a line of merchandise adaptable to prize uses which should click big since apparent value of these numbers is many times actual cost. The line consists of 18 numbers, all authentic reproductions of high-priced French importations. All are gold plated, heavily lacquered and complete with inset miniatures. Close attention to minute detail makes these numbers look like the real thing.

Another number worthy of special mention is the Tispeco smoking stand. Item is a sleek, attractively designed ash tray with heavy metal base in which is a spring that prevents the stand from upsetting, yet may be tipped almost 90 degrees in any direction without spilling ashes. Heavy pottery tray may be lifted from base and cleaned easily. Stands about three feet high and comes in wide variety of colors.

Musical toilet paper dispenser, several lines of small hurdy-gurdies and some new numbers in the lapel jewelry line also stood out. Various lines of lamps, glassware, metalware and electrical appliances were shown. Attention given to several lines of novelty jewelry speaks well for the popularity novelty rings, bracelets and kindred items seem destined to enjoy this spring.

### It's Charlie McCarthy, Inc.

SACRAMENTO, Calif., Feb. 25.—Charlie McCarthy, the famous dummy, assumed the role of a big business man this week with the filing of articles of incorporation for the Edgar Bergen interests. The \$75,000 corporation will supervise everything done in Charlie's name, including toys, novelties, motion pictures, radio and exhibitions.

## Church Stages Matinee Bingo

1,500 at afternoon game sponsored by church—to be a regular affair

NEW YORK, Feb. 25.—Decision by one of the larger Brooklyn churches last week to test the possibilities of afternoon bingo brought unexpected funds clicking merrily into the coffers and sent goodly numbers of new fans out to spread the news.

Unable to estimate the size of the turnout for the first venture, it was announced that prizes would be based on 60 per cent of the gross. The time was set at 2 p.m. with the idea of giving housewives a chance to clean up the dishes but avoid the influx of school children later in the day.

The game was the regular group admission type, charging 35 cents for 33 games and ringing up about 1,500 tickets. Good quality merchandise prizes were passed out and much favorable comment was heard. Play stopped about 4:30, giving the ladies time to go home and rustle up supper.

The game was originally scheduled as a one-shot, but results were so satisfying that the church is considering making the matinee a regular affair, probably on a weekly basis.

## Chenille Spreads A Popular Prize For All Promotions

CHICAGO, Feb. 25.—Reports from salesboard and bingo ops, as well as other concessioners working bazars throughout the country, indicate that one of the most popular prize awards of the season with women is the chenille bedspread. Women are going for these spreads in a big way, and ops, eager to give women what they want, are coming thru with plenty of spreads to meet demand.

It seems that women have a particularly warm spot in their hearts for the chenille spreads. This is due to the fact that the spreads come in a wide variety of pastel shades which blend perfectly with the color scheme of any bedroom. Then, too, designs and patterns of the spreads are made of fluffed chenille yarn on heavy unbleached muslin, which imparts richness to the room that makes every woman want one. Biggest point of attraction is that they are easy to wash, do not have to be ironed and wear indefinitely.

One Jersey City op reports that he frequently stages a Chenille Bedspread Night, awarding a spread to the winner of every game. The women flock to his game every time he stages this promotion, he reports.

Salesboard ops are turning to chenille spreads, too. Goldwyn Co. is putting out chenille spreads on a 60-hole 1 to 25-cent pushcard with 10 free numbers. Firm reports ops are finding a ready reception for the deal among women ops. (See CHENILLE SPREADS on page 55)

ous colors, such as Cherrywood brown, Fernwood green and Teakwood black with chromium and ivory trim.

Ben F. Minsel, of Blossom Doll Co., is working on several new dolls which he expects to announce within the next few weeks. Several of his past creations were over big on cards.

HAPPY LANDING.

## BINGO BUSINESS

By JOHN CARY

A FAMILIAR CRY has again been heard of late for the need of new ideas in merchandise prizes. If there's one element necessary to maintain interest among bingo fans it is a constant source of novel, attractive prizes to display on stands.

IT'S TRUE a recent shortage of new items has kept many conscientious ops at their wits' ends. The Popular Items section of The Billboard has done its best to counteract the effects of the famine by unearthing and airing articles that show possibilities of clicking.

THERE'S NO DOUBT that portable radios are doing as much to meet the novelty demand as anything in a long time. Just when it appeared that the radio craze had pretty well stocked the public mind—even for miniature sets—the "pick-up-and-go" models crashed thru.

ELSEWHERE ON THIS PAGE appears an account of the successful experiment of a Brooklyn church in promoting a matinee bingo. The popular response to the first afternoon game should leave little doubt among ops about the future possibilities of church-sponsored daylight games. Many women are unable to attend evening sessions because of family obligations but can take a couple of hours off in the afternoon. Why not try afternoon bingo yourself?

POLITICAL NOTE of the week concerns the campaign of a recently elected city councilman who attributes the largest share of his success to his practice of distributing cards bearing the simple but eloquent motto, "I Am for Bingo."

ARTICLES ARE APPEARING in newspapers throughout the country describing the treatment bingo is receiving at the hands of certain overzealous reformers. Most of the time they don't get very far with proposals to abolish the game, since indignant cries go up from thousands of citizens. The angle legislators get to first base on, however, is backing measures to license or regulate the game.

H. L. PHILLIPS, humorist, writes in his syndicated column: "Bingo has swept the country to such an extent that President Roosevelt could probably pay off the debt, balance the budget and keep relief administrators in spending money for a year by taking over all bingo games in America for one week. . . . There are millions of American women who can be made happy to the point of hysteria by the simple act of slipping them a numbered card and some of cracked corn."

PRETTY TALL STATEMENTS, aren't they, but who would dare to contradict him?

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALES CARDS and TRADE STIMULATORS.

By BEN SMITH

It doesn't take a great deal to make too much of a good thing—and less to get into trouble while doing it. Yet some operators are so shortsighted they can't see that at all. They've got a good thing in the salescard—a chance to make profits on fast turnovers when the item is right. That would seem to be enough to satisfy anyone, but not these boys. They're so hungry for the do-re-mi they lose all sense of balance and declare an extra dividend for themselves by misrepresenting the value of merchandise offered or by substituting inferior merchandise when the deal is completed, from that which was originally shown. Eventually these individuals wind up behind the eight ball and in the arms of John Law. That would be swell if that were all that happened. Unfortunately, however, even the such operators are in the great minority, every other man in the business gets a black eye when the culprits are apprehended. As a group salesboard operators are as honest in their dealings with the public as any group of business men. But because of the nature of the business a slip by one of its members is blown up, beyond all proportions by public officials. Therefore it wouldn't do any of us harm to do a little missionary work whenever we run into an operator who thinks he can get away with a fast one.

When setting up a deal it's smart to list an item at its true retail value; This applies especially to the manufacturer and distributor who make up deals to resell to operators.

A little late, but better late than never. We just learned that Julie Siegel, office manager for "Diecasters, Inc., became the proud daddy of a 7½-pound daughter, Jeanette, January 7.

George Bouthilliet, of Lynn, Mass., in shooting thru a re-order for cards on M. Seidel & Son's cape deal revealed a placement gag of his which is a honey. Believe it or not, he collects \$3 in advance on every card he lays, without leaving anything but the card. Either he is a crackerjack salesman or the item is so hot locations are glad to get a chance to word the card. Whatever the reason, this is a sure-fire plan for guaranteed card completions.

Charlie Seidel shot out a release on his cape deal to the boys who worked his fur coat deal and he says "orders are already coming in so strong that there is no question about it going off."

The Smoke Master, floor ash tray put out by Russaker, looks like a good number for a small deal. It is priced low, has lots of flash and is available in vari-

# 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.

## New-Type Pipe

Operators looking for something new in the way of pipes for salesboard deals will do well to investigate the Sanation pipe invented by Dr. Shotton and marketed by Foster Products, Inc. The pipe is made with a small bore running thru the stem and into the bowl, capped with a small metal screw like the crown of a tooth. A small aluminum non-condenser at the bottom of the bowl heats to about the same temperature as the smoke, making no sudden temperature change to cause condensation of moisture. This is said to eliminate "goo," giving a clean, dry smoke. The bore also permits the pipe to be cleaned like a gun by pushing cleaner thru from end to end. These unique features and low price make it one of the fastest selling men's items on the market, the company reports.

## Teenie-Radios

Demand for Silver Radio's Teenie-Weenie model continues unabated, the firm reports. The model measures 6 1/2 by 5 inches and may be held in the palm of the hand, it is said. Number comes in a platoon cabinet which is reported to be making a hit with bingo and salesboard ops and concessioners. It is also available in walnut and ivory shades and carries the Silver guarantee, the firm states.

## Portable Radio

The six-tube superheterodyne radio announced recently by G. B. Novelty Co. is becoming very popular and is the first radio of that type to be offered to the premium trade at such an attractive price, according to officials of the firm. Set is equipped with a device making serial and ground connections unnecessary and comes with handle for ease in carrying. Features of the set are said to be a streamlined Bakelite cabinet in walnut or ivory finish, built-in aerial, AC-DC superheterodyne chassis and convenience of operation. Its powerful reception and brilliance and fidelity of tone are said to make it an ideal auxiliary set for home or when travelling.

## Egg Poacher

One of the latest developments in the utensil field offered by Aluminum Goods Mfg. Co. is the Mirro Egg Poacher, which cooks three steam-poached eggs at one time. The firm reports its number is, modernly designed for pleasing appearance and greater efficiency, and simple construction of tray and cups makes cleaning easy. Because of the many uses it offers this new utensil will be a popular number, the firm claims. It is ideal as a baby-food warmer, saucepan or shallow covered pan.

## Portable Radio

One of the smallest of portable radios marketed is the Mystery Box put out by Solter Radio, it is stated. The firm guarantees its product for a year and cites economy of operation and low cost as two reasons why it is especially adaptable to prizes and premium uses. A new low-draw tube accounts for the unusually light weight of the set, it is said, and salesboard ops are reported to be cashing in on the appeal of this set.

## GORDON'S TRICKS & JOES

- Shooting Gazette Plug ..... Doz. 25c
  - Expoding Matches ..... Doz. 25c
  - Hot Pepper Gum ..... Doz. 35c
  - Flouring Pills ..... Doz. 60c
  - Blind Gazette Plug ..... Doz. 85c
  - Shooting Heart Again Box ..... Doz. 60c
  - Instantan Fried Egg ..... Doz. 1.00
  - Mechanical Running Mouse ..... Doz. 1.30
  - Smugg Powder ..... Doz. 25c
  - Goats ..... Doz. 25c
- 25% Deposit, Balance C. O. D.  
 JOBSERS: Write for Special Jobbers' Price List.  
 Complete Line of St. Patrick Remittals.  
**GORDON NOV. CO.**  
 Dept. 34, 333 Broadway, New York City.



IN MEMORIAM

## POPE PIUS XI MEDALLION

Saint Christopher - Medal of Safety  
A Remembrance of His Holiness  
Everyone Will Want.

No. B 84 J 49 Per \$ 5.50  
100

Cash With Order.  
Bronze Finish Medal, reproduction of the exact likeness of His Holiness Pope Pius XI. Every member of the Faith is a prospect. Here is a chance to make real money. Be the First to Sell — Rush Orders.  
**N. SHURE CO.**  
200 W. ADAMS ST. CHICAGO.

## SUPER VALUE

## The ELGIN "KWIK-SHAVE" ELECTRIC DRY SHAVER

69¢ EA.



- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.

Meets a new high in quality and performance—compare favorably with other higher-priced shavers—yet is astonishingly low priced. Made for 110-volt A.C. current only. Teeth radically beared, complete with cord and plug.

## GELLMAN BROS.



**BIG MONEY MAKERS!**  
FOR THE SPRING  
**CAPE**  
**ROBES**  
**POUCHES**  
**SCARFS**  
**\$4.50 & UP**  
Amazing Fur Values. All the latest styles. Every woman will want one. Excellent Prices for Bings and Salesboard Operators.  
**ACT AT ONCE.** Be the first in your territory to get started with this great Spring line. Write for Illustrated Catalog and Price List.  
**M. BEIDEL & SON,**  
243 W. 34th St., N. Y. C.

## Send for This!

**AMERICA'S SMALLEST RADIO**  
with BIG SET FEATURES  
Small enough to carry in one hand (4 1/2" x 6" x 3 1/2")  
Powerful enough to bring in stations 50 P.M.S. Dynamic speaker, 4 positive RCA 60, Wilson and aerial — ready to plug. One year guarantee. **FREE TRIAL.** Money back if not satisfied.  
1000-hole 50 Salesboard, 60c  
**CATALOG FREE**  
**SILVER MANUFACTURING CO. INC.**  
2969 Elston Ave., Dept. 8-62, Chicago.

**HERES AN AMAZING OFFER**  
**GENUINE DIAMONDS** SET IN SOLID GOLD  
**\$25** SPECIAL CONCESSIONS ON QUANTITY LOTS  
**FRESH SANDSON**  
1551 So. Kedzie Ave., Chicago, Ill.

**THANK YOU**  
We are filling all orders as fast as we can. Please be patient. Our stock on the 6-Tube Superheterodyne Portable Radio, on wire or ground, was a land-slide.  
**G. B. NOVELTY,**  
1551 So. Kedzie Ave., Chicago, Ill.

# FASTEST HOTTEST

## SALES BOARD DEAL EVER PUT OUT!

HUNDREDS of repeat orders from our first announcement prove it—and best of all, it has opened territories from coast to coast. ORDINARY LOCATIONS RUN A DEAL A DAY. Sensationally new Walking Manikins in five models—*Clown, Donkey, Penguin, Mammy and Elephant*—so intriguing everybody wants one NOW.  
Deal Includes 5c—200-Hole Beard—12 Assorted Manikins which actually walk. Manikin positively walks without winding, no mechanism, no strings, a highly amusing novelty for young and old. Your price for complete deal with 12 assorted Walking Manikins and Board only..... **\$3.95**  
Don't be a second guesser—be first in your territory. ONE SAMPLE DEAL WILL PROVE TO YOU what a fast money maker this is. In fact it is one of the fastest movers we have ever had in our ten years' experience.  
**UNIVERSAL PRODUCTS**  
154 E. ERIE ST., CHICAGO, ILL.

## SMASHING ALL RECORDS!

"PICK IT UP



and GO!"

1939 Majestic Radio Plays Anywhere, Instantly! No Electric-Buy! No Aerial!  
**EVANS NOVELTY CO., 946 Diversey, CHICAGO**

# PUSH CARD OPERATORS!!!

WRITE US IMMEDIATELY FOR INFORMATION ON THE HOTTEST CARD ITEM IN THE COUNTRY. TESTED RESULTS ARE TREMENDOUS.  
**TRADERS SYNDICATE**  
MERCHANTS MART CHICAGO

## BE THE FIRST WITH THE LATEST ACME BETTER BUSINESS BINGO — PREMIUM — SALESBOARD OPERATORS

NOW READY — FIRST RUN — HOT 1939 WINNERS  
Newly Clocks, Lamps, Radios, Barbers Sets, etc. New Candy Deals—New Merchandise Deals.  
First Showing of Largest Line of Eastern Novelties.  
WRITE FOR CATALOG TODAY.  
**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST., ST. LOUIS, MO.

HAVE YOU HEARD? — THEY'RE HONEY'S!!!  
1-WHITE PEN & PENCIL DEAL I — 2-MIDGET KNIFE DEAL I  
3-ATTRACTIVE ASSORTED MERCHANDISE DEALS I  
• Newest Thing Out!—VISIBLE ELECTRIC TOASTER. Guaranteed—Each only 50c (Include Postage)  
• New Electric Clocks, Lamps, Premiums, Perfumes, Notions, Blades, Carded Goods, Side Line Merchandise, Box Chocolate Deals.  
• Wagons, Pitches, Premium Workers, House-to-House Canvasers—Write for Catalog Today!  
**CHAMPION SPECIALTY CO., 814-P CENTRAL ST., KANSAS CITY, MO.**

## ST. PATRICK'S DAY NOVELTIES

- LOWER PRICES!
- 884088—Plain Shamrocks ..... 25c
  - 883088—Pipe Shamrocks ..... 70c
  - 883088—Hat Shamrocks ..... 70c
  - 887828—Erin Flag ..... 70c
  - 883084—Green Miniature Hats ..... 1.25
  - 883080—Green Bottle Fans ..... 1.75
  - 883082—Green Snakes ..... 2.50
  - 883046—Green Balloons ..... 2.50
  - 887142—Green Bows ..... 70c
  - 881148—Paper Hats ..... 1.25
  - 883087—Cape Hats ..... 2.00
- 25c Deposit required with all C.O.D. orders.  
**LEVIN BROTHERS** Terre Haute, Indiana

## BULOVA — GRUEN ELGIN — WALTHAM

WRIST AND POCKET WATCHES FOR LADIES AND GENTS. Recommended and Guaranteed. Little New. Start At.....  
**\$3.10**  
1939 STYLES NOW AVAILABLE  
WRITE FOR OUR NEW CATALOGUE.  
**NORMAN ROSEN**  
Wholesale Jeweler  
801 SANSON ST., PHILADELPHIA, PA.

**PORTABLE RADIO**  
Marshall Radio Board Premium Direct From Manufacturer.....  
**\$16.00**  
SOLTER RADIO, 103 S. 7th St., Minneapolis, Minn.

# SUBSCRIPTION COUPON

The Billboard,  
25 Opera Place,  
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

- \$5 for one year, 52 issues.
- \$8 for two years, 104 issues.
- \$10 for three years, 156 issues.

Name ..... Occupation .....

Address ..... Now: ..... Renew .....

City ..... State .....

### CHARMS

We have turn all new snappy charms, 3 1/2 in. x 1 1/2. Birds, Soldiers in a wide variety of gross each of 10 novelties, total \$8.50. Order Spec. Sent \$32. Sample Gross \$11. \$1.00 Retail.

### BLANKETS

Use these cozy blankets to furnish your home. Now is the season.

No. 814721—Jacquard Blanket, Size 70x90. Imp. A 2 1/2-lb. China cotton in warm, rich harmonizing color combinations. Season bound cover. 25 to the carton. Each, \$1.25.

No. 814722—Tweed Indian Design Blanket. Size 60x90. Imp. 30 to the carton. Each, \$1.25. Sample 250 additional plus postage. 25% Discn. Balance C. O. D.

Price P. O. S. Chicago.

With Catalog 251 Ready About March 1st.

**JOSEPH HAGN COMPANY**  
The World's Bedding House.  
217 & 223 W. Madison St., Chicago, Ill.

### St. Patrick Day Novelties

Gross		Discn.	
808416—St. Shamrock	30.00		
808417—Shamrock with Bell	70		
808418—Shamrock with Pipe	70		
8220—Green Shamrock	1.75		
808420—Irish Flag	45		
808421—Irish Flag	45		
808422—St. Patrick's	1.50		
808423—St. Patrick's	1.00		
808424—St. Patrick's	2.75	.25	
808425—St. Patrick's	3.50	.32	

### N. SHURE CO.

200 W. Adams Street  
**CHICAGO**

Extra Value! \$2.25 Each

5 for \$10.50

No. 22 8883—Ladies' Wrist Watch, Extraclearly Buled 10 1/4 L. Chrome case in selected engraved designs with beautiful link bracelet to match. Guaranteed having 100% accuracy. Each in attractive gift case. An amazingly low value and whirlwind premium item. Save money NOW by ordering five watches for \$10.50.

### ROHDE-SPENCER CO.

223 W. Madison St. Chicago

### EARN BIG PROFITS QUICKLY!

Here are Money Making Tricks!

New Spring Lines Ready  
Jobbers, Wholesale Agents

Outstanding line of hand and machine made hosiery, A beautiful selection. Men's underwear, \$1.25 to \$2.00. Ready and ready-to-go. 22 1/2 in. x 3 1/2 in. Lower Prices in Large Quantities. Write for Full Particulars and make sure you are not missing a big money-making season.

Dept. H1  
EMPIRE CRAVATS, 22 W. 41st St., N. Y. C.

### LOOKS LIKE A MILLION!

REAP A GOLDEN HARVEST WITH THIS NEW ITEM

## GOLD BEAUTY BOX

CONTAINS "NATIONALLY KNOWN" 4 PIECE SET OF CASHMERE BOUQUET TOILETRIES

- ★ Cold Metallic Back
- ★ Instant Appeal
- ★ All Season Seller
- ★ Profit Maker
- ★ Two Tone Comb. Gold and Silver, All Mirrors.

**JOBBERS PRICE ONLY**

\$2.25 Each  
Lets of 6 Or More  
Sample \$2.10

A Natural for a Premium Item. WRITE Just Out—New Circular Showing Other Red Hot Premiums—SEND FOR 17c

1/2 Dep., Bal. C. O. D., F. O. B., Chicago, Ill.

**GOLDWIN CO., 440 S. Dearborn St., CHICAGO, ILL.**

## NOTES FROM SUPPLY HOUSES

Social Identification Co., New York, pioneer in the Social Security name-plate field, would like it known that it has no branches. Several of its old customers have written lately, asking if it has other offices.

James Kelly, who has been associated with all Chicago expositions since the World's Columbian Exposition in 1893, states that he has his eye on World's Fair business and hopes to get out a pen designed to attract sales from World's Fair visitors. Jimmy further reports that he is devoting his attention to the New York market and has discontinued his Chicago branch.

### CHENILLE SPREADS

(Continued from page 56)

workers, department store clerks and club women.

It is expected that chenille spreads will supply necessary cash to many a concession stand as soon as the boys hit the road. The number has proved to be a big winner in metropolitan centers this winter and should be equally popular with folks in the hinterlands.

### Trade Agreement Helps Biz

Since the new trade agreement of the United States with Canada went into effect on January 1 of this year the Dominion subscription list of The Billboard has increased 33 2/3 per cent.

### WITH THE LADIES

(Continued from page 53)

wonderful home-cooked supper together. We spent the night at the Lily's home and were not permitted to leave until we had eaten a typical Louisiana breakfast. When I heard Lily tell of the times spent with G. W. Parker when just a boy I like to think that both Cliff and Abner learned much from Parker.

Roy Gray came over from Center, Tex., to visit us at Shreveport, La., and we

called on Mr. and Mrs. B. D. Doyle, of the Mimco World Shows, at their home there. The Doyles' daughter, Helen, was there, as was Mrs. Doyle's mother, Mrs. Ella Garwood. At Bennie Ross' Show's quarters I found Elsie-Bronnitha busy designing the wardrobe for her new girl show. John Manning, manager of Seeger Theater, Shreveport, was a Patterson Show's boy once and still likes to hear where different ones are and what they are doing. We stopped in Dallas long enough to have dinner with Billy Lou Patterson Alexander, who drove down from her home in Anna, Tex., with her son, Pat, to meet us.

## 15 Years Ago

(From The Billboard Dated March 7, 1924)

Showmen's Legislative Committee adopted a plan providing for bonding all carnivals and appointed Dick Collins deputy commissioner. Dance and Jambou staged by the Showmen's League of America in the Tiger Room of the Hotel Sherman on February 20 proved one of the best off-season parties of the league. Wortham Shows closed negotiations to present the mid-winter attraction at Arkansas State Fair.

Little Rock. Annual election of Showmen's League of America resulted: Jerry Mustan, president; Fred M. Barnes, first vice-president; Charles O. Browning, second vice-president; Edward A. Hock, third vice-president; Edward P. Neumann, treasurer; Sam J. Levy, secretary.

Pacific Coast Showmen's Association's second annual entertainment and ball in the New Biltmore Hotel, Los Angeles, attracted about 2,000, 90 per cent of whom were showfolk. J. J. Reis, several years secretary of the Zeldman & Poffle Shows, signed in a like position with the T. A. Wolfe Shows. D. W. Leslie, with concession end of the Wade & May Shows five seasons, signed with Billy Clarke's Broadway Shows. A new carnival to take the road under the title of William Hoffman's Star Amusement Co. was being formed in Lincoln, Ill. Robert Blal, pioneer theatrical manager of the Northwest and uncle of Felix Bleg, general agent of the Happyland Shows, died in Los Angeles February 22.

Bobby Printy, of Jimmie King's Athletic Arena on the Great White Way Shows, was teaching wrestling in Ft. Wayne, Ind. D. H. (Doc) Bergman forsook his park interests in Kansas City, Mo., to become a concessioner with the Greater Sheesley Shows. Osage Hall, formerly with Dodson's World's Fair Shows, gave up troumping to become associated with the Illinois Tractor Co. Jack E. Lawson signed as business manager of the Liberty

### "SENSATION"

4 IN 1 WONDER  
NEW LOW PRICE!

Only BENGOR Could Sell At This Price.

\$1.00 EA

DOZEN LOTS \$10.50

Electric Shaver-Massager-Vibrator

Added Demonstration Features Open Unlimited Selling Field. ITS A NATURAL Sales Promoter. Best Year Sales Now. QUANTITY DISCOUNTS. WRITE FOR PRICE! 25c Discount With C. O. D. Order.

**BENGOR PRODUCTS CO.**  
578 BROADWAY, NEW YORK, N. Y.

### ELGIN & WALTHAM

## Pocket Watches

Thin Model, Similar to \$2-Size. Robust, in New Crystal Case.

## \$2.25 EA.

In Dozen Lots or More. Sample Watch \$3.00

C. O. D. Orders Will Not be Filled Unless Accompanied by 1/3 Deposit.

**LEO PEYSNER, 5-55 Wabash, CHICAGO.**

### ELGIN & WALTHAM \$2.95

Renewed Guaranteed

## Men's Wrist Watches

Wholesale Jeweler Since 1914. Good for Free Catalog. New 25% Over. Bal. C. O. D. Leather.

**LOUIS PERLOFF, 729 Walnut St., Philadelphia, Pa.**

### TIES THE NON-WRINKABLE CELENESE MATERIAL

Made Scientifically With 8 New Features. \$24.00 per Gross Value for \$10.00 per Gross. SAMPLE DOZ \$7.75 Prepaid.

Also New Line of Shantings. Catalog and Sample Watched Free on Request.

**HERCULES NECKWEAR MFG. CO.**  
(Dept. S. D. S.)  
772 Vermont St., Brooklyn, N. Y.

### FREE SPORS

Wholesale Catalog

Has 280 pages of 1 world-wide bargain 4,000 salable items, including selling plans, new creations, outstanding values—of each—of 1 1/2 of wholesale prices. This catalog is free. Send for a copy today!

**SPORS COMPANY**

80	Item	Price
7074	Lady Van-It Beauty Powder	3.25
8333	L. V. Powder and Perfume	2.25
8303	Footsain Pen and Pencil in One	1.00
8200	Charm, Assorted	0.25
8207	Genuine Leather Suitcase	2.50
8090	Tie and Cuff Holder Set	1.00
784	Perfume in Ass'd. Shape Bottles	1.25
8282	Men's U. S. A. Grip Comb	0.25
8285	Flash Needle Book with Thread	.70
8286	Men's U. S. A. Matched Combs	1.25
8284	Quality Pig with Ball Glass	2.50
8208	High Top Shoes, Each	2.50
8283	S. S. D. Edge Blade, 1.000"	2.50
8284	S. S. D. Edge Blade, 1.000"	2.50
8285	Co. 3-35, Erie St., Le Center, Minn.	

Greater Shows. Mrs. William Murphy, concessioner with the Con T. Kennedy Shows and Wortham Shows, died in American Hospital, Chicago, February 18. W. L. (Bill) Oiler was engaged as general agent for the Walter Savidge Amusement Co.

**SOCIAL SECURITY**  
**IMPORTANT! GET OUR FREE!**  
**NEW 1939**  
 And Lowest Price List on SOCIAL SECURITY and 25 Other Name Plate Items — Also Complete Line of Stamping Machines.  
**THE IDENTIFICATION CO.**  
 (World's Largest Distributors of Social Security Plates and Machines.)  
 1560 Broadway, New York City.

**NEW CATALOG!**  
 Showing Latest, Fast Selling Cigars and Whitecaps (Cigars, Lockets, Glasses and Engraving Jewelry. Send for FREE CATALOG, or \$2.00 for Samples.  
**Majestic Sash & Novelty Co.**  
 307 Fifth Ave., N. Y. C.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.  
**SOUTHERN PEN CO.**  
 Manufacturers Since 1913.  
 16th Union St., Dept. "H", Petersburg, Va.  
 Send \$1.00 for Samples, Prompt Shipments.

**SOCIAL SECURITY PLATES**  
 Size 3 1/2 x 2:  
 100 Plates, \$ 4.50  
 100 Double, 40.00  
 100 Glass, 3.00  
 100 Glass, 2.00  
 Sample Plate 10c; with Name and Number, 25c.  
 Send for Circular, 314 Dupont Street, Brooklyn, N. Y.

**HART MFG. CO.**  
**PER-GROSS \$18**  
**BETTER PLUNGERS**  
 ASS'D PEN, Mfrs., 187 Lafayette, N. Y. C.

**FELT RUGS**  
 Assorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.25 will bring you two Sample Rugs. Sizes 27x54 and 35x70 (Postpaid).  
**AMERICAN RUG CO.**  
 11 LEWIS ST., NEW YORK CITY.

**FUR COATS**  
**\$11.50**  
 Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit. Balance C. O. Money refunded within 3 days if not satisfied. Real fash for salesbrokers or big operators, agents, salesmen or storekeepers. Other Coats from \$5.00.  
**WAYNE FUR CO.**  
 1761 Linwood Ave., Detroit, Mich.

**SOCIAL SECURITY PLATES**  
 Over 40 million buyers. Universally needed. Increase your income and profit and a money making business and again expand your list of clients. Also how else to employ others to work for you. No money needed, no start up business. No experience necessary. Don't wait. Act now. See our **FEDERAL NAME PLATE CO.**, 287 Broadway, New York City, Dept. (B-3).

**MEDICINE MEN**  
 Write today for new technology of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service.  
**GENERAL PRODUCTS LABORATORIES**  
 Manufacturing Pharmacists  
 137 E. 9th St., Columbus, Ohio.

Guaranteed Blue, Double Edge, Packed 50, Colls.  
**BLADES \$2.35**  
 Per 1000  
 Single Edge—Packed 50, \$6.50 per 1,000.  
 Electric Shavers, Over 1 Vt., Each 75c. 100c. \$3.25  
 See full particulars on 10c circular.  
**STAR PRODUCTS, Box 236, Buffalo, N. Y.**

**Veterans Wake Up!**  
 Write for our new Veterans' Guide. Old-timers are still in the selling line. Veterans' Guide. Write today for our new Veterans' Guide. Write today for our new Veterans' Guide. Write today for our new Veterans' Guide.  
**VETERANS' SERVICE MAGAZINE**  
 140 Duane St., New York City.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.  
 by **BILL BAKER**  
 (Cincinnati Office)

**MR. AND MRS. TOBY SHELTON** recently sighted in Blytheville, Ark., are reported to have left there to join Doc Compton in Texas.

**CHARLES COURTEAUX** pens from Pittsburgh that, despite ice and snow, the town's a good one for action.

**MANY OF THE BOYS AND GIRLS** will be starting their annual trek northward in arduous weeks.

**AL DECKER** in Texas since New Year's, is now in Houston working p. p. on Lyons and West Dallas streets with no reader. Says he finds it o.k. He writes: "Found Port Arthur A-1; Corpus Christi, good, and San Antonio, fair. There are several good Saturday spots here but now that it looks as if Old Man Winter is nearly past I'll be heading north once more, leaving here in about a week for Oklahoma, Missouri and Kansas. I'd like to see a pipe from Bob Posey and Jim Osborne."

**BUFFALO CODY** and Texas Tommie are reported doing o.k. with oil in Houston.

**WHAT ARE** the specialty writers doing? Just waiting for spring?

**ARTHUR POTTER** (Sliding Juke), formerly of burlesque, is reported cleaning up with rug cleaner in Cleveland.

**AL STARS** scribbles from Newark, N. J., that the dog show held at the armory there recently went over big and that pitchmen and leafies were well represented. Pitchmen there included Alex Ballard, curtain rod slogger; Bee Cocks, perfume; Bob Almsworth, sharpener; McTavoy, gummy; Sheetles were Ed Lacey, Duke Monahan, Tad Robinson and J. Davis. The boys were entertained at Bob Vohling's hotel after the show.

**AT LEAST** a third of a pitchman's efforts should be devoted to pitching sunshine among his co-workers.

**RAY HERBERS** says he will begin working oil in Detroit, as the destroyer season is coming to a close.

**BIG ALCROSS** pipes: "I am in Cleveland planning to open a pitch store. The Vitality Health Store will supply me with fruit lax, and as it is a new one, it should be a winner. I left Meadville, Pa., as it was too cold to work the market. There is a gang of pitchmen here, but only three or four working. I'll send out a call for the boys if I land the store I want, as Cleveland is sure starving for a med show. The circus here was a dandy, and the food show is next and I'll sure work it. Pipe in Van Hilt Feather, Kid Carrigan and Bob Roche."

**WHO IS MORE skilled** in demonstrating than the pitchman?

**T. P. (TOM) DEAN** typewrites from Blytheville, Ark., under date of February 16: "Just arrived home here from a trip. Mrs. Dean and I spent two days recently with my brother Frankie and wife, who have purchased a farm 25 miles from Little Rock, Ark. They had two concessions last year on Doc Shugart's carnival and will be trouping again this year, but I do not know with whom. From Little Rock Mrs. Dean and I went to Hot Springs, where we spent a week with our old friends Doc Tom Smith and wife, of Waco, Tex. Doc has operated his own big free show for almost a quarter of a century, usually working Colorado in the summer, but and I used to be in business together years ago. I have been operating my own free platform med show for the past 12 years, extolling the merits of Dalton's Iron Tonic in Missouri and Illinois in the summer and in Arkansas in the fall. I have just bought

a new Schult trailer. I accepted the agency for Schult trailers in this vicinity about two years ago, so between selling trailers and offering med for sale I keep plenty busy. Blytheville has been our home for years as it is necessary to school our son, Bob, who is 10 years old. Our old friends Doc Hubert Potter and wife come to our aid in the spring and fall for the school term. They have a new home here. Hubert, long identified with circuses and outdoor shows, has been district salesman with Ellis-Bagwell Wholesale Drug Co., of Memphis, for many years. I recently saw Mr. and Mrs. Reynolds, of Reynolds & Wells United Shows, but I missed connections with my sparring partner, Doc George Holt, who is in Missouri."

**WE BELIEVE** it was Morris Wolf who once remarked: "A pitchman can find more plain and fancy ways of getting behind the nine ball than any other class of humans."

**HARLE B. WILSON** pencils from Columbia, O., that he has been given a job on the State Highway Commission of Ohio by Governor Bricker.

**CONNIE GAY** writes from Greensboro, N. C., that he has quit the selling game and is now working for Uncle Sam. He would like to read a pipe from Jack Rejoly.

**MEMORIES!** Remember when Fred X. Williams was in Fort Wayne, Ind., working a bunny paper at a rabbit show there? It seems he was writing up a foreigner who apparently misunderstood Williams' asking: "Where do you get your mail?" The answer: "I get me mails at home, where'll you think?"

**TED HOWE** informs that oil towns in Southern Illinois have all been good to him.

**EDDIE (SHIPT) LEWIS** writes from Leesburg, Fla.: "Since leaving St. Petersburg, Fla., I have worked Ocala, Fla., which is open but n. g. Streets, stay clear of Ocala. Lake City, Fla., is open and is a fair spot. De Land, Fla., n. g. Leesburg is good Saturday town. I'm resting here as a tourist camp on Highway 441."

**WHY TRUST TO LUCK?** The big fellow in almost any profession is the one who planned wisely, worked persistently and waited patiently.

**TOBY JOHNSON** is visiting friends in Houston. He says Al Stevens' big 5-cent hamburger place is headquarters.

**MARY TURNER** is reported among the pitch contingents in Houston.

**WHAT'S THE WORD** from the Pacific Coast, fellows?

**R. A. GRAHAM**, tells from Sarasota, Fla., that Hanning is great there.

**STANLEY NALDRETT** of juicer fame, opened in Memphis February 27 for one week.

**IMPROVE YOURSELF** and your opportunities will improve yourself.

**FRANK HATHCOX** is now doing two radio programs a week over WAIR, Winston-Salem, N. C., called "The Peaceful Valley," plugging his medicine. He does his own poems and characters.

**A NUMBER** of the boys are reported hibernating around Winston-Salem, N. C.

**PITCHMEN'S SAYINGS:** "If the drain in your kitchen sink could only talk."—W. G. Barard, of peeler fame.

**V. L. TORRES** asks from Bartlesville, Okla.: "What'll the 1939 harvest be? A careful survey of the business trend for this year reveals possibilities for much thicker bread slices. I've got an easy one but

**OAK-HYTEX BALLOONS**  
**PETER RABBIT TOSS-UP**  
 A timely novelty for the Easter season. Supplied with cardboard feet. Stands 24 inches high. Offered in bulk and in a flashily-printed, glassine envelope.  
 Sold by leading jobbers.  
**The OAK RUBBER CO.**  
 LAMONA, OHIO.

**NEW 1939 LINE**  
 OF PENS, SETS AND COMBINATIONS  
 Write for New Price List.  
**ARGO PEN-PENCIL CO., Inc.**  
 230 BROADWAY, NEW YORK, N. Y.

**FREE CATALOG!**  
 showing newest fast-selling items highly polished, in Lockets, Glasses, Engraving Jewelry, Cameo and White-stone Rings. \$2.00 for complete sample. J. A. O. K. REGENT MFG. CO., 207 1/2th Ave., N. Y. City.

Guaranteed Blue, Double Edge, Packed 50, Colls.  
**BLADES \$2.50**  
 Per 1000  
 Single Edge—Packed 50, \$4.50 per 1,000.  
 25c Deposit With Order, Balance C. O. D.  
**REGENT CO., 132 W. 32nd St., New York City.**

Every \$1.00 Gets you \$5.00  
 Yes, sir, real profit. Goodrich Home Works is always ready to check, and when you tell us how much you want to invest, we'll send you the money. We'll send you the money. We'll send you the money. We'll send you the money.  
**GOODRICH**  
 1500 West Madison, Chicago, Dept. B-3.

**BIGGEST VALUE**  
 Ever offered. Every store buys one or more. Make no comparison. Handmade color effect a sensation. No competition. It is a gem. Don't delay, write today.  
**CURRIER MFG. CO.**  
 28 Terminal, Milwaukee, Wis.

**A WINNER!**  
**MAGIC POLISHING BLOCK**  
 Removes scratches, cleans, shines and saves the magic. Will last indefinitely. A WINNER! SEND \$2.00 wherever it is demonstrated. Handle 25c each. Also ask us about our NOVELTY WINE SET. Consisting of a bottle and four glasses covered with imitation fine but practically real. Also ask us about our GOLD AND SILVER NUMERALS for Sales, Commissions, Over Games, Salesboard Operators, Long and Department Stores.  
**L. F. DUCK MFG. CO.**  
 801 S. Arcade Ave., Frankfort, Md.

**BEANE'S D. E. BLADES**  
 FINEST SWEDISH SURGICAL STEEL  
 Every Blade Unconditionally Guaranteed.  
 IN DISPLAY CARTON (20 Pgs. 5's), 100, 40c  
 OR DISPLAY CARDS (20 Pgs. 5's), 100, 45c  
 25c Deposit With Order, Balance C. O. D.  
 Orders for \$10.00 or More Shipped Prepaid.  
**DEANE BLADE CO., 132 West 32d St., New York City.**

**FLEETWOOD CANDID TYPE CAMERA**  
 Wholesale Price, Per Dozen, \$9.99  
 Balance Carried, 50c Prepaid.  
 15c Deposit With Order, Balance C. O. D.  
**REGENT MFG. CO., 132 West 32d St., New York City.**

**AGENT WANTED**  
 A large manufacturer of fine collecting equipment desires representation in the South and the Pacific Coast; also Canada. A favorable offer contract is offered to the person or company who can produce well-qualified references as to integrity and ability. This involves the sale and lease of the above mentioned equipment and accessories, but on a strictly commission basis. BOX 6478, care The Billboard, Cincinnati, O.  
**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**



**Newest Styles RINGS and LOCKETS**  
ALSO  
**1939 ENGRAVING PINS**



Jewelry Sales are very big now. We have the best selling styles in Cameo and Whitestone Rings the best Locket Values.

Also a complete line of 1939 Engraving Pins featuring the Blue Goblite Pin and Engraving Machine Outlets. Also Leather Goods and Photo Jewelry. Write for Catalog No. 23 Today.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**BUYS FOR BARGAIN HUNTERS**

- Electric Dry Shaver, Complete, Each . . . \$ .98
- Shaver, Electric, 2-Speed, Complete, Each . . . 1.50
- Shaver, Electric, 3-Speed, Complete, Each . . . 2.00
- Hand-Typewriter, 10 Pictures From Roll of Film, Each . . . .85
- Ladies First Quality Purse . . . 3.00
- Wig, Dark Hair, Complete . . . 1.50
- Wig, Blonde Hair, Complete . . . 1.50
- Shampoo and Dental Cream, Green . . . 4.25
- Shampoo and Dental Cream, Blue . . . 4.75
- Shampoo Soap, Individually Boxed, Green . . . 1.50
- Shampoo, French Perfumed, Green Cases . . . 1.50
- Face Powder, Assorted, Green . . . 2.00
- Perfume, Assorted Odors, Green . . . 4.25
- Eye Soap, Perfumed, Green . . . 1.00
- Shampoo Tablets, 12 to Tin, Green Tins . . . 1.50
- Milk of Magnesia, 16 Oz., Green . . . 1.10
- Choccolate Licorice, 5 to Tin, Green Tins . . . 2.50
- Schmaltz, 1 lb. Tin, Green . . . 1.50
- White Petroleum Jelly, No. 2 Blue, Green . . . 2.95
- Margarine for Baking, Bargain, Green . . . .98
- Army & Navy Needle Books, Green . . . 1.15
- Ward's Fab Ready Books, 100 Corsets, . . . 4.00
- Self-Threading Needles, 1,000 Needles . . . 1.00
- Needle Threaders on Card, Green . . . .35
- Thread, 100 Yards Spools, Green . . . 1.10
- Knit Pins, 12 in. Card, Green . . . 1.44
- Shoe Laces, American Made, Green . . . .32
- Mighty Whisker Cleaner with Scented, Da. . . 75
- Tooth Brush, 50 to Box, 100 Boxes . . . 75
- Key Rings, 5 Ounces to Box, Green . . . .25
- Comb Blanks, Dozens . . . 3.25
- Blindstamps, Assorted Patterns, Each . . . 1.50
- Buy American Pins, Each . . . .02
- Rubber Chisel, Fine Grade, Dozen Pair . . . 1.00
- Collar & Tie Stitches, Carded, Green Cards . . . 1.55
- Shaving Brushes, Dozens . . . .72
- 1000 Hole Satchels, Each . . . .40
- Demit of 25% with all C. O. D. Orders

**MILLS SALES CO.**  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

**HOW IT DON'T CLICKS. MISS IT!**  
Salesboard Men, Salesmen, Dealers  
**AMAZED**  
At the Way This Now Deal Pulls.  
"Hottest Deal in Years," they say.  
**JUST DROP A CARD TO**  
**LEO PEVSNER**  
630 WABASH CHICAGO

**BARGAIN TIES**  
1932 Manufacturers overstock.  
Full Size, 5 1/2 Line, Stripes, Plaids and Colors.  
**\$11.90 GROSS**  
Sample Order, \$1.25 (Plus Postage). These Ties were made to retail at \$3.00.  
25% deposit—balance C. O. D.  
**J. LEINKRAM**  
649 B. BROADWAY, NEW YORK CITY.

**ELGIN & WALTHAM REBUILT WATCHES \$1.75**  
7 Jewels, 15 Size, in S. M. Engraved Cases. 31  
Send for Price List. Money Back if Not Satisfied.  
**OBSCURE CITY WATCH MATERIAL CO.**  
915 N. Broadway, St. Louis, Mo.  
Send your correspondence to advertisers by mentioning The Billboard.

newly. I'm going out with a truckload of carrots to sell. I claim that raw carrots make women beautiful and vivacious and men strong and brave. I eat them every day, and look at me, men, strong as a Gibraltar and brave as Chief Sitting Bull. I fear no living creature, for I am what it takes to make fiddle strings—all guts. Carrots did it for me and carrots will do it for you. Now watch, human apes, carrot consumption increase. Wise fellows, beware. A word to the wise is what? Think it over."

**TRIP OD OPININGS:** "The successful pitchman is the fellow who has ability and uses it. He studies conditions and prepares himself for them and is not content to just sit around and wait for something to happen."

**GREGG ROSS** tumbled into Cincinnati last week from Huntington, W. Va., where he recently concluded a stand in the H. L. Green store with Marlen Gema. During a visit to the Pipes desk he informed that money was scarce in the West Virginia city, with almost no fiddling dough in evidence. He added that the reader is \$1 per month or \$10 per year, but you must work on the slow side of the street.

**ONE OF THE BOYS** scribes from Lexington, Ky., that he sighted 15 men in the Blue Grass city, with nine of them working to fair results at the Mt. Sterling Stock Show. From the same source we learn that Kentucky is absolutely closed to med sales on streets unless the worker carries a registered pharmacist.

**MUSTER'S TIPS:** With St. Patrick's Day in the offing, it seems that a good hustler should be able to get a swell start on accumulating a good bank roll by ordering an ample supply of shamrocks, clay pipes, green snakes and other novelties. The numerous celebrations, parties, etc. held on that day is tribute to St. Patrick and prove an unlimited market for the boys and girls. Following close on the heels of St. Pat's Day is the festive season of Easter, which affords pitch exponents a wonderful opportunity to gather their share of long returns. Items including stuffed bunnies, mechanical chicks, colored and other articles featured at Easter should prove lure-getters for almost any good worker.

**A. W. MacNEILL** and Irish Davidson paid Cincinnati their yearly visit last week, rambling in from Lexington, Ky.

**Pitchdom Five Years Ago**  
Jerry Nelson headed for Albany, N. Y., after working to fair-to-middlin' business in New York with bones. . . Kerr Indian Remedy Co. was still slicking in South Carolina despite bad weather. . . Dallas 'wasn't proving too localite for John H. Jones. . . Clyde Wilson (Southern Jack) was in Fort Worth, Tex., waiting for the stock show to open. . . Abe Boehl, Eddie Stone and Erie Blocker had two pitch stores creaking on Sixth avenue, New York. . . Frank H. Carr was still confined in a Richmond, Va., hospital. . . Mary E. Ragan was finding business slow in New York because of the sub-zero weather. . . Harry Rose, novelty performer; his wife and son were visiting the Mack-Murray Players in Malta, O. . . Fred K. Williams blew into Cedar Rapids, Ia., after a successful stand in Port Wayne, Ind. . . Doc Spigal found St. George, S. C., a lucrative stand. . . Don Stovett was wattering and working blades to good takes in Cedar Rapids, Ia. . . Indiana was proving lucrative territory for the Light Hawk Med Show. . . Doc P. L. Fields was getting a little money working a vaude show in halls in Texas. . . Whitey Johnson and family and partner, Robert Noel, with a group of entertainers, were working Georgia territory. . . Richmond, Va., was proving fair for Jeff Farmer. . . John Looney was in Brockton, Mass., suffering from ulcerated tonsils. . . "Factories aren't so hot here and shops are not working full time," was the word from Horace Van Camp from Springfield, Mass. . . Edward (Chick) Shaw had his pen demonstration scoring in Holyoke, Mass., department store. . . Mary and Tommy Barrows and Frank Conley were wintering in Hartford, Conn. . . Doc Harold L. Woods was in Worcester, Mass., getting his med show ready for the opening of the season. . . Aided by a nifty flash, George Corvill was pitching out the veg-

tables knives in Springfield, Mass. . . L. L. Dinges and wife were collecting the folding gasolin working stand in a Columbus, O., store. . . That's all."

**THINGS WE NEVER HEAR:** "Why all the adverse criticism and ill feeling towards the pitcher? I for one would like to be in a position to help them uphold their God-given rights to earn an honest living. They are entitled to it just as much as we are."—City Clerk.

**Events for 2 Weeks**

- (Feb. 27-March 4)  
CALIF.—Nevada Hills, Dog Show, 4-5.  
FLA.—Cocoa, Orange Jubilee, March 1-4.  
Fort Pierce, St. Lucie Co. Fair, 28-March 4.  
Homestead, Fruit Festival, 29-March 4.  
Melbourne, Berard Co. Fair, First week to March.  
Orlando, Central Fla. Expo., 27-March 4.  
Plant City, Strawberry Festival, 28-March 4.  
Tampa, Horse Show, 3-4.  
GA.—Albany, Fat Cattle Show, 28-March 1.  
IL.—Chicago, Boat & Sports Show, 28-March 5.  
MICH.—Detroit, Shrine Circus, 27-March 5.  
Detroit, Dog Show, 4-9.  
Pitt. Dog Show, 7.  
MINN.—Minneapolis, Shrine Circus, 27-March 5.  
MO.—Kansas City, Better Homes & Bldg. Expo., 28-March 4.  
N. Y.—Rochester, Dog Show, 28-March 1.  
TEX.—Dallas, Gift Show, 29-March 2.  
Houston, Stock Show & Rodeo, 28-March 6.  
San Angelo, Fat Stock Show & Rodeo, 3-6.  
(March 6-11)  
ARIZ.—Phoenix, Dog Show, 9-10.  
Tucson, Live-Stock Show and Bldg., 9-10.  
CALIF.—Imperial, County Fair, 4-12.  
COLO.—Denver, Gift Show, 5-8.  
FLA.—Miami Beach, Tropical Mardi Gras, 4-11.  
Sarasota, Pageant of Sara DeSota, 7-11.  
Sebring, County Fair, 6-11.  
KY.—Louisville, Natl. Home Show, 10-18.  
MASS.—Boston, Gift Show, 4-10.  
MINN.—St. Paul, Shrine Circus, 6-11.  
MO.—St. Louis, Dog Show, 11-17.  
N. D.—Valley City, North Dakota Winter Show, 7-10.  
O.—Cleveland, Food Show, 9-11.  
Springfield, Home Show & Bldg., 6-11.  
R. I.—Providence, Dog Show, 11.  
ARK.—Little Rock, Dog Show, 4-8.  
W. Va.—Martinsburg, Better Homes Show, 7-12.  
WIS.—Milwaukee, Home Show, 11-13.

**ENDURANCE SHOWS**

(Continued from page 23)  
and that the kids seemed to be in good shape for the hours they have been on the floor.  
H. C. (TEX) JOHNSON, Texas whip-crocker, letters from Portola, Calif., that he has been working vaude and night clubs and is figuring on opening a dry-cleaning and pressing establishment in Portola around March 1. To all endurance walkathons, ex as well as present, Tex says: "Don't be Scotch all your life, buy a penny postcard and drop in a line to the column and let us all know what the score is." Tex would like to read a line here on Porky Jacobs, Mickey Brit-

**JUST RECEIVED**  
Latest Styles of Watches and Colored Glass Rings. All new numbers. Send \$1.50 for 10 Flashy Barrels, postpaid. Act now.  
**W. O. RING CO.**  
245 Broadway, N. Y. C.

**JUST OUT**  
100 Million Customers  
**NEW BIG MONEY MAKER**  
Amazing new invention. No competition. 2 to 3 every home. Sells on sight. Thousands of orders 2180. Big surprise credits. Make a dollar or over every hour. Everybody wants it. Chance for real clean-up. Have time get quick start. Send \$25. Rush 25¢ Postal-Order. Credit advanced.  
**ACT NOW—CASH IN QUICK**  
Standard method over home for use of touch-brushes. Sell 50¢ brush & 25¢ glass sanitary container & stirrer & still-herbatic soap. Big surprise credits. Make a dollar or over every hour. Everybody wants it. Chance for real clean-up. Have time get quick start. Send \$25. Rush 25¢ Postal-Order. Credit advanced.  
**ARROW SALES CO.**, 29-17th St., Dept. 1401, Toledo, Ohio.

**ARROW**  
SPECIALS YOU CAN'T MISTAKE.  
LOWEST PRICES IN THE COUNTRY.  
604 Third Grade, 36", Cellu. . . . . 1,000 \$2.65  
Ergo Edge Blade, Cellu. . . . . 1,000 4.20  
Dodge Edge (Blue Steel) Cellu. . . . . 1,000 2.25  
Power Parts . . . . . 300 Doz.; Gross 3.00  
Ward Saws . . . . . 450 Doz.; Gross 4.00  
La. Teen Mill Polish . . . . . 100 Doz.; Gross 2.25  
Shoe Laces, 27", Mercantile, St. of Pa, Gross .35  
25% Discount, Balance C. O. D., Add sufficient Postage for shipment. Write for Price List.  
**ARROW SALES CO.**, 2047 Broadway, N. Y. C.

ton, Jackie, Coogan, Rajah Bergman, Lenny Paige, Margie King, Tim Hammack, Tommy Lorry and any other contestants who know him.

**One Year Ago**  
B. W. JOHNSON'S new "super" contest was under way in Beaumont, Tex. . . . VIC PUREN, "man of 1,000 faces," had his line of five girls at the Clover Club, Sharon, Pa. . . SID COHEN'S Coliseum Show, Chicago, was tearing off heavy 4-oz. returns. **BUDDY SAUNDERS** was sojourning in Charleston, W. Va. . . **LEE GORMAN** with at his leisure in Peoria, Ill., after completing a long engagement at one of the town's popular night haunts. . . **POKE and BETTY**, formerly dietitians with the International Derby Show, were still in Wichita, Kan., waiting for the show to open there. . . **CHIC SAEITZER**, former endurance show trailer, was hobnobbing in Upper Darby, Pa. **GEORGE L. RUTY's** walkathon in Salisbury, Md., had passed the 1,800-hour mark. . . **B. W. JOHNSON** had supplied details for an under-canvas show in Louisiana. **JACK M. MAY** was working night spots in Sacramento, Calif. . . **SID RUFUS** was in Miami, knocking out tunes for Don Dickerman's Pirate Den there. . . **LA VERNER HUNDLEY** was at home in Louisville. . . **AND J. E. McMillan** was back home in St. Louis in search of employment, and not on a vacation. . . **MAX GROSSMAN'S** Show of Shows in San Antonio was suddenly ordered closed by a court injunction.

**1939 DATE BOOKS NOW ON SALE**  
Arranged Especially for Your Needs  
Dated From January 1, 1939, to January 1, 1940.  
The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 1/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1939-1940, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.  
**PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS**  
For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.  
**Cash With Order**  
**ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE**  
**The Billboard Publishing Co.**  
25 Opera Place, Cincinnati, O.  
Names in gold letters on covers, 15c extra for each line.

# Entertainment a Major Problem

By L. B. HERRING, JR.

Excerpts from an address by the secretary-manager of South Texas State Fair, Beaumont, before the annual meeting of Texas Association of Fairs in the Adolphus Hotel, Dallas, on January 27 and 28.

I know of no other business in the world today that, in order to be a success, must appeal to as many kinds, colors and classes of people as a fair. And, on the other hand, I know of no kind, color or class of people who dislike being entertained. The utmost care must be exercised in selecting entertainment features to appeal to this wide range in patronage—and let me say, thankfully, that the amusement-loving public has owing from the low standard in amusement which was so popular five or six years ago to high-class clean entertainment, and it is in my opinion that acts or shows with an objectionable nature are definitely on their way out. I do not recall having attended a district, state, national or international meeting of fair secretaries where this very same subject has not been discussed. Upon your entertainment program rests the success or failure of your fair (save and except for old man weather.)

The kind of feature entertainment that would be outstanding at one fair would be almost a total loss at another fair less than 100 miles away. Since I am more familiar with South Texas State Fair, I'm sure you will pardon this reference. About 10 years ago I visited Louisiana State Fair in Shreveport and was knocked off my feet at the sight of the tremendous crowds who were packed in the grand stand nightly for a fireworks spectacle. Immediately I figured that if it was such a hit in Shreveport it would click in Beaumont. The result was no runs, no hits, one big error. This taught us a lesson, not to put all our entertainment eggs in one basket.

### Trick Is To Know

When I entered the fair business my hair was the color of the inside of a watermelon, but the entertainment and amusement end of this business has made me a strawberry roan. I wish I could give you fellows a proven and tested formula for solving this problem. The nearest approach to that formula that I can recommend is one word, "Quality"—your town may like home-talent productions, thrill days, automobile racing, rodeo, horse riding, revues, fireworks, historical pageants; bands, choral clubs, riding devices, football games, carnival shows or night clubs as a feature—but whatever your choice may be, remember that it must be the very best obtainable in that particular class of amusement.

I believe that too many secretaries

## 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.

Seal 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.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

choose entertainment features for their fairs that they like themselves. As secretaries, we should forget our own likes and dislikes and provide the kind of entertainment that our patrons like well enough to pay to see. Our problem is not in being able to get the kind of entertainment we want, but in knowing the kind our people want. I wonder how many fair secretaries say to themselves, "What can we secure" in the amusement field that will appeal to the "country people?" Gentlemen, there are no country people today. Modern transportation, communication, talking pictures and radio eliminated that group.

### Reliability Figures In

The patrons of your fair and mine can see the best in entertainment and hear the finest in music and they are not going to continue to pay admission to our fairs and be served entertainment that is out of step with our time. If you have been able to determine what your patrons want then your next job is to find the best in that particular field. I appreciate the fact that very few of us have the opportunity to visit as many other fairs as we should in order to know, first hand, the quality of the features or acts that are available. To those of you who must buy entertainment "sight unseen," I suggest that if you are not already a subscriber to The Billboard, that you immediately have this trade paper come to your office every week (and I'm not getting paid for this plug, either). In the columns of this paper you will find the "low-down" on almost any act or program on the road today. It is far better to spend your amusement budget on two or three high-class features than it is to have a

The Cincinnati office of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:  
Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

## Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

dozen or more of a mediocre caliber.

In the purchase of amusement, as in the purchase of any other commodity, it pays to deal with booking agents who are reliable. I know of a number of good acts, excellent acts, that can only be secured by dealing directly with the acts and these acts are in position to post bond for appearance. But what good is a bond to a disappointed crowd? Please do not misunderstand that I am opposed to independent booking. Many times it is very profitable and where your entertainment program is large enough that the failure of one or two acts to appear would not leave you flat, then it is sometimes good business to take this chance. I can almost hear some of you fellows saying that booking offices fail to deliver sometimes. That is true, but a reputable booking office, if unable to deliver the act contracted for, will almost always substitute a much better act rather than disappoint even the smallest fair.

### Strive for Diversification

We try at our fair to provide a diversified entertainment program. We had no single outstanding feature such as rodeo, race or circus acts in 1938. Our amusement program, on the whole, was outstanding above previous fairs in Beaumont. Like the rest of you fair men, one of the major problems we face each year is a program calculated to attract the largest number of people. Our program was planned around the idea that a great variety of entertainment would attract a larger attendance than would one super-colossal feature, and at a much less financial risk. We purchased an electric organ and employed an organist who produced from the console of that instrument everything from jittery jazz to the heaviest classics. We converted our auditorium into a night club and played two name bands (Red Nichols and Arson Weeks) with a floor

show to further round out the musical entertainment program. This club proved to be a real attraction and we will again operate the spot in 1939.

We used a high aerial act for the amusement of those patrons who must have a genuine thrill and a number of platform acts for the benefit of patrons preferring rib-tickers to spine-chillers. The Royal American Shows occupied the midway. Some of the attractions on the midway were better than others, but taken as a whole, any show or riding device was not only worth the price of admission, but was superior in its class to similar rides and shows we have had in the past.

Annually we have one event that costs us less and makes more money for us than any other one attraction. The biggest day every year with us, rain or shine, is Joy Nite—and it is everything the name implies. It is what most would term Mardi Gras—but could anything be more expressive of a spirit of unrestrained merriment than "Joy Nite"? From far and near our patrons come to participate in the masked revelry which begins just after dark in the evening and continues until the small hours of the morning. It is a night when "anything goes." The hilarity of this event begins with a costume parade, prizes being awarded for originality of costume, comic character, gaudiness, etc. The parade inside the grounds may be said to "blow off the lid," and from there on out the midway is literally a seething mass of merry madcaps. From that point on your imagination can fill in the gaps. This is an event that really catches both old and young and is one that I can unhesitatingly recommend to any fair. If properly planned and executed, it is one that may make a fair a financial success without making any appreciable sum in advance.

### Try-Out for a Panout

It would be difficult for me to stand here and try to tell you all the various

fronting every fair manager today. Give this department of your fair your most careful study.

## With the Zoos

EVANSVILLE, Ind.—Karl K. Knecht, member of the board of park commissioners and commissioner in charge of Meeker Zoo here, resigned at the end of his four-year term, declining a second term because of other activities. He was instrumental in forming the zoo 10 years ago and during his term the number of zoological exhibits more than tripled. He was succeeded by Norman Scholtz. Others on the board are Claude Wertz, president; Oscar E. Lambie, vice-president, and Julius A. Becker.

## AT LIBERTY

Special Agent and Press, past three years with Gruberg Shows. Can handle Wagon or City Show. Banners without heat. What's your proposition? Have car. Can go anywhere.

J. B. MANHEIMER

Permanent Address: 6307 N. E. 2nd Ave., Miami, Fla.

## WANTED PARTNER

Who knows how to handle 15 of more Concessions and Agents who can take full charge. These Concessions are booked with the No. 1 Show for the best spots on Long Island. I have all sorts, frames, games, wheels, etc. If you have no money with your name, PRUDENT'S AMUSEMENT SHOWS, MIKE PRUDENT, 124 Cedar Ave., Patchogue, Long Island.

## CRESCENT AMUSEMENT CO.

### WANTS for

SEBRING, FLA., FAIR, WEEK MARCH 6-9; DAYTONA BEACH EXPOSITION, WEEK MARCH 13.

Independent Shows with own outfit. Mrs. Huld Heston, Married Man wife. Concessions that work for stock and not over job. No profit. We did Tennessee, Kentucky and West Virginia. Low-nick, solid route. Write

L. O. McHENRY, Manager, Fort Pierce, Fla. 18th week, Sebring, Fla., week March 6.

## FOR SALE

WELL TRAINED AND GENTLE ELEPHANT, Other Trained Stock and Show Property. Also Trucks. Address

BOX D-178, care The Billboard, Cincinnati, Ohio.

## CRYSTAL EXPOSITION SHOWS

OPENING APRIL 17 IN NORTH CAROLINA. Now Booking Shows and Concessions. Address all mail W. J. BUNTS, Crystal River, Fla.

### FOR SALE

Three-Around Also Himself Merry-Go-Round in line condition. 1 set of benches, one 18 kw. and one 15 kw. Electric Light Plant, one 30x40 ton in line condition. One Load Hauler mounted on Ford truck, 15 gears and loading table. Want to buy an outfit, write or call W. J. BUNTS, PRUDENT'S AMUSEMENT SHOWS, 124 Cedar Ave., Patchogue, Long Island.

kinds of entertainment we have tried in Beaumont—circuses, college and high school football, rodeos, vaudeville and circus acts, outstanding musical organizations, bands, orchestras, vocalists, old fiddlers' contests, community singing, etc. The only way we ever know for certain that an attraction will pan out is by a tryout. I am doubtful of the value of my discussion of this subject. From our experience, it is conceivable that what may have proved to be "poison" for us may be "poison" for some other fair. Some features that proved to be an outstanding feature of our fair may later be a complete flop in some other section of the State. Building an amusement program that is calculated to attract the largest number of people from the potential patronage in your territory is one of the major problems con-

## LAST CALL BUCKEYE STATE SHOWS

OPENING NATCHEZ, MISS., DURING PILGRIMAGE, ON STREETS ONE BLOCK FROM POST OFFICE, MARCH 11.

Followed by Mississippi State Sponsored Live Stock Shows, including Collierville Cheese Festival, Real Street Cotton Carnival, Memphis, Tenn.

CAN ASSURE YOU SEVEN BONA-FIDE SPRING DATES.

CAN PLACE experienced Side Show Manager. Have complete outfit. WANT Musicians for Colored Minstrel. Eight-Rock White singers. CAN PLACE Gold Shows with or without outfit that need be money getters. Good opening for Penny Arcade. All legitimate Concessions \$12.00 per week no outside. Will book one Grab Joint. WANT Till-a-Whirl Foreman; must be experienced and give references. All address

JOE CALLER, Manager, Box 565, Natchez, Miss.

## J. J. PAGE SHOWS CAN PLACE

Two-to-One contracts, no money to take charge of complete outfit. Have 100-ft. Top and 134-ft. Front Line. Nice Frames. WANT Musicians for Monkey Show; have complete outfit. WILL BUY Trained Monkey. WANT Musicians and Performers for Grand Show. WANT one set of High Octave organ. CAN PLACE all kinds of legitimate Concessions except Corn Cakes, Cook House and Popcorn. CAN USE Tillers and Grandstands and useful Show People of all kinds. One attraction already contracted. Show dates March-April if within stock and ready to accept. Write to address

J. J. PAGE SHOWS, Box 705, Johnson City, Tenn.

Truck and Trailer Legislation

PORTLAND, Ore., Feb. 25.—Motorists... less the possibility of gaining a little more leeway in the use of Oregon highways...

The measure would have increased the gross weight from the present limit of 54,000 pounds to a gross of 63,000 pounds, and permitted 60-foot two-unit combinations...

ROUTES

(Continued from page 22) Murray, Elizabeth (Diamond Horseshoe) NYC, Pa.

Wideman, Fred (Coke) New Haven, Conn., h. Nistrain, Three (Ketchikan Plaza) Chicago, Ill., h.

O'Brien & Evans (Frances) Kokomo, Ind., h. O'Connell Helen (Village Bar) NYC, Pa.

O'Day, Darlene (Babcock) Chi., h. O'Day, Anita (Old Regal) Chi., h.

O'Hara, Kathleen (Pepete) NYC, Pa. O'Hara, Vera (Bl. Regal) NYC, Pa.

O'Neil, Fred (Coke) New Haven, Conn., h. Paul & Pauline (Beverly) Phila., Pa.

O'Neil, John (Beverly) NYC, Pa. O'Neil & Dolores (Blatnik Casino) Pittsburgh, Pa.

O'Neil & Lala (44th St.) NYC, Pa. O'Neil, John (Village Bar) NYC, Pa.

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Chap & O'Day (State-Lake) Chi., Pa. John Brock, Three (Herald) Milwaukee, Wis., h.

Shipstead, Roy (Pan-Pacific) Los Angeles, Pa.

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Williams, Jack (Palmer House) Chi., Pa. Williams, Owen (Green) NYC, Pa.

Yost Men, Three (Diamond Horseshoe) NYC, Pa.

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IMPORTANT ANNOUNCEMENT New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. CHAS. T. GOSS

INSURANCE CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Plan. CHARLES A. LENZ

Clark's Greater Shows Now Booking for Season 1939 Shows, Circuses, Opening in March. Address: ARONIE CLARK, 840 South Los Angeles St., Los Angeles, California.

McMAHON SHOWS, Inc. Want Native Hawaiian Show, High Bill and Musical. Address: 1111 Broadway, New York, N.Y.

ANDERSON—SRADER SHOWS, INC. Want to book Hollywood, Penny Arcade and Motor Drives. Address: 1111 Broadway, New York, N.Y.

CIRCUS AND WILD WEST Admire J. C. Tompkinsville, Ky., 28; La Fayette, Tenn., March 1; Lebanon, 2; Martinsboro, 5; Livingston & Derenport, Okla., 6; Coliseum, Fairgrounds, Detroit, Mich., 20-March 7; Coliseum, Fairgrounds, Toronto, Can., 6-11; WPA (Jamaica Arena) Jamaica, B.W. I., 4-4.

HIPP, BALTIMORE (Continued from page 25) his voice, if in blackface, could do so sweet take-off on Louis Armstrong.

Case Foster's Roxettes acquit them selves nobly with three numbers. The 16 girls are cleverly costumed to good figure advantage and give out with the Boogie-Boogie, The Oakey-Doke and Peasant, living up to their reputation for poise, grace, rhythm and precision.

Carlton Emmy and his Mad Wags consist of a unique collection of 14 dogs who present an interesting novelty. Dogs go thru a routine of stunts, with several of their number acting as comedians.

Cass Daley with her loony singing proves to be the high spot of the show. With a powerful set of pipes, Miss Daley can really swing out in a style so hot the mike appears to melt away.

In the featured spot Lillian Stander spends a few uncomfortable minutes on the stage reciting some jokes with his scratchy voice. It is apparent that Stander's movie popularity stands him in good stead, but he seems to be missing something, even when he gives a dramatic solo.

Felice Iula is at the head of the pit band that gives excellent musical support. Pic in Columbian's Let Us Live. PAUL Lehmann

RKO-BOSTON, BOSTON (Continued from page 25) most amusing. Perhaps it was the HAZARD, Elmer and Oscar, of those two who produced most of the laughs. The act went over big.

The Variety Gambols produced a refreshing brand of acrobatic tumbles that lasted not half long enough. They is a company of pseudo-collegiate boys and girls who do some high-speed turns and balancing. Drew much applause.

On the bill also were The Headley's Home and I Am a Criminal. Floyd L. Bell

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

Angela Is 128 (Royal Alexandra) Toronto, Can. Barrymore, Ethel; (Rialto) Phoenix, Ariz., 1; (Savoy) San Diego, Calif., 3-4.

MISCELLANEOUS

Arthur, Magician; Peach Tree, Ala., 1-2; Pine Hill 3-4. Birch, Magician; Baitin House, La., 1; Indianapolis 2; Covington 3; Delhi 5-7; Oak Grove 8; Bayville 9; Shaw, Miss, 10.

CARNIVAL (Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

By & H. Am. Co.; Bowman, S. C., 1; Bass & Lane; Mendville, Miss.; Georgetown 6-11. Blue Ridge; Covington, Ga. Craft, 30 Big (Crescent) Calif., 4-12.

# Hartmann's Broadcast

**UNEMPLOYMENT** compensation in Indiana has some shrewdly puzzled. In the Hoosier State employers only are required to pay the unemployment insurance tax. The story, as told to us, concerns two Indiana residents who were on tour with circuses of that State last year. One of these men was with a show that happened in April. After he was discharged the early part of August he filed an application for unemployment compensation with the State and received the maximum of \$15 a week for 15 weeks. The other man, who was with a circus that opened a week earlier, was discharged about three weeks earlier than the former. His salary was twice that of the other man and, as the tax (2.7 per cent) is based on salaries, that meant double the employer's tax to the State. Yet, instead of receiving the maximum of \$15 a week for 15 weeks, the same as the other fellow, the higher salaried man was allowed only \$60, or four weeks' compensation. "Funny situation, isn't it?" comments the reader supplying the story.

On the surface the situation is funny indeed, but several other angles are to be considered in accounting for the difference in benefits received by the two men. Unemployment compensation is not paid on the basis of tax paid by an employer on a man's salary, but a certain period of employment is required. It is probable that the man who received the maximum benefits worked the necessary time and that the other man did not. That part of the federal law as concerns benefits—and State unemployment laws have been patterned after it—reads:

"No individual shall be entitled to any benefits unless he or she has been employed by an employer (or employers) subject to this act in at least 20 calendar weeks within one year immediately preceding the date of the application for benefits."

In other words, if the man receiving the maximum benefits was not with the show on the road for the minimum 20 weeks, it is possible he was employed at the quarters before it opened, or that he worked for some other employer so as to make up the 20 weeks. It is possible, too, that the man receiving \$60 was paid only partial benefits thru not having worked either with the show or elsewhere in the minimum 20 calendar weeks within one year immediately preceding the date of his application. It should also be remembered that insurance benefits can be cut off when a person receiving them is offered and refuses to accept a job thru the State employment office—a job which he is capable of filling and at a reasonable wage.

**HARRY E. DEKON**, from out on the West Coast, pays a tribute to the memory of W. H. (Bill) Rice, and those who knew Bill personally will agree it is well deserved.

"And how we learn that Bill Rice has gone to his last rest," writes Harry. "What a showman! What a great showman! Without doubt the most versatile, resourceful individual in circus, carnival or any branch of outdoor show business. No matter what confronted him, no matter what obstacles were in his way, he always found a way to get out from under. From a sick bed he was able to handle projects and undertakings that others in good health may have failed in. I am proud that I was able to learn much from Bill Rice, and I am sure of many. May his soul rest in peace."

FOR a prize life-time pass of a burlesque future we had it to Starr DeBelle for the one he got up for Ballyhoo Bros. Circulating Expo—A Century of Profits Show. The pass, arranged in regular carnival complimentary ticket style, reads: "Not good at main gate, sides or after Tuesday or on Saturday, Sunday or Holidays. Service charge, 50 cents. Signed Iain Trunklow, Gen. Agt." On the sides and at the bottom the pass is blocked off to show on what amusements (9) it is good. In these blocks appear the following: "Band Concert," "Midway Stroll," "Penny Arcade," "All Show Ballyhoo," "Tollie," "Free Act and Act for all things," "Match for Grind Store" (actually a match). On the back of the

pass appears: Read The Billboard, World's Foremost Amusement Weekly. So far there has been only one "complaint" against the pass, this coming from Bertha (Gyp) McDaniel, who "resents" the inclusion of the Penny Arcade in the list of attractions (?). Bertha is a Penny Arcade operator, should you not know. If you're not mistaken Starr is in line for a good mauling or "tumpin'" when she meets him. So beware, Starr.



Leonard Traube

### On the Albany Front

**ALBANY** . . . That would be the annual convale of the New York State association of fairs, the 51st of the series.

A few of the delegates thought fairs within about a 100-mile radius would be affected by the World's Fair.

But there was no formal address on the subject, which struck some of us as strange.

Especially since the gathering was complete in every other way. William B. Boothby, erstwhile general manager of the Rochester Exposition, has become attached to that city's Antonelli Fireworks Co. as vice-president. He should turn out a fertile pyrotechnic peddling job.

A army man official of one fair inserted the clause "Canceled in the event of war" in his contract with an attractionist.

Charlie Lewis sent word up here from New York that he would have six ball games on his brother's show, the Art Lewis Shows.

L. Harvey (Don't Call Me Doc) Cann was down with the miseries. He played a bag for show, but there was a dead heat for first money, which put his boss, which actually showed, out of the dough.

Ballroom was so congested for the banquet that some of us found ourselves cutting up the next guy's stein steak. . . . The cigars were good, anyway.

Talk about your unattached, semi-attached and dickering-to-be-attached carnival general agents, there were about six of the species hovering about.

Mollie Decker will have the cute and candid gyrations shop on Traver's Fair at Home Shows.

We saw a private showing of Calhoun Show Print's wood-engraved posters dating back to great-grandma's time. J. J. Marron, of that house, has a ton of the blocks and a quarter of a ton of rough paper in his Connecticut commissary.

Thanks to Mr. and Mrs. King Reid for paying your correspondent better than the hellboys did.

Why does Fred Murray, of American Fireworks, look younger every year? He must be on a fireworks diet—while we indulge in such ghastly gastronomical fare as chile con carne, melted in the United States version of Mexican bichloride of mercury.

**NEW YORK** . . . Rex D. Billings, manager of Montreal's Belmont Park, back from his Miami sunning. About 80 per cent of the proposed \$25,000 appropriation to sell Coney Island to World's Fair tourists will be spent, under present plans, in improving lighting on the main arteries. Leaving but \$5,000 for propaganda. A splendid example of how to be sorry for the public utilities.

Dude Ranchers' powow and cowboy dance will come out of the Center Hotel chutes in New York March 10.

Earl Caton, veteran ride man of the road since '24, is in Aberdeen, Wash., with an itch for midways again. Caton was called to the Pacific Coast by the illness of his mother, who died last August.

Pat Purcell, who headed north from Texas a few days ago in "the last grand quest" for dates for Jimmie Lynch and his Death Dodgers, expressed the hope that he can get to New York soon, as he is "sure anxious to be bawled out by an Irish cop for a change."

If Pat will tip us off as to when N. Y. may expect his charming presence, we'll see that the police boys don't wear a bit of old overcoat tona in their hats. (Just to make sure, Pat, come in on March 17.)

Next Week: A few answers on the side-show situation in America, including a brilliant study by Carl J. Lauther which will make carnival managements sit up and take the proverbial notice.

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to be found anywhere in the country. Five Speakers . . . 70 Watt Amplifier . . . Curtis Bit Sheet on Either Side for Advertising . . . Complete in own cabinet . . . Complete Repair Facilities and Extra Amplifier, EXPERT TECHNICIAN . . . ready to go anywhere . . . desires 20-week contract.

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All Concessions open except Cook House, Cased and Catin Game. All people contracted with this show kindly acknowledge: Truman Marshall, Youles Mathis, Joe Liberty, Mike Cramer, Edwards, Harry Linstrom, Aster Phillips, Mrs. Anna Coley, Junior Coley, Zensky & Cramer, Taylor Brothers, De Phil & De Phil. WANT SHOWS: Monkey Circus, Mechanical City, Motordrome, Illusion, Stack Hubbard, Miller, Ross, all people with me last year. WANT for No. 2 Shows: All Concessions open except Cased, Pop Corn and Corn Game. No. 2 Show opens in New Jersey April 14, 1939. WANT Shows of all kinds. WILL BOOK Octopus and Loop-o-Piece. CAN USE Ride Help for the No. 2 Show. Mr. Bibb, Monkey Circus with me last year. Write: All address HARRY HELLER, Greenville, S. C., General Delivery.

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# Notes From the Crossroads

By NAT GREEN

SHADES of forgotten celebrities have been angrily swishing thru the halls of the Raleigh Hotel these last few weeks, disturbed by the changes being made in the North Dearborn street holedery, which during the last half century has housed many a name that later became a shining light in the show world. Twenty-five years ago when stock, pop, chauntaus and vaudeville were at their highest peak a show producer could walk into the Raleigh and recruit an entire company in half an hour. In those days the settees and chairs on the sidewalk in front of the hotel were filled each evening with performers from every branch of show business: leading ladies rubbing elbows with acrobats and trick bicycle riders. Even in more recent years the Raleigh continued to be a trying place for showfolk and at one time or another entertained such noted names as William Powell, Harriet Hilliard, Martha Raye and others. Changing times killed the trade and the glamour that had been the Raleigh's and owner Harry J. Cowie and his wife retired to Florida. Now with show biz staging a comeback, the famous old hotel has taken on new life under the management of Mr. and Mrs. James W. Ballie. Remodeled and redecorated it is getting back into its old stride. When the warm days of spring roll round lobby and sidewalk settees will once more be filled with smiling showfolk "cutting it up."

Show is flying over the Loop, but Starr (Ballyhoo Bros.) DeBelle writes from Augusta: "I believe I saw a bluebird this a.m." That's enough to give the boys icky feet! And from up in Ohio Ben H. Voorbels pipes that he's all set with a new Oldsmobile to hit the trail for the new season. . . . Al Martin, fed up with easy chairs and plush rugs, soon will be one on the muddy—or dusty—lots with Boris Bros.' Circus. . . . R. M. Harvey has cast his lot with the same show. . . . Dapper Al Keesman off for the Big Town to look over the World's Fair. . . . Leo Samb, in from St. Paul to pick up some scenery for Indoor shows, says Northwestern Amusement Co. has the longest and best fair route in years. . . . F. Eronold, Pecker & Watts advertising rep, looking over the field in Chi. . . . Bert and Agnes Doss, former aerialists, in from Bloomington to celebrate their 12th wedding anniversary. . . . Walter (The White Top) Hohenadel and the misssu celestating their 25th ditto. . . . Dave Williams, better known as Waxo, mechanical man, off for Cleveland for an RKO Palace date. . . . Al Sweet, bandmaster, has just reorganized the Stepping Giant Entry March, which he composed 26 years ago. . . . He also has composed Wild Cat Victory for Northwestern U. . . . His wife, Grace Sweet, well-known instrumentalist and singer, has laid up with the flu. . . . Henry L. Meitus, lumberman who purchased Sells-Sterling Circus, is wintering in California and took the circus along with him. . . . C. D. Odum, former circus manager, visited the Orrin Davenport show in Detroit and stopped off in Chi to visit friends before returning to San Antonio. . . . That was S. L. Cronin who slipped into the Congress and out again Wednesday, presumably for somewhere in Indiana. . . . Harry Bert looking quite dignified with his new glasses but not too dignified to spring a clever new gadget on the boys.

Randolph street re-echoed to the sound of many a stirring march the other evening when Paul Whiteman and other noted band leaders paraded from the Stadium to State street as a bally for Jimmie Petrillo's musical jamboree for Mayor Kelly. Jess Adkins and Zack Terrell would have gazed with envy at the crowd of 55,000 people that jammed the Stadium, which normally accommodates some 23,000. It would indeed be a wonder circus that could attract a crowd like that.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



NATIONAL SHOWMEN'S ASSOCIATION  
Palace Theater Building,  
New York.

NEW YORK, Feb. 25.—Altho there hasn't been a meeting since the January 31 election, there has been much hustle and bustle about the clubrooms in anticipation of what is to come, both as regards club matters and personal affairs of members. First meeting to be conducted by the new officers and board is slated for February 28. Executive Secretary John Liddy is notifying all members regarding the Spring Outing to be held March 25-26 in Atlantic City. Special Events Committee in charge, consisting of Robert Struge, Jack Lichter, Bill Bloch, Mack Harris, Ike Weinberg and Jim McLaugh, report considerable enthusiasm. However, members and friends are requested to get their reservations in early. Price per person is \$7.50, which includes transportation in de luxe buses both ways, dinner, Saturday night dancing and entertainment, accommodations overnight at the Hotel Jefferson, Sunday breakfast and dinner, with President George A. Hamid host at a hot haul, at the Million-Dollar Pier. As previously reported, club's Welfare Fund will be the beneficiary of a substantial part of the \$7.50 tariff.

Harry Rosen, exclusive purveyor of Martinique's Coffee at Coney Island, reports contracts at the same spots this season. In addition he'll operate at Walnut Beach, Conn. Max Gruberg and William Glick were seen around the

club the other night, having returned from the Albany, N. Y. fair meeting. Vice-President Max Linderman is expected here on March 10. Red Rogers will return to the World of Wirth Shows, presenting his MOM Midget Motion Picture stand. Dick Collins pens he has signed to go out with William R. Harris' Model Shows. A recent visitor was Skinny Garfinkel, Revere Beach, Mass., concessioner. He spent a month here. John J. Kelly has allied himself with the World Trading Corp., bingo operator.

Happy White excitedly intoned that Charlie Lawrence actually bid 500 in pinocle the other night and actually made it. Harry Susman duplicated, the feat a night later. Eddie Bennett's pals are fearful lest he middle-ages it soon without their being aware of the date, and when we asked Lew Lange for some news regarding his activities he informed that he is still available for the World's Fair. Incidentally, the fair is the chief topic around the rooms these days, and the NSA is well represented at Flushing. Among members there are Lew Dufour, Joe Rogers, Frank Darling, Harry Travers, Norman Bartlett, George P. Smith Jr., Billy Rose, Doc Shean, Harry Baker, Messmore and Damon and, of course, President George A. Hamid.

Birthday greetings and congratulations from the members and officers to the following: David S. Endy, March 3; John M. Liddy, Justin Van Vleet, March 4; Al Rogers, Alfred J. Kirby, March 5, and James H. Owens, March 8.

C. E. DUBLE

(Continued from page 33)  
likewise those two tips. They are just a memory of other days.  
"Right here the reader can ask himself the question: 'Is the circus on the way out?'"

Editor's Note: Small number of railroad shows nowadays as compared with 1914 does not in itself indicate waning interest in the circus. Various motorized forms and better means of overland transportation have naturally diminished railroad outfits. The depression, to be sure, has got in its clutches, but physical considerations have entered the picture in the last 10 years.

CORRAL

(Continued from page 34)  
Exposition, San Francisco, the destination. Forty men also are entered in the mail-carrying contest, which is to follow the historic Overland Mail Route of 1840 to San Francisco. The Nocona Chamber of Commerce is sponsoring the event, with the \$5,000 prize money being underwritten by Enid Justin, of Nocona. First prize totals \$750. Event is to promote publicity for Nocona and the exposition.

Buddy McPford, Canadian roping champion, handled the recent successful St. Petersburg (Fla.) Rodeo, under Veterans of Foreign Wars, headed by Bruce Blackburn. Event will be made an annual event, according to Blackburn. Participants included Bill and Mary Parks, Johnny Davis, Vic and Doc Blackstone, Billy Keen, Bud Nelson, Rock Parker, Pee Wee and Chip Morris, Art Keller, Floyd Lingle, Pat Plaskett, Odis Coward, Bill Sawyer and Bill Davis.

Final winners were: Bronk Riding—Vic Blackstone, Art Keller and Bill Parks. Bulldozing—Vic Blackstone, Bill Parks and Floyd Lingle. Bull Riding—Pee Wee Morris, Rock Parker and Art Keller.

LATE ENTITIES announced by officials of the rodeo which got under way in the Sam Houston Coliseum February 25 in conjunction with the Fat Stock Show and Live-Stock Exposition include Tom and Rose Breeden, Everett Bowman, Burel Mulkey, Fred Alvord, Mike Hastings, Bob Crosby, Roy Matthews, Lucille Richards and Mary Keise. W. & Loe is president and W. B. Warren secretary of the rodeo. Charlie Schulz, clown of last year's show, is clowning this year's event without his trained ood, Wimpy, which was killed recently. Everett Colborn and Harry Knight, rodeo directors, are using bronks from the Lightning C Ranch near Dublin, Tex. Judges are Harry Knight and Clinton Booth. Fred Alvord is arena secretary, and Jack McCully, of the Chamber of Commerce, and Fog Horn Clancy are handling the publicity. John Jordan has been engaged to do the announcing the first five days of the show, when he leaves to fill a previously contracted engagement at San Angelo, Tex., and Fog Horn will then double on publicity and announcing.

MEMBERS of the Cowboys' Turtle Association refused to compete in the Sheriff's Pose Rodeo at El Paso, Tex., February 17-19, but about 50 range hands and outside professionals entered. Turtles wouldn't enter after officials refused to bar performers who were not members of the association. Winners of the three-day event were: Bronk Riding—T. E. Edwards, Jess Fulcher, Karl Taylor, Carl Roping—Orsald Tully, John Thomas, Ray Prather, C. A. Norton. Bulldozing—Buster Prather, John Thomas, C. A. Norton, Jess Fulcher. Cold weather cut opening-day crowd, but other days drew fairly well. Event was sponsored by Sheriff Chris Fox's posse, with Felix Hickman, president, Johnny Mulhens furnished stock, and directed the arena. Tommy Williams, Ferris French and John Rush sustained injuries during the show.

J. L. ADAMSON letters the following from Omaha: "Those at the recent convention in Livingston, Mont., evidently took some of Guy Weadick's advice when he suggested getting down to business and less worthless speeches in his recent article on rodeos published in The Billboard. From what I can learn, all present realized that something had to be done along business lines, with the result that both the Rodeo Association of America and the Cowboys' Turtle Association appointed committees to select judges and a method adopted to eliminate undesirable. Now we'll see how they live up to agreements. It is interesting to note a Tucson, Ariz., cowboy, J. C. Kinney, was the one who suggested the policy in the matter of selecting judges. Equally interesting were the remarks attributed to Colonel Klipstiek, of the Madison Square Garden Rodeo, that he thought new features were needed, but he had no idea what they should be. It was also decided that the smaller rodeos should no longer have equal votes with larger contests. When one looks over the list of contests, a number of days held, amounts of cash purses paid in RAA events, he can understand why Weadick suggested they be classified. The spread in purses among contests held the same number of days is all out of proportion. I have not seen anything as to what was decided as to classifying contestants, whether 'professionals' with no ability are still to be allowed in competition with those with records. Neither has anything leaked out as to what the RAA considers a 'professional' or a 'nonprofessional' regarding rodeo or contestant."

BIRTHS

(Continued from page 29)  
Conn., February 7. Mother is a former burlesque performer.  
A son to Mr. and Mrs. Art Tolchin. Father is salesman for Station WIN, New York.

Coming Marriages

Paul Numenthal, nonpro, and Dorothy Mäuel, secretary in the Balaban & Katz booking agency, Chicago, in that city April 30.  
Fredric George Worlock, English actor, and Mrs. Mildred S. Ruben, former wife of J. Walter Ruben, film producer, soon.  
Johnny Weismüller, swimming champion and screen actor and Beryl Scott,

following the granting in about two months of a final divorce decree to Lupe Velez.

Divorces

Mrs. Mildred Reynolds from Freddie Reynolds, night club singer, in the Superior Court, Bridgeport, Conn., last week.

MARYLAND, BALTIMORE

(Continued from page 25)  
this week, after an absence of many years. Robitschek plans to bring in a new unit one week out of each month. Present policy is two shows daily, with three on Saturdays and Sundays. Popular prices prevail.  
Even tho the acts individually are okay, it is problematical whether of straight vaude variety without the presence of names, such as this opening bill, will draw, particularly in Baltimore, where people are both skeptical and critical about their entertainment. It is apparent that show will need be strengthened with names if it is to attract customers in large numbers.  
As at all openings, this one will not without the usual mishaps, with certain being pulled at the wrong times, lighting trouble and on several occasions a dead milk. Despite these mishaps, the fair crowd at this matinee thoroughly enjoyed the performance.

Nat Nazarro Jr., acts as emcee and does a neat job. His suave style fits the job perfectly, while his drunk bit and expert tumbling give him the opportunity to prove that he can do something besides joke and introduce acts. He is assisted on occasion by Elaine Arden and Benny Ross.

Don and Bud Gilbert, equilibrists, provide a good opener. Working on a low bar, they perform some difficult stunts with skillful ease. Their swinging on the bar is distinctly different but have the usual routine at hand balancing.  
Ginger Dulo swings out satisfactorily in her somewhat husky style. She has a pleasing voice but excels with a vibrant personality on which she capitalizes. Her impersonation of Martha Raye is met with approval by the audience.

Maurice and Maryea present an attractive couple and are well above the average dance team. Maurice is a smooth-looking chap, while his partner is truly a blond eye-fil Routine of three numbers is accomplished with smooth, graceful rhythm, and when new holds and better lifts are invented they'll invent them. Kathleen Harris follows with a brief turn at toe tapping. In addition to a military toe tap, Miss Harris also presents unusual front and reverse toe flips.

Elaine Arden glaugethers the King's English with her Greek dialect worn thin by Parkarkarkus. She provides numerous laughs with her dialog, however, by bailing emcee Nazarro.  
Bonny Ross and Maxine Stone are easily the brightest spot on the two-hour show. Ross is the spittin' image of Bob Benchley and, just as funny. The sleepy Miss Stone, a blond looker, is an excellent foil for Ross' subtle humor. Would be top comedy number on any show.

Ruth Landi worked under a handicap when the mike suddenly went dead as she started to sing. Miss Landi has both a sweet presentation and sweet voice and despite mike trouble elicited with the audience. Best song was Gick Out of Town.

Buck and Bubbles, septan team, are a refreshing novelty. Both boys are proficient at comedy, piano, singing and dancing and supply a goodly portion of each, all well done. A nice share of applause greets their efforts.

The Royal Whirlwinds, two women and a girl, furnish a rapid-fire closing on skates. The trio take reckless chances with difficult feats while whirling around at breakneck speed. Their neck-to-neck swirl is a honey.  
Show is billed as Laughter Over Broadway, presented by Julian Fuchs and staged by Kurt Robitschek. Fuchs also led the pit band.  
Phil Lehman.

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Lawrence, Fla., week March 6 to 11. Wire JOHN B. DAVIS.

**JACK BAILLIE WANTS**

Comm Agents and Callers for Dodson's World's Fair Shows, opening Huntington, W. Va. April 22, also J. J. Page Shows, Johnson City, Tenn., April 8. Write or wire BOX 7, ROUTE 4, Savannah, Ga., before March 20.

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# B-G Shows Signed For Mich. State Fair By Its New Manager

CHICAGO, Feb. 27.—Dr. Linwood W. Brown, new manager of Michigan State Fair, Detroit, has signed a contract with the Amusement Corp. of America to present the Beckmann & Gofety Shows, a unit of the ACA, at the 1939 fair.

On December 20, before the reorganization of the State Fair board with new members appointed by the present governor, Frank P. Fitzgerald, the previous board had awarded a midway contract to Bennies Bros. Shows for this year's fair.

# Nelson Elected President Of Connecticut Fairs Body

HARTFORD, Conn., Feb. 25.—Meeting of the City Club here on February 21, Association of Connecticut Fairs elected Freeman R. Nelson, Pomfret, president, succeeding Boyd R. Grant, East Windsor. Randolph W. Whaples, Glastonbury, was re-elected secretary, and Richard H. Erwin, Newington, treasurer. Herman Walker, Goshen, and George M. Nerius, Danbury, were elected vice-presidents.

Treasurer's report showed receipts of \$4385 during the past year, with expenditures of \$42826, leaving a balance, including balance on hand as of February 23, 1938, of \$107.50. Elliott H. Blake reported on activities of the publicity committee.

County directors elected are Edmund Finney, Avon; Dwight Williams, Wallingford; John A. Jackson, Durham; Frederick C. Banks, Fairfield; Paul L. Johnson, Bethleham; Boyd R. Grant, Merose; Alexander Maffland, Thompson, and Edward S. Beebe, Norwich.

Speakers and their subjects were George H. Bean, Northampton, Mass., What Fairs Have To Sell, and How They Can Interest the Public; Olcott P. King, State commissioner of agriculture; Roger B. Corbett, director of extension work at Connecticut State College, Storrs, means by which extension service might help fairs, and Charlotte Z. Gove, assistant county club agent of Hartford County Fair Bureau, awards in junior departments.

# Brakebill Succeeds Faust As Secretary in Knoxville

KNOXVILLE, Tenn., Feb. 25.—Charles A. Brakebill, former president and many years a director of Tennessee Valley A. and L. Fair here and its predecessor, was elected executive secretary this week, succeeding Hugh D. Faust, who died last fall. Charles Jenkins had been acting secretary and directors took no action on the permanent post at their annual meeting several weeks ago.

Secretary Brakebill, at a time dealer, formerly operated a livery stable here and is known as a horse enthusiast. He takes active interest in the fair's live-stock department.

# PYRO CONTRACTS

(Continued from page 31) Organized, Pain's successor, Craig has also been connected with a fireworks firm in Michigan.

Top man on the purchasing end, 60 when Rogers and Craig are responsible, is Kenneth Morgan, of the New York engineering firm of Morgan, Bamsel & Engelken, noted in the beach-pool by the superintendent of Jones Beach, amusementless strand on Long Island used as a model of beach perfection.

It is claimed that Rogers, before joining the fireworks staff of the fair, had to resign from International, but insiders point to a not very widely circulated report that Rogers' company will receive the best percentage share of the pyro budget and that the preliminary requisition is for an amount between \$60,000 and \$70,000. Rogers' work is concerned with the priced material set-up in general and Craig's with specially designed pieces, of which the expo will use a good deal. Bids and description of materials in actual samples have been coming in from companies for nearly a year. Materials have been tested and are still being toyed with. Companies whose bids are found promising are then asked to re-submit bids and more materials or samples to give them a further opportunity to compete.

According to Morgan, whose title is fireworks controller, prospects are so di-

vided as to give each firm specializing in a particular unique or original piece or pieces the opportunity to get closer to the talking-shirley stage.

Display production is big, a muddle. Originally it was planned to shoot the light-and-color, sound-and-motion, spec-tacles nightly, the first at 9 p.m. in the Lagoon of Nations (exhibit area) and the second at 11 p.m. off Fountain Lake, which the amusement zone circles. Now there is little talk about dropping one show. Most amusement concessioners prefer the one show off the lake. They claim the exhibit area show isn't calculated to make the customers stay on for the later one and that it is the not-too-compact fair area which needs build-up anyway.

# FLUSHING FRONT

(Continued from page 31) veteran rodeo expert, Col. W. T. Johnson, of San Antonio, who made rodeos an integral part of Madison Square Garden's yearly program, is in line to operate the venture, together with a personnel to be selected by the Texas colonel personally. He's been in town all week—most of his waking hours at the fair's administration building.

Frank Buck reassures us that his Junglesand project is thoroly financed and that reports to the contrary are strictly out of order. Construction is progressing regularly and the little bit of African wilds should be up and ready several weeks before April 30. Buck is exercising his exclusive privilege on wild-animal attractions at the fair, thus putting an end to reports that cat trainer Clyde Beatty would be a featured attraction in George Hamid's European Circus. There's a possibility, the very slight, that Beatty will join the Buck jungle show. Buck would want the attraction, naturally, tho his previous contracts make it almost anything but feasible.

Joe Rogers, of Dufour & Rogers attractions, back from the OOHIE with interesting reports of that fair's opening.

Harry C. Baker is another concessioner at both expos who returned to New York following the Pacific debut. And Cliff Wilson is expected in soon to supervise final construction work on his Live Monster show. . . . Norman Yule, in charge of Southern Rhodesia's Victoria Falls project, hit the "Only Human" column by Candice in The New York Mirror. And Jordan L. Mott, head man of the Parachute Jump, is far from asleep when it comes to publicity angles. Has some clever stunt up his sleeve, he says.

To date amusement project far ahead of the parade from a publicity standpoint is, quite naturally, Billy Rose's Aquacade. Garnered plenty of space nationally last week thru casting activities and subsequent girlie-girlie propaganda.

The fair's proposed "no gas" system received its first big news break locally this week when Mayor La Guardia purchased the first \$15-ticket book and announced at the same time that all city officials would be expected to do the same if they wished to visit the expo on Flushing Meadows. President Whalen, commenting on the passive gate policy, pointed out the old story that people able to pay for tickets usually get passes thru pull and that "this free pass business has ruined more fairs, large and small, than it has ever helped." Whalen said that fair employees already have signed "100 per cent" to supply tickets for their families. To just what extent the system will be enforced remains a question. As it stands today it borders on the fantastic.

New York stallies were more than liberal in coverage of the Golden Gate opening last week in San Francisco—thanks, apparently, to a wide-awake and generous fair promotion department. New York is expecting the King and Queen of England on June 10, following a three-day sojourn at the White House in Washington. It falls on a Saturday, which concessioners no-likes. A midweek "Royalty Day" would be much more profitable on the week. . . . National Blucut Co. has arranged for a special Walt Disney film at its exhibit, and Underwood Elliott Fishbe Co. will present an Underwood typewriter 1,700 times larger than a regular machine. . . . Baltimore & Ohio Railroad entertained more than 100 of its passenger agents this week on the fair grounds to better equip its personnel with information and interest when promoting travel to the fair.

Johnnie (A local horse-race bookie) has \$20,000 which a pay attraction

concessioner is trying to separate him from, making the manager a partner in a business he doesn't know the first thing about. It's been done before. . . . Several show contractors didn't know their projects were part of one of the fair's strip tickets until they were told about it—after the plan went into the works.

Has that been done before? The expo is so precise about the wording of contracts that a mere meaningless word which more laymen wouldn't think changes the intent of the agreement might cause and, in fact, has caused and is causing days and days of delay. Those lawyers! Two well-known outdoor show insurance brokers appear to have the inside track on carrying the amusement zone risks. Labor difficulties are anticipated, involving musicians, carpenters, electricians, not to mention talent and other allied trades.

# CLEANINGS

(Continued from page 31) opening was bigger than in Chicago. When Baby Incubators, under management of Arthur Hoffman, opened late in the afternoon, they were almost mobbed by a crowd that had waited to be admitted.

Joe Rogers, who came to superintendent opening of the Dufour & Rogers Life show, was elated over big business done by this sterling attraction. Headless-Girl attraction, in an artistically beautiful building, altho opening rather late in the day, did fine business and should hold up its end with smaller attractions. Don W. Nicholson is operator. Hydrophere, in another beautiful building, did not do so well, owing to rather poor location. This bad spot came about thru two major "drop-outs." Within 10 days the adjoining space will be filled.

Cliff Wilson must have second sight or be some kind of a seer. This astute showman picked a location a year before opening on one of the world's largest and plics, and when the fair opened his Monster Show has the best location on the Gayway, with people literally fighting to get in. Cliff had one of the biggest days he has ever had with this interesting attraction, and it is freely predicted that the show will beat his great A Century of Progress gross in 1933. Monte Carlo Secrete, a sign frame-up built around an expose of gambling, did not click for some reason, which the owners may solve. At least \$30,000 has been spent on this attraction.

Tom Wolfe's Holyland is not on the Gayway, just around the corner on the main avenue, because he is under the impression that people off the Gayway are in a mood more in keeping with his type of show. Customers went in in droves all day. So well pleased was he with the outlook that before the day was half over he contacted Fred Weddleton and booked a Venetian glass-blowing show. Candid Camera, the building of which is a giant camera, played to capacity all day.

Johnny Bramson's Deep Sea Divers scored Johnny ballyhooes with a diver in full equipment. He is going to make a run for first place of the dime show. Bramson also has his big Lion Moto-drome close by, where customers streamed steadily up the stairways.

"Stella" Once more the cry is heard over the fair grounds as in 1915, when this picture showed to over 800,000. Looks as tho she may repeat. A fine little building and excellent presentation, Mark Twain's Home may build up when the reading public gets onto the fact that many original manuscripts and personal belongings are in the exhibit.

Harry Baker's Fun House had a lise in front all day and must have registered big business. "Gloria," another picture of the Stella did, nevertheless, if they can keep up the pace that they started the operators should make money.

Theatre Mechanique is one of the finest presented shows anywhere. Display of mechanical figures, amazingly beautiful dolls, animated small animals,

clowns and hundreds of other figures indicates showmanship of the nth degree. Will do better the time pass on Stamp Show, fine collection of the Rev. Father Bucci, is priceless, but I fear the average Gayway promenade is not philatelically minded.

Harry A. Tilson, who was rather doubtful about San Francisco for Ferris wheels, had a great day with his two big 10's. His Swing-It also did business; if continued, will have him off the hot in the time. Baker's Speed Cars, with little gasoline-engined racers, fly around the board track like frightened deer. Jimmy Mitchell came from Beaver Falls, Pa., to be sure that they functioned, which they did. They must have had a big day. That big Cyclone Coaster, built by Joe Dramboul, changed them around all day. Harry Baker, who had been under the weather, came for the opening and expressed keen satisfaction in business the big ride was doing.

Melville-Miller Shooter "knocked 'em out" the bold Kent road." Figuratively speaking. Rudy Illions, operating manager, did himself proud on the structure he created. There is nothing comparable to it, especially facade and neoking. Location was selected over a year ago by Dick Lisse, capacity business was the order and Mrs. Bertha Melville, one of the owners, assured the writer that if the fag electric fuses had not blown and kept the Gayway in darkness for an hour and a half they would have had the biggest day that any Scooter ever had. The Cross Octopus ride also had one of those days that ride owners hope for. This Octopus has two cars on each tentacle and four would not have been, too many.

Rollo-Plane, another Cross ride, played to capacity hour after hour. Hinx Flying Scooter kicked up a lot of air and picked up a lot of dollars. Anderson's Miniature Railway, strictly modern version of this type of ride and in an exceptionally fine location, played to capacity, with adult riders predominating.

Next week I will briefly describe remainder of the attractions, which we hope will be ready by that time. It's hard for me to say how gratifying the successful opening has been. I have been bragging about what a great fair this would be for the last 12 months. As an Easterner who did not intend to be sold on this enterprise, I put on my suit of armor and dared them to pierce it. Well, they did, and I in turn told my friends thru The Billboard and many of them believed me. Some came out, invested thousands of dollars and, rest assured, I was on a hot seat while awaiting the day of the proving. It proved okay, for which I give thanks.

**ATTENTION**  
**EXHIBITORS and CONCESSIONAIRES**  
Light Up With Us For the  
**NEW YORK WORLD'S FAIR OF 1939.**  
Buy Your Electric Batts Direct From the  
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QUALITY. Laboratory Tested Lamps at LOW  
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For Six Weeks in South Carolina Commencing March 13th. Shows with own outfit. Will book or buy Kribbe Auto B134. Must be in good condition. Want small Cooks-fire to food help and outfit-gmb. Ralph Rowland care of. Adlawan

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FOR FAIRS BEGINNING EARLY IN AUGUST, UNTIL ARMISTICE WEEK, WITH GOOD STILL DATES IN THE EAST.

WANT Ride-O, Octopus, Shower, Location and Under the Ring Caller and Help. CONCESSIONS—Burgers, Galleries, Working Artist or Fish Food, Push-It-U-Win, Push-ditch, Apple or Pine. All kinds of Attr. for Kids Show. Give for Johnson's Terms, Minus of Athletic Show. Will like to hear from Jack and Leslie Ogden. Address

**W. C. KAUS, Winner Gardens, New York, N. C.**

# COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

## AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

### Coin Op'd Chain Store

Fully automatic retail store gets test in Memphis—offers all types of mdse.

MEMPHIS, Feb. 25.—Memphis, which has been the birthplace of several self-service store systems, has introduced to a new one recently as the Money Dozit method opened an automatic coin-operated demonstration store in a prominent business district.

The Money Dozit system, as the name implies, is an application of the coin-operated dispensing machine to the grocery field. The sponsor is Fred Montel, president of Liberty Cash Grocers, operating 32 stores in Memphis. The inventor is L. O. Garay, who has been working on the plan for five years. A feature of the demonstration store is a drug section, where nationally advertised brands may be obtained by dropping a designated amount into the slot.

#### Perishables To Be Sold

Montel hinted that his projected grocery chain may handle quick-frozen foods, coin-operated refrigerators already having been perfected. Meats and fresh vegetables will also be offered.

The promoters of the new robot merchandising plan lay great emphasis on sanitation. All cases are dustproof and fully protected both from vermin and petty pilferers. A feature of the plan is the installation of automatic money changers throughout the store. Any coin dropping a quarter into the slot, for instance, receives four nickels and five pennies, all protected from germs by a cellophane wrapper.

The Money Dozit system establishes a new minimum in manpower in chain stores, even banishing the time-honored cashier. It also meets an objection to conventional chain store methods of which Clarence Saunders, creator of the Piggly-Wiggly system and later the K&A Foodco., has made much capital—possibility of mistakes in addition.

### Ohio Court To Rule On Candy Taxation

COLUMBUS, O., Feb. 25.—Ohio Supreme Court will decide whether or not, in this State at least, candy is a food. Several weeks ago the Ohio State Tax Commission appealed to the Supreme Court of Ohio the suit which had been instituted at Akron and in which both the Common Pleas and Appellate courts had sided with the candy men and against the tax commission, holding that candy is a food and not subject to the sales tax. The tax commission has estimated that if candy is declared to be a food the State will lose half a million dollars a year in taxes. Ice cream in Ohio already has been declared a food and no tax is collected on it.

A. E. (Tod) Andrews, who operates a chocolate shop at Cuyahoga Falls, is the man who is responsible for the action to have candy declared a food. When the law was passed in 1920, exempting food from the sales tax if consumed off the premises he quit charging the sales tax. He was taken into the mayor's court and fined \$25 and costs, and then the fight started. In his fight in court Andrews has had the support of the organized candy industry of the State.

### Jurors Won't Blame Neighbors For Playing Pinball

(An Editorial From The Watertown, N. Y., Mirror, Feb. 10, 1939)

PINBALL MACHINES. If the corporation counsel is as wise as we think he is and as independent as we hope he is, he will take proper steps to dismiss all complaints in the pinball cases. We say this because it is evident that the people of Watertown are not in favor of branding prominent business men and women as keepers of gambling joints because they had these pinball machines in their possession. The jurors who have sat in the cases so far have found the defendants not guilty, without the defense taking the trouble to swear a single witness. The only exception to this has been in the case tried by Assistant Corporation Counsel Charlebois, where a disagreement occurred. Further trial of these cases is but a waste of the time of the court and the jurors. The jurors, by the way, receive 25 cents a day.

Some will ask how we are to handle situations like these—how to handle complaints that children are playing pinball machines with their lunch money. The Mirror believes that some harm has been done in the operation of the pinball machines in this city. On the other hand, it cannot get greatly excited over adults losing a few nickels which they can afford to lose and getting some amusement from their folly. The excesses in these matters, like in all others, cause the harm.

If the law enforcement officers had gone to the various proprietors and warned them of the reported abuses and asked co-operation, no doubt they would have received it. Or had the troopers gone in and obtained evidence of children playing these machines, they would have had a better case to submit to the juries. Instead they chose to acquire their evidence by operating the machines themselves and then at the appointed hour rush in with the aid of local police and made seizures and wholesale arrests of good people, and the result is that the jurors do not approve convicting their neighbors unless the crime is serious and vicious. It might have been different had they produced evidence of the abuses.

Whether you like it or not, the whole matter is now at a stage where it should be dropped and forgotten—at least further prosecutions at this time are utterly useless. The corporation counsel should have the courage and wisdom to move the dismissal of the pending cases and hope that the whole matter will serve to warn the owners of these machines that they should co-operate in eliminating abuses and stop taking money from children and incompetents who need it for other purposes.

It is elementary that no law can be successfully enforced which does not have the sanction of the people. Prohibition was a good example; pinball violations are another.

### Union Picket Is Enjoined

N. Y. judge rules against picketing phono location —“No strike,” he declares.

NEW YORK, Feb. 25.—A decision against the right of unions to picket locations at which non-union phonographs are located was handed down by Magistrate L. Brodsky here Tuesday in a case involving John Garay, automatic phonograph operator, and the Electrical Workers' Union, Local 760.

Case resulted from the picketing by the electrical union of John's Bar and Grill at 258 W. 41st street, Manhattan, where Garay, 1335 Second avenue, a phonograph operator, had a phonograph installed.

Garay, represented by attorneys Charles V. Hanley Jr. and Ivan E. Maginn, brought proceedings against the union's picket, Berek Ahmed. They cited the facts that since Garay conducted his own business, does his own work and employs no labor, he does not have to belong to any union and is outside the union's jurisdiction. “Therefore,” it was declared, “the picket is guilty of unlawful picketing, which is a misdemeanor under the law.”

In handing down his decision, the judge held that a phonograph operator who has no employees need not belong to the union and that the union may not picket a location where such phonograph operator has a machine installed. Magistrate Brodsky stated: “The sign of your man (the union's picket) was misleading in itself. In addition, this is a case in which there are no real strikes of any kind. The sign in its evidence. If you read the sign, ‘electrical device’ is in small letters. One reading and running, so to speak, would read it. ‘Please do not patronize bar and grill. It is unfair to union labor.’ The ‘electrical phonograph’ is in one-inch type and the other wording is in three and one-half or four-inch type. That is not right. There is no strike here. There is no boycott. In either event, there is no strike. I will hold that it is unlawful picketing.”

The importance of this decision in the opinion of lawyers Hanley and Maginn, is that it establishes the law where it has never been clearly settled. “There can be no labor dispute where there are no employees,” Maginn declared, “and obviously any sign stating that an operator who has no employees is unfair to union labor is a false sign and unfair picketing which is disorderly conduct, according to the law.”

Mentioned in the case, was the Court of Appeals decision in the case of Lull vs. More, 270 New York 640, which, it was stated, holds explicitly that a man conducting his own business and employing no outside help does not have to belong to any union. The judge did not mention this case in handing down his decision in favor of Garay, but declared during the case that he was familiar with the law involved.

### Dime Store Slugs Causing Trouble

“To the Editor: We are disclosing a number of slugs which we have been finding in great quantities in our machines. These are sold at 5 and 10-cent stores for use in bingo games. Some stores have been using smaller or larger ones, but the ones we disclose fit perfectly in 5-cent coin slots.”

“We contacted all stores here, asking them to discontinue the sale of this slug and have notified premises of the

operation from some and indifference from others. We write you about this knowing that you are in position to contact the manufacturers and to request them to make other sizes or shapes of these discs to avoid giving coin machine operators trouble in the future.

The largest dealers handling these are Woolworth's. Kresge stores are selling a penny size. Incidentally, all of these stores operate coin machines, particularly scales, and should understand

the mutual problems of operators.

"We trust you will be able to get cooperation from the manufacturers of these objects and from the headquarters of all chain stores selling them.—N. S. Co., Indiana, February 16, 1939."

### Robbins Selling S-McG Venders

NEW YORK, Feb. 25.—Dave Robbins, of D. Robbins & Co., who recently bought out a large quantity of Stewart & McGuire 1 and 5-cent combination bulk venders, states that the operators who have been purchasing the machines are finding them popular.

"The operators tell me," says Robbins, "the machine has proved that a combination 1 and 5-cent bulk vender when on location takes in about 10 nickels to each 100 pennies, thus getting a gross receipt of 33 1/3 per cent. in nickels."

The ops. claims Robbins, tell him that the purchaser in many cases, although intending to spend only a penny, sees

### Baby Production

MOOSIC, Pa., Feb. 25.—Donald McAndrew, who is connected with Ben Sterlings arm, Sterling Service, has just announced the arrival of a new heir in the form of a son. "No matter how tough the operators may say the going has been," declared Benjamin Sterling Jr., "it never seems to deter the production of 'La Infante.' As a matter of fact, there's danger of exceeding the quota."

something he wants and puts a nickel into the machine.

### Skill Co. Exhibit Distrib

CLEVELAND, Feb. 25.—Skill Amusement Co., Mate Weisenberg, manager, is opening a wholesale department and will be distributor in Ohio for Exhibit Supply Co. J. P. Olson is in charge of sales promotion. Weisenberg is well known in Ohio coin-machine circles.

### Where There's Life..

There's PHOTOMATIC! In busy locations all over the world people look for the familiar PHOTOMATIC machine. Come war, come peace, come summer, spring or fall, people will keep coming to your PHOTOMATIC for those quick photographs of great quality. There's five years of proof behind that statement.

### INVESTIGATE

International Mutoscope Reel Co., Inc. 518 West 34th St., New York.

GET HIRKS  
**GUESSER SCALE**  
 PENNY BACK IF YOU ARE RIGHT WITH THE  
 "Watch your heart beat"  
 FEELING  
 GREATEST LEGAL  
 MONEY MAKER EVER BUILT  
 all mechanical operation  
**C.R. HIRK & CO.** 2026 N. WASHINGTON BLVD  
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WHILE THEY LAST  
**Paces Races**  
 Serial Numbers Over 5,000.  
**1938 Skill Times**  
 A-1 Condition  
**\$105.00**  
 1/3 Deposit With Order, Bal. C. O. D.  
**SAM MAY & COMPANY,**  
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**BARGAIN**  
 BEUBURG SYMPHONOLAS, Model D, Deluxe  
 Modernistic, \$50.00.  
**MAPES NOVELTY CO., Inc.**  
 787 East 133rd Street, New York 14, N. Y.

**SKILL AMUSEMENT CO.** 1910 CARNEGIE AVE. CLEVELAND, OHIO.

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**CHIEF Speedy**

Outstanding money maker in Cleveland today. Long-life profit getter on every location. It will be your CHIEF money maker.

Exhibit's latest release, the Novelty Table that will bring Speedy Action and Speedy Money.

CLOSOUT—\$30,000 worth of Used Equipment. Guaranteed mechanically perfect. Includes 10 Western Baseballs on location, used less than 30 days. Specialty priced at \$50 each. Terms: 1/3 down, balance C. O. D. ACT NOW. WRITE FOR LITERATURE AND PRICES.

**SKILL AMUSEMENT CO.** 1910 CARNEGIE AVE. CLEVELAND, OHIO.

## Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a confidential basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,144,172. Pertaining to Coin Controlled Time Switch.

Application, August 3, 1934. Issued January 17, 1939.

Number of claims, 1. Inventor's name—Arthur B. Welcome, Los Angeles, Calif.

Assigned to Welcome-Meter Co., Pasadena, Calif.

In a timing device, a switch including a pair of resilient arms each carrying a contact point, a rotatable operating member for said switch having a cam surface adapted to be engaged by the extremities of said arms and including a circular portion terminating in an abrupt shoulder, rotation of said rotatable member to a definite point causing one of said arms to slip off the shoulder and separate the contacts, rotation of said rotatable member beyond the definite point causing the other of said arms to slip off the shoulder and engage the contacts, a motor for advancing said rotatable member and energized by closure of said contact mechanism, a lost motion connection between said rotatable member and the motor, and means independent of the motor for advancing the rotatable member beyond

the definite point to close the contact mechanism.

Patent No. 2,144,807. Pertaining to Control Mechanism for Coin Actuated Machines.

Application, December 28, 1936. Issued January 24, 1939.

Number of claims, 1. Inventor's Name—Alvin K. Norton, Portland, Ore.

In a machine of the class described, a rock lever having a pivotal opening formed between the ends thereof, both of said ends being turned laterally in the same direction and one of said laterally turned ends being turned downwardly and then inwardly toward the pivotal opening, said last mentioned end having a curved shoe formed transversely with the body of said lever and extending upwardly on the side opposite said first mentioned turned ends.

Patent No. 2,145,840. Pertaining to Bowling Game Device.

Application, September 17, 1937. Issued January 31, 1939.

Number of claims, 1. Inventor's name—Wills F. Thompson, Portland, and Ernest E. Gowell, South Portland, Me.

Assigned by said Thompson to said Gowell.

A bowling game device adapted to be played with balls, comprising a box embodying a base portion having upstanding sides, a cover portion hingedly secured to said base portion, holding means to maintain said cover in an inclined position when the device is in service, a pocketed target mounted on the inside of said cover, said target including a plurality of circular bands concentrically arranged and mutually spaced, a plurality of posts having longitudinal slots in which said bands are respectively mounted and secured, and radial partitions interconnecting said bands and secured in transversely disposed slots in said posts, a fabric fence extending outwardly from the marginal portions of said cover portion and surrounding said target on three sides thereof, and means at the rearward end of said base portion for upwardly deflecting said balls as they are bowled toward said target.

Design Patent No. 113,006.

Pertaining to Design for a Combined Platform Scale and Vending Device.

Application, November 18, 1938. Issued January 24, 1939.

Designer's Name—Olanfoe in Kirk, River Forest, Ill.

The ornamental design for a combined platform scale and vending device.

**Vending Machine Posters In New York Subways**

A poster appeared in all the New York subways last week promoting the use of vending machines.

The poster shows a pretty girl playing a coin in a Wrigley gum machine, and the copy reads:

"Treat yourself—quickly—easily at vending machines or news stands."

# BIG EYE-OPENER FOR OPERATORS

### Little Spinner-Winner Making Big Money

### \$30 a day on many spots

The saying, never judge a man by his size, must also be true of coin games, because Keeney's little, console-action counter game, SPINNER-WINNER, is certainly doing a BIG GAME job in the way of earnings.

Operators are reporting \$30 a day and \$125 a week from their SPINNER-WINNERS, and the Keeney Company is running full force trying to manufacture games fast enough to keep up with repeat orders coming in.



**1 to 8 Coin Play** offers from 1 to 8 selections, and takes pennies, nickels, dimes and quarters. It is also made with a 5c-only chute.

**Changing Odds** Odds change with each play, and run from 2 to 1 up to 40 to 1.

The game is furnished with either Dice or Number characters on dial, with a gum vending arrangement being standard on all models.

**Cheat-Proof** The mechanism is tilt- and cheat-proof. Last coin played is visible to location, so game cannot be "slugged."

**Other Keeney Hits** Keeney's POT SHOT payout table and free game is evidently running away from everything else on the same locations.

And Keeney's consoles, PAS-TIME, TRIPLE ENTRY and TRACK TIME, continue to top all games for profits.

**J. H. KEENEY & COMPANY**  
 NOT INC.  
 2001 CALUMET AVENUE  
 Chicago



Eventually...  
Why not now?



PAN CONFECTION  
FOR BULK VENDING MACHINES  
**BECAUSE---**

1. Colors with eye appeal.
2. Flavors for every taste.
3. Made in conformity with Pure Food Laws.
4. Uniform size pieces.
5. High lustrous finish.
6. Candies with appetite appeal.
7. Variety—Over 38 different confections.
8. 47 years' experience in making candies.
9. Packed in handy — sturdy containers.
10. Prompt and efficient service (shipments made within 20 hours).

IF-YOU WANT SALES  
YOU-SHOULD BE USING  
**PAN CONFECTION**  
345 W. ERIE ST., CHICAGO, ILL.  
Write for Complete Price List  
"Originators of Hard Shell Candies"



**Pan Lists Candy Choices of Ops**

CHICAGO, Feb. 25.—Pan Confection Factory recently suggested 10 kinds of candies to be used in bulk venders for the current season.

It commented: "Taken direct from our sales records, the following candies have been the most popular with vending machine operators from Coast to Coast; 1. Pee Wee Boston Baked Beans; 2. Boston Baked Beans (larger size); 3. Toy Jelly Beans; 4. Smooth Burnt Peanut; 5. Pee Wee Smooth Burnt Peanut; 6. Chocolate-Spanish Peanut; 7. Chocolate Raisins; 8. Ruff Burnt Peanut; 9. Assorted Licorice Lozenges; 10. Fruit Dibs."

**King & Co. Have Northwestern "39"**

CHICAGO, Feb. 25.—King & Co. announced recently that they are now ready to make delivery on the Northwestern "39," newest 1939 model bulk vender. "It's the machine operators have been waiting for," declared firm officials. "It's the machine that has

everything that can be desired. "Operators have designed this new model. Opinions of operators throughout the nation has resulted in a machine that is the answer to operators' problems. It is built as the operator would build it himself. Smooth, profitable and dependable vending of bulk merchandise are assured with this machine. "Attractive, modern lines and unobstructed merchandise display produce a tempting invitation that stops the passers-by and fills the cash box. Try the Northwestern "39" on your route, compare it and test it, then you will say that it's a swell bulk vender."

**New Vending Firms Get State Charters**

ALBANY, N. Y., Feb. 25.—Two newly organized vending machine enterprises were chartered here by the secretary of state.

They include: The G. V. Corp., of New York City, having a capital of 200 shares of stock; the subscribers to which are Murray Taylor, John Bruchwiler and William A. Todd, New York City. The Mills Amusement Co., Inc., of Buffalo, N. Y.; capital 200 shares of stock; the promoters and shareholders are Sidney S. Siegel, Marie Starrett and Norma K. Johnson, Buffalo, N. Y.

**cigarette merchandisers' association**

While the gathering of cigarette merchandising machine operators at the Hotel Robert Treat in Newark Sunday, February 19, was billed as the "Second Annual Exhibit and Second Anniversary Celebration of the Cigarette Merchandisers' Association of New Jersey," in effect it was a convention of leading Eastern cigarette merchandising machine ops. A good crowd was on hand in the afternoon to view the various exhibits. Stewart McGuire, Inc.; U-Need-a-Pak Products Co.; A. H. DuGrenier, Inc., and Rowe Mfg. Co. displayed latest model cigarette merchandisers. Axton-Fisher had an attractive display of Spuds and Twenty Grand cigarettes. P. Lorillard had an exhibit of Old Golds and Diettes, while Potter Press displayed salesbooks. Match companies represented were Ohio Match Advertiser, Jersey Match and Universal.

Over 200 dinners were served at the banquet, after which the contented merchandisers got back to enjoy the M. G. B. floor show. Show was augmented with talent from local night spots which appeared thru the efforts of Ben Wallace, of the Public Service Tobacco Co. Guest stars included the "tisket-a-tasket" girl, Irene Eddy, who appeared thru the courtesy of Samuel Maltin, and Benny Goodman, thru the courtesy of Shubert Theater.

Following the dinner and floor show prizes were distributed to lucky ones holding the winning tickets. Five cigarette merchandisers went to the following: DuGrenier machine to Public Service Tobacco Co.; Hudson County Tobacco Co. won a National machine, while Al Sharenow, of Medford, Mass., went home with a Rowe merchandiser. Stewart-McGuire machine went to Aaron Gosh, of New Rochelle, N. Y., while the U-Need-a-Pak machine was won by Le Peko Co., of Jersey City.

Half cases of cigarettes went to Arthur Mills, of Rowe; Aaron Gosh, S. Robert Mittleman, Leon Rosenthal and Babe Kaufman. Anthony Massone, of Waterbury, Conn., took home 125 order books, while Ho-Tray cigarette servers went to A. Hans and Halimah Fadem, both of Unit Vending Corp., of East Orange, and Babe Kaufman. Three cases of matches were won by Harry Ostely, Aaron Gosh, Leon Eskin, Harry Rosen, Charles W. Stange, Henry Hartman, H. D. Bartzell, John Sharenow, Maonis Weinberger, Alfred Sharenow, Frank Bush and Nat Turkel.

Door prizes went to Nellie Collins and Isadore Bergmann, each of whom was awarded a fitted airplane traveling bag. Committee in charge consisted of Leon Eskin, chairman, and Samuel M. Maltin, Charles W. Stange, Michael Lascari, Leonard Ziegler, Sol L. Kesselman and Le Roy Stein. Directing the activities and acting as toastmaster was Le Roy Stein, manager of the association.

Out-of-town guests included Alfred Sharenow, of the CMA of Massachusetts; Anthony J. Masone, secretary of CMA of Connecticut; Robert Kline, CMA of Pennsylvania; Harry Rosen, of the CMA of Pittsburgh; Walter R. Guild, manager CMA of Massachusetts; Martin Berper, president, and Matthew Forbes, manager of the CMA of New York.

Manufacturers' representatives included: Blanche Buchard, Estelle Coleman, Messrs. Kline and Bartzell, of A. H. DuGrenier Co.; Murray Weiner, of U-Need-a-Pak; Messrs. Gabrielson, Mills, Gluck-Greenberg and Berger, of the Rowe Mfg. Co.; Les Paul, M. Powell and A. Van Tassel, of Stewart & McGuire, Inc.; A. Brown, of National Vender; Leon Rosenthal, of Axton-Fisher Tobacco; Maro Wolf, of Advertiser Match; Harry Greenberg, of Universal Match; Nat Fruitman, of Jersey Match; A. H. Cohen, of Resolute Paper Products Co., and A. H. Warthington, of Potter Press.

Notes on the banquet: Highlight of the afternoon session was when the photographer took the picture of John Sharenow, president of the New Jersey CMA. Legendary John was watching the birds intently when the flash bulb exploded into

**MODEL "E" SEL-MOR**  
**\$6.25** SAMPLE  
(CHEAPER IN QUANTITIES)  
**GUARANTEED 5 YEARS!**

Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!  
Ask Any Smart Operator!

**GREAT STATES MFG. CO.**  
Dept. E, 1001-09 E. 29th St., Kansas City, Mo.

**EACH MONTH**  
There Appear Here Copies of the Unsurpassed, Time Tested, Genuine King of Vendors "SILVER KING"

Twenty new outstanding features. Less parts, less trouble, more profits. Most beautiful in design. Guaranteed profit for your money. The original quality. Choice Nut, Candy and Ball Gum Vendors. Large capacity in compact size.

Single Sample, \$6.00. Capacity 5 Pounds. Size 17 1/2" x 14". Chinese Red Crystal Baked Enamel Finish. On Locking From Coast to Coast.

**WRITE TODAY.**  
**NATIONAL VENDOR CO.**  
2750 W. VAN BUREN ST., CHICAGO, ILL.

**TOPPER!**

Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, pinballs, charms, etc. Capacity 5 lbs.

**\$6.75**  
Special Introductory Offers  
1 Topper  
10 lb. Candy  
1 gr. Toys  
All for \$4.75.

**PEANUT & GUM VENDING MACHINES**  
New... direct from factory.  
**\$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 2047A-50-68 PHILA., PA.**

**WRITE FOR LOW PRICES**

On Peanuts, Ball Gum and Package Vendors.  
Also Table-Top Vendors. Supplies for All Machines.  
New Penny Cigarette Vendors at a Low Price.

**Self-Serv Mfg. Co.**  
S. Broad and Wiekman St.  
Palmyra, N. J.

**Used Cigarette Machines—LOW PRICES and EXCEPTIONAL VALUES**

National No. 2	\$ 2.50
National No. 3	3.50
National No. 5	4.00
Rowe Artistic—5 Ounce, Iron Stand	22.50
Stewart-McGuire—5 Ounce, Iron Stand	22.50
Stewart-McGuire—5 Ounce, Wood Stand	17.50
National No. 5—Enriched Stand	17.50
Corvette Candy Vendors—5 Ounce, New York City	17.50

TERMS: 1/3 Cash, Balance C. O. D.  
**HENRY WERTHEIMER**  
247 FOURTH AVE., NEW YORK, N. Y.

**Used Machines Thoroughly Reconditioned**

10 Northwestern Deluxe	\$ 9.00 Ea.
15 16 Master Roy, Vendors	5.00 Ea.
Perfection, Turntable, Top 1/2 Bottom	2.00 Ea.
10 Snack, with Stand and Dorman	10.00 Ea.
200 Peppy King, Ball Gum, Capacity 200, Sample	\$2.00
Leis 25 or More	1.00 Ea.
10 You Give Gum Vender, Capacity has Plated, Latest Model	4.00 Ea.
Gettable Deluxe Grip Model	9.50 Ea.

**FREE**  
3 lbs. Candy or Peanuts, or 500 Ball Gums and Brackets with each.  
**NEW LUCKY BOY VENDOR \$3.50**  
Less in Quantity.  
Write for Prices by Henry Wertheimer, New and Used Machines.  
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**STEWART & MCGUIRE**  
10-50 COBD, BULK VENDORS  
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12 Machines, **\$7.50** Sample, EA.  
39.00, EA.

**USED MACHINES**  
Columbus 5c Peanut Vendors \$4.00 Ea.  
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**SILVER KINGS**  
 On Each Location,  
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 With No Extra Space.  
 Everything furnished for a quick start.  
**SPECIAL—One Vendor, 10 lbs. Candy, 1 Green Charm, Only \$8.45.**  
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**TORR 2047A-SO. 68 PHILA.**

a million pieces. Fortunately, he wasn't even scratched, but he took a royal ribbing from his pals on "blowing up the camera." Incidentally, we believe John Sharenow missed his profession. He should be devoting all his energies to selling change books, judging by his successful technique. Sam Yoben should be standing erect as he reads this. Sam was a member of the Jewish Center Unity Club which played a "burro-ball" game in Port Chester on Tuesday for the benefit of charity. Burro-ball, incidentally, is basket ball played on burros. Sam had a great time at the banquet showing the picture *The Port Chester Daily Item* of him attired in chaps and 10-gallon hat tussling with a burro. Aaron Goch had his lucky night—winning three major awards on 10 chances. Call it irony or something, but it seems there's something funny in the fact that Leon Rosenthal, Spuds and Twenty Grand representative, won a half case of Old Golds.

This was a busy week in CMA world. The day preceding the CMA of New Jersey affair the Interstate Cigaret Merchandisers' Association held its fourth meeting at the Hotel Robert Treat in Newark. Fifteen delegates were on hand representing seven different CMA groups.

Selection of officers for 1939 took place after the minutes were read and the revised constitution accepted. The following were elected unanimously: President, Anthony J. Masono, of Connecticut; vice-president, Charles W. Stange, of New Jersey; secretary, Alfred Sharenow, of Massachusetts; treasurer, William Peck, of New York City, and recorder, Lo Roy Stein, of New Jersey.

For members of the board of directors: Edward J. Dinsky, of Philadelphia; John A. Gage, of Syracuse, N. Y.; and Theodore Phillips, of Buffalo. Official observer and a candidate for the Philadelphia area was Harry Rozen, of Wilkes-Barre, Pa.

Among the topics discussed were reciprocal agreements between associations in conflicting territory, and agreements between individuals where the association does not exist. Resolutions were introduced recommending uniform constitution and by-laws and uniform trade practices among the several members of the Interstate Association. This would be subject to the approval of each individual member association.

Of special importance was the resolution which was unanimously adopted calling on the Interstate Association to serve as a clearing house for the ex-

change of ideas rather than an instrument for the enforcement of trade practices.

An article which provides for volunteer services on the part of each and every member of the association was a new idea that was unanimously adopted. This means, in effect, there will be no paid employees, coughed nor manager.

Closing the five-hour session was the resolution to hold the fifth regular convention in the city of Boston Saturday and Sunday, May 20 and 21, 1939.

Among the delegates present were A. J. Masono, Charles Spiro, Edward Barest, of Cincinnati; Louis Elberman, Alfred Sharenow and Al Coulter, of Massachusetts; Samuel Malkin; John Sharenow, Charles W. Stange, Sol Kesselman and Lo Roy Stein, of New Jersey; William S. Peck, A. Frazier, of New York City; Harry Rosen, Pittsburgh holding proxy for Syracuse, N. Y.; Walter Guild, manager of the CMA of Massachusetts, and for Buffalo, N. Y., Matthew Forbes, manager of the CMA of New York City.

**Introduce Foot Massage Machine**

STOCKTON, Calif., Feb. 25.—The Vi-Ped-Ex Corp., manufacturer of a foot massaging machine, coin operated, recently announced "Thru the co-operation of the General Electric Co. we herewith announce the completion of our latest model of our coin-operated Foot Oscillator which is proving a sensation on the West Coast."

The machine sits on the floor and is shaped to accommodate comfortably both feet. On an inclined surface are two discs which vibrate and, according to the firm, stimulate circulation and massage the feet. Shoes are removed during the treatment.

Declared firm officials: "The Oscillator follows principles approved by the medical profession. The method of operation is simple, the physiological principles are simple and the effects on the foot-aching public are profound. The Oscillator has held prominent place in two world's fairs. It has won the endorsement of *Life* and *Open Stars*. It is ideal for locations wherever people have occasion to sit and rest their feet, especially in such locations as golf club-houses, gymnasiums, store restrooms, expositions, beauty parlors, shoe stores and in many other locations."

They concluded: "It is a homely yet well-known expression, 'When your feet hurt, you hurt all over.' The Foot Oscillator will reduce foot fatigue and at the same time pile up many dimes in the collector for operators."

**Now You Can Buy Peanuts in a Bag**

CHICAGO, Feb. 25.—Featuring something entirely new and different in the bulk merchandising field, O. D. Jennings & Co. began delivery last week of their new sanitary In-a-Bag Bulk Vendor," declared a firm official.

"Most operators," he continued, "who attended the conventions in Chicago in December and January will recall seeing

this machine demonstrated at the Stevens Hotel and at Jennings' factory. At the only a model was available at that time, there was considerable interest displayed in this new number.

"In appearance Jennings' new bulk vendor is similar to other machines of this type, but that's as far as the similarity goes. The customer is delightfully surprised on depositing his coin to receive the merchandise in a fresh clean sanitary glassine bag. Aside from the sanitary features of this method of dispensing bulk merchandise, it also offers the customer the advantage of eating his purchase right out of the bag without touching his hands to it. Fastidious people will appreciate not getting salt or grease on their hands. People wearing gloves need not remove them to enjoy a bagful of peanuts," he concluded.

**Hankin Lands Photomatic Lines**

ATLANTA, Feb. 25.—Kenneth E. Wilson, of the International Microscope Reel Co., New York, recently announced that the Hankin Music and Cigaret Service has signed up for the Atlanta territory for distribution of Photomatics, automatic photograph machine manufactured by Wilson's firm.

Wilson states that Hankin's new arcade, located on Peachtree street, Atlanta, known as Hankin's Automat, is featuring the Photomatic and has the crowd standing in line.

**Tenn. Continues Reduced Cig Tax**

NASHVILLE, Feb. 25.—The Legislature has received an administration bill providing a continuation of the reduced tobacco tax if it meets specified minimum yield. The measure re-enacts a system inaugurated under the former administration where the specified minimum yield during the trial period automatically continued the reduced tax.

Effective April 1, the law requires that the tobacco levy produce \$1,000,000 in the following six months of the rate would revert to the old scale of 4 cents on cigars. A second trial period of six months at the same minimum yield would follow the next period, and would be for nine months during which the revenue must total \$2,025,000. Another six months and another nine months period would follow in order.

**Lincoln, Washington— And the Lanes!**

NEW YORK, Feb. 25.—February, the birth month of famous men, took on additional significance when it was learned that both Bert Lane, popular head of Seaboard Sales, New York, and his brother, Eddie Lane, advertising writer with Byrde, Richard & Pound, New York ad agency, celebrated new milestones during the month.

Bert Lane was a year older February 21, and Eddie Lane got his birthday greetings February 19.

**RECORD CARRYING CASE**  
 Collection Cash, Tolls, Regs., Tolls, Slips, Receipts, Etc.  
 Regular Price \$4.00  
 Our Price **\$2.00**  
 Fibero Case  
 Regular Price \$3.50  
 Our Price **\$2.60**  
 Pocket With Polish Case and Pocket for 68 Cans

**CIGARETTE CARRYING CASE.**  
 All Metal Edges.  
 Regular Price \$4.50  
 Our Price **\$2.95**  
 Cushion Bottom.

**TOOL BOX**  
 Regular Price \$2.90  
 Our Price **\$1.65**  
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 With Tool Trays

**REQUEST RECORD CASE**  
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**ECONOMY PRODUCTION CO.**  
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 20 BANK ST., PHILADELPHIA, PA.

**THE LEADER FOR 1939**  
 NEW SENSATIONAL ALL-PURPOSE VENDOR.  
 Northwesterns Model 3D  
 Machine Only **\$8.45**  
 Write for Special Quantity Prices.  
 1/3 Deposit Bal. C. O. D.  
**KING & CO.,**  
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**CHARMS**  
 For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.  
**M. T. DANIELS**  
 10278 University Ave. Wichita, Kan.

**LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES. PRIZES PREMIUMS AND SPECIALTIES**



HERE'S PART OF THE CROWD of cigarette merchandising machine operators and their friends who attended the second annual exhibit and second anniversary celebration of the Cigaret Merchandisers' Association of New Jersey, Inc., held at the Hotel Robert Treat, Newark, Sunday, February 26th.



# 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.

### JIMMIE LUNCEFORD

Jimmie Lunceford, in the forefront of the septa maestro picture, was born James Melvin Lunceford in Fulton, Miss., June 6, 1902. Both his parents were musical, so it wasn't unnatural for Jimmie to turn to that art form, first learning to play the guitar and later becoming proficient on the sax, clarinet, trombone and flute. Jimmie was educated at Fisk University, graduated with a B. A. degree and then undertook post-graduate work at the City College of New York. He was a four-letter man in athletics at Fisk, with football his favorite sport, and he also boasts a Kappa Alpha Psi fraternity pin.

After forming his own orchestra his first professional engagement took place at the Andrew Jackson Hotel, Nashville, Tenn. Since that time Lunceford and his men have been country-wide favorites in theaters, ballrooms, night clubs and with college dance committees responsible for hiring name bands for their school proms. Jimmie seldom lays off, with a string of one-night dates following a jittery or ballroom engagement, or vice versa. Since last September he has appeared at the Southland Cafe in Boston; the Kit Kat Club and the Band Box, both in New York, and is currently playing theaters and one-nighters. This summer, unless a European war breaks out in the interim, he will journey abroad for a series of appearances in the Scandinavian countries similar to his jaunt abroad last summer.

On the personal side, Jimmie doesn't smoke, drinks very seldom and has no particular aversions, prejudices or eccentricities. He speaks Spanish and onto show men at midnight. He likes Fred Waring's Band and the Casa Loma group and his favorite authors is Joseph Conrad. He never gets and he believes that jazz is becoming more tame, that American composers seldom offer works of real merit and that the public is swayed by "big name" attractions rather than by an appreciation of the music itself. Social sciences were more interesting to him in school, and mathematics appealed least of all.

And his nickname is "Figgie," which he insists be spelled with an "ie" and not with his more usual, but less complimentary "y."

## Calcutt Introduces Own Phono Needle

WATTEVILLE, N. C., Feb. 23.—Joe Calcutt, of the Vending Machine Co., will introduce his own phono needle, the Calcuttone, to the trade, in an announced capacity. Calcutt states: "It takes a great many months of experimentation to produce a needle worthy of the present high fidelity machines. The needle must have the best metal quality, be durable and long wearing, yet exact only the minimum wear on records.

"In the Calcuttone we have the finest tone quality reception ever introduced. This needle is being manufactured for us by one of the world's leading metallurgical firms. It continued the development and manufacture of the Calcuttone under our specifications and has been able to give us this needle at a reasonable price even though conforming to all of our demands.

We have arranged for one of the largest orders for phono needles on record so that the volume manufacturing output would bring the price down to a low point for operators. The smooth round tones of the Calcuttone are going to help operators win the affection of each location and gain a better customer in every instance."

## 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

**Deep Purple.** The real smash hits of the moment—insofar as the machines are concerned, anyway—are still very few in number. Of them this is one of the best and no delay should be exercised in getting it under the needles if it's not there already. Larry Clinton's recording, in the opinion of this observer, is the ideal one to attract the nickels, for it's in the same vein as the old dippy doodler's *My Beverly*—superb Bea Wain vocal and all—and Larry knows how to do this type of thing.

**Penny Serenade.** This English importation has reached the point where it merits classification among the best phono items. It's rise was pretty meteoric, and the advice to those operators who were caught napping is to stock up on it immediately. Sammy Kaye, Horace Heidt and Guy Lombardo all have excellent versions, and it's really only a question of which goes best in what location. But whichever disc you choose get this title on an identification slip pronto.

**Hold Tight.** A perfect machine number—as *A-Tasket A-Tasket* and *Old Man Mose* were perfect machine numbers—and piling up as big a success as those distinguished forerunners. The Andrews Sisters' recording started the whole thing, and it's pretty nearly the best the girls have turned out since the memorable *See Mr. Bird* Du Schoon of a year ago. Fats Waller has a disc in his inimitable style that oughtn't to be overlooked, however.

**They Say.** Still hanging on in this venerable (for a Tin Pan Alley product) ballad. It's undoubtedly Artie Shaw's waxing that is responsible for sustaining its popularity among phono addicts for so long a time, but whatever the case, it should still be kept in.

### COMING UP—BETTER STOCK THEM

**Cuckoo in the Clock.** Aside from what this new Johnny Mercer-Walter Donaldson rhythm tune may do as an air performer or sheet music seller—and it gives promise of doing plenty—its clever lyric and bright, catchy melody make an attractive item for the boxes. Kay Kyser gives it the right treatment and on the reverse he handles equally well another Mercer-Donaldson brainchild, *Shut Eye*, that also looks good for public favor in every department.

**I Get Along Without You Very Well.** It's a bit early to tall whether this will amount to as much as its publishers feel it will, but every indication points to its fulfilling their high hopes for it. Even before the juke started to push it this week band leaders were picking it up for radio airings, and there's something about the song that sounds like No. 1 fodder. Red Norvo has a particularly smooth-sounding version.

**The Masquerade Is Over.** Another ballad that has all the earmarks of being a recipient of future hit honors. The music trade is freely predicting more than a normal share of success for it, and that should be enough of a tip to one to get going on it now. Larry Clinton turns out his usual first-rate disc.

**Little Sir Echo.** A bit slower in starting than was expected, this Joe Marsala adaptation of the Bor Scout anthem has a great many potentialities for future hitdom. Its selling rather well, which shows that the public is interested in it to a certain degree, and it may be worth while to capitalize on that interest right now by its insertion in the machines. Horace Heidt takes a special delight in recording this type of thing with loving care, especially after his success with *Ti-Pi-Ti*, and his disc is the one to have in there.

**I Promise You.** This ballad took a startling upward jump on *The Billboard's* list of songs with most radio plugs last week to land in the No. 1 position; the week before it hadn't even placed on the list. It keeps up the same sort of pace it's obvious that it will shortly be a definite must for ops. Kay Kyser of this.

### 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.

**I Cried for You.** Still one of the biggest things current under the needles. Bing Crosby's record has come along to rid the Casa Loma version in making this 15-year-old ditty popular all over again. Both discs are powerful phono material.

**There's a Hole in the Ole Oaken Bucket.** Built for the machines, this is riding merrily along in them to the sweet accompaniment of falling nickels. Sammy Kaye gets the most out of this corn-fed bit of lyric and tube wailing, and his platter should be in every box right now.

**Begin the Beguine.** There's not much more to be said about this combination of Artie Shaw's music and Cole Porter's composing; the disc has spoken for itself. If any operator has missed out on this he has no one to blame but himself.

**Artie Shaw Album.** In the same style as the above, Artie, his clarinet and his band turn to some other musical comedy and picture favorites of the yesterday and there's no reason several of the records in this folio shouldn't approach the smash proportions of *Begin the Beguine*. Most likely to reach that exalted state are *The Doxy's Serenade*, *The Carjones* and *Rosella*. There's nothing wrong with the others, either.

**'Tain't What You Do.** —It's how you do it, which Jimmie Lunceford proves conclusively on his first hit number under his new recording contract. The record is great, and so has been the response to it from phono patrons; a response which hasn't eased off any in the couple of weeks or so that the number has been on top.

**Delightful Delirium.** Another Artie Shaw item—it doesn't seem to be possible to keep his name out of things for more than six lines—and a likely-looking entrant in the phono sweepstakes. The plattermate is still another prospect that has what it takes to attract attention; *Want My Share of Love*.

**Knockin' at the Famous Door.** This is an original number by Charlie Barnet, he records it, and was written around the 52d street night spot in New York where Barnet is the current band-stand attraction. His work is a fine swing outfit and gives out on this in a way to have them coming back for more.

## Rock-Ola Distributes Blanket Nation

CHICAGO, Feb. 23.—"No matter where a location may be there's a Rock-Ola operator within hailing distance to fill his urgent need for a new Luxury Lightup phonograph. And he to turn can depend upon an aggressive distributor within a radius of a few miles," stated I. F. Webb, vice-president and sales manager of Rock-Ola phonograph division. "We have a closely knit group of distributors and operators that completely cover the country. It has been absolutely necessary that such an organization function smoothly since the new 1939 Luxury Lightup phonographs were introduced," Webb stated.

"Telegrams, letters, orders, telephone calls throughout each day continue unabated. They come from all parts of the country and foreign lands. The distributors keep in very close touch with the factory. For instance, it may be Fred Pray telephoning from New York City, Inter George Young in Boston, H. F. Moseley in Richmond, E. J. Woodfin in Atlanta and H. G. Hyde in Florida. Another day may bring reports from Earl Montgomery in Memphis, Fisher Brown in Southwest Texas, Gibson Bradshaw in Denver, William Nathanson in Los Angeles or O. M. McClelland in San Francisco. Midwest distributors are closer to the factory and many of them can make flying trips in for a few hours, as can Agathe La Beau up in St. Paul, the Lazans in Pittsburgh and Philadelphia and B. J. Marshall in Detroit.

"Foreign countries too have become acquainted with this new model phonograph, and orders from Panama, Mexico, Puerto Rico, England, France, Canada, Finland and other countries have kept Robert Dillon, head of the phonograph export department, at his desk handling orders and superintending shipments to far-away destinations."

## Minneapolis

MINNEAPOLIS, Feb. 23.—Mr. and Mrs. Wesley Smith, well-known Twin Cities operators, journeyed to New Orleans, where they enjoyed the Mardi Gras. The trip was a delayed honeymoon. Comments locally were that after 14 years of operating Smith finally found time to take a vacation.

Mr. and Mrs. A. E. Oberg, of Grand Forks, N. D., are on a vacation to Hot Springs, Ark. They plan to motor to Los Angeles and San Francisco to see the World's Fair. They expect to return some time around May 1.

Many of the Northern Minnesota and North Dakota operators have been snow-bound for the last few weeks and are unable to get out on the territory. Many of the operators have not been able to get out on the outlying roads all winter for checking machines on account of the heavy snows and raw weather.

Gottlieb's new Trunk Record is making a big hit in Minnesota. Minnesota operators claim that it has been one of the best machines put out for the last few years. Hy Greenstein, of the Hy-O Games Co., predicts that this machine will revive the pinball business. Hy-O Games Co. is Minnesota distributor for the game.

Mr. and Mrs. Amos Hellscher, of Minneapolis, are back from their (over) York honeymoon following their marriage December 23. The groom is a well-known Twin Cities operator.

Friends of Mrs. Helen Hendrickson will be glad to hear that she was released from the hospital several days ago and is now rapidly convalescing. She was injured several weeks ago in an accident involving several other coin machine personages. She is the wife of Sweden Hendrickson, mechanic for operator W. L. Bryno, of Minneapolis.

Others injured in the accident along with Mrs. Hendrickson were Arvid Karpeninen, mechanic for J. B. Bush of Hibbing, Minn., and Walter Jones, mechanic for Hy-O Games Co. Other luckily suffered no injuries.

**WURLITZER***adds another point to its*  
**STABILIZATION PROGRAM**

# NO NEW 1939 MODELS

There will be no new 1939 model Wurlitzer Automatic Phonographs!

Wurlitzer will continue to manufacture and deliver through the remainder of this year, its three current pace-setting models—the Deluxe Model 500, the Standard Model 600, and the Counter Model 61. The “piano-keyboard” selector will be available as optional equipment on the Standard Model 600.

In pledging no new models throughout the remainder of this year, Wurlitzer takes a step directly calculated to benefit every Music Merchant.

Under this policy the Wurlitzer Music Merchant will have ample opportunity to equip all of his locations with big-earning Wurlitzer Automatic Phonographs with the help of Wurlitzer’s liberal factory trade-in plan.

Coupled with the fact that there will be no direct circularization to locations by Wurlitzer during this year, we are confident that these 1939 policies will receive the approval of Music Merchants everywhere.

**THE RUDOLPH WURLITZER COMPANY**

NORTH TONAWANDA, NEW YORK



**LOWEST PRICES EVER OFFERED!**

ON ALL RECONDITIONED PHONOGRAPHS  
 WURLITZER — ROCK-OLA — MILLS — EVERY MODEL  
 LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES  
 WIRE OR WRITE

**BABE KAUFMAN** MUSIC CIRCLE 250 W. 54th St., N. Y. C.  
 CORP. 6-1642

**MUSIC OPERATORS, JOBBERS, EXPORTERS FOR SALE**

100 Twelve-Record Labels. Fully pre-selective. Good playing condition. \$22.50 Each in Lots of Ten, F. O. B. Cincinnati. The whole lot \$2,100.00. Also 20 with illuminated grills for \$650.00. Beautiful machines. 1/3 Deposit With Order, Balance C. O. D.

**A. K. ROMER, Care The Billboard, Cincinnati, Ohio.**

from my door, and I'll bet you a brand-new Stetson that they'll do a bang-up job, too.

MRS. BABE KAUFMAN, President, Babe-Kaufman Music Corp., New York.

Beaumont, Tex.  
 February 25, 1939.

To the Editor:  
 We are glad indeed to give our report on phono platters for your "What the Records Are Doing for Me" department way down deep in Beaumont, Tex. As you know, it is near the Gulf of Mexico, down where the moss hangs sleepy-like on the stately pine trees and where the soft gulf breeze blows easily against your open vest front. Music—good music—just fits in down here and our many hundreds of phonographs really fill the bill for our customers. Your record department helps us keep abreast of the times on wax discs and we appreciate it a lot.

Dance tunes go good, as no doubt they do in most all phonograph territory. We have the most success with such bands as Tommy Dorsey, Jimmy Lunceford, Benny Goodman, Duke Ellington, Johnny Hodges, Artie Shaw, Kay Kyser, Dick Robertson, Bob Crosby, Louie Armstrong, Chick Webb, with Ella Fitzgerald, Andy Kirk, Count Basie, Les Brown, Larry Clinton and Guy Lombardo.

Hillbilly tunes also make our service men smile when they open the phono mah boxes. Hillbilly platters do a nice job for us, and the leading artists are Red Wills, Texas Playboys, W. Lee O'Daniel (Texas' own governor) and his Hillbilly Boys, the Texas Wanderers, Sammy Davis, the Sittie Owls, the Tune Wranglers, Tom Dickey and his Show Boys, the Shelton Brothers, Bill Boyd and his Ramblers, Jimmie Revard and the Oklahoma Playboys. Cuttings by any of the above artists cause our phonos to cry for mercy and make our customers good for the needle manufacturers.

Race records go good down in this South Texas city and surrounding territory. When we get a Race number that proves a hit we just leave it on the machine until it wears out. They don't get old and lose play like other records, our customers like the following Race artists best: Leroy's Buddy, Curtis Jones, Little Wheatsraw, Big Bill, the Yes Yes Gang, Tampa Red, Washboard Sam, Walter Davis, Johnny Temple, George White, the Honey Dripper, Jimmie Gordon and Les Brown.

Bob Crosby leads the crooner list by a wide margin in this part of the tall grass. The only other crooner that gets a little play for us is Dick Todd.

The best money-makers we have had recently are *The Funny Old Hills*, *You're Sweet Little Headache*, *You Must Have Been a Beautiful Baby*, *Jeepers Creepers*, *They Say*, *Two Sleepy People*, *I Don't Tell a Soul*, *The Umbrella Man*, *You Must See Annie Tonight*, *Deep in a Dream* and *Weary Blues*.

The latest records to hit our machines and that really look good are *Tain't What You Do, If You Feel the Way I Do*, *Oh, Cried for You, Wanderlust*, *When the Music Goes Marching In*, *Cocktails for Two*, *The Blues* and *I Get Along Without You Very Well*.

Platters that are headed for our public school sales counter are *P. D. R. Jones*, *They Say*, *I Must See Annie Tonight*, *All the Way*, *Deep in a Dream*, *The hillbilly*

records are: *It Makes No Difference Now*, *You Can't Put That Monkey on My Back*, *Congratulations Me*. Race records that are to the cylinder and ready to hit the "hell" box are *Jeepers Blues*, *Down on My Knees*, *Truckin' Little Woman* and *Little Girl, Little Girl*.

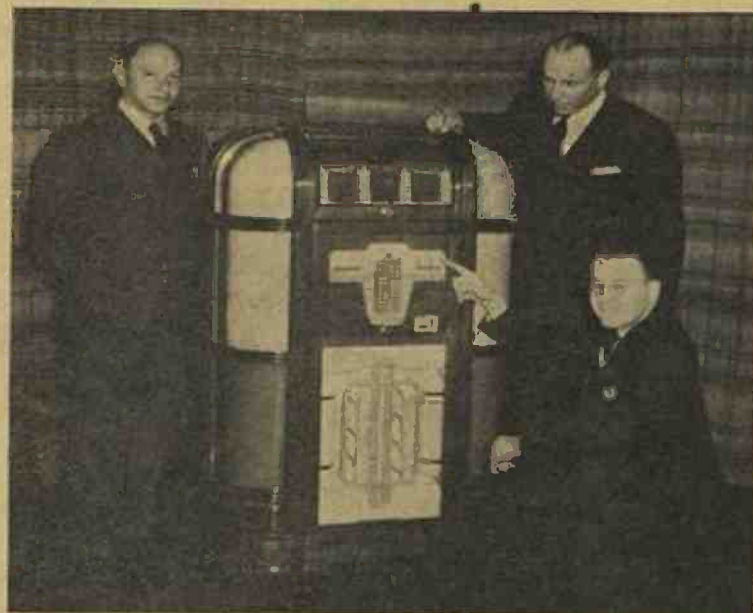
We must say that records, recording and service from the manufacturers and distributors for the past year have been the best we have enjoyed in all the 32 years that we have been in the music business. Once in a while we have trouble getting deliveries on certain hit numbers, but that is usually our own fault due to the fact that we failed to recognize the number as a hit soon as it was released.

TEXAS NOVELTY CO.,  
 Beaumont, Tex.  
 Asbury Park, N. J.  
 February 23, 1939.

To the Editor:  
 My leading tune for the present time is *Penny Serenade*, by Sammy Kaye. Kaye has a good bang, and his swing and sway rhythm is well known and most popular in this section.

Larry Clinton's *Masquerade Is Over* is a tune which holds second stop with *Each Goes to Town*, by Benny Goodman and his boys. These are exceptionally good platters and would satisfy the desires of any bug who wouldn't care to deposit a coin for the Kaye recording. So you see this set-up is getting the cash customers going and coming.

I have a new band on my list of popular this week. It is Jimmie Lunceford



WILLIAM NATHANSON, of Los Angeles (left), is Rock-Ola distributor for Southern California. Engaging him in a "heart-to-heart talk" are Jack Nelson (right, standing), Rock-Ola vice-president and general sales manager, and L. F. Webb (kneeling), vice-president and manager of Rock-Ola's phonograph division. They are discussing the *Luxury Lightup* phonograph.

and his boys. *It Tain't What You Do But the Way You Do It* is near the crest of things the shore is demanding. *Lo-Jax Hot* is another melody by the septa group that is enjoying attention. While we are on the subject of septa recordings, I must mention *They Say*, by Ethel Waters. Recordings made by her have always enjoyed mediocre demand, but this time she seems to have scored a hit.

Of course, Bing Crosby and Artie Shaw are always the old stand-bys for the music operator. The vocalist's *I Huse Eyes* is the number which is claiming more interest in the singing field right now for me. *Maxwell Rose* is still consistent and enjoys its spurts of popularity. *You Must Have Been a Beautiful Baby* is an ace in the hole by Bing.

As for Shaw, his *Begin the Beguine* is still a topnotcher for my location men. *Softly as the Morning Sunrise* is making inroads into the cash pots, and *Deep in a Dream*, coupled with *Between a Kiss and a Sigh*, is doing much to draw down good takes for our location bosses.

*My Heart Belongs to Daddy* is one of the swiftest tunes I have heard lately. Eddie De Lange's rendition is tops.

That number *Hold Tight*, by the Andrew Sisters, is capturing the towns along the sands in great fashion. It is going over in the best spots we have. The popularity will spread, I feel certain.

*Hasena War Chant*, by Tommy Dorsey; *Umbrella Man*, by Johnny Messner and his Mulefoot Band, and *You Must See Annie Tonight*, by Shep Fields, all lay claims to popularity on my loop.

MAC LEVINE,  
 King Amusement Co.

**Davison Elected Prez of Md. Assn.**

BALTIMORE, Feb. 25.—At a special meeting of the Phonograph Operators' Association of Maryland, Inc., David Davison was elected president of the organization. Davison is the head of the Franklin Coin Machine Co., Meigs, Md. Oden and Plaut were elected vice-president and secretary, respectively.

Davison, in reviewing the organization, stated, "The phonograph association at the present time represents membership of approximately 1,200 music machines. We expect to be able to enroll Baltimore operators 100 per cent within a short time. There are about 2,000 phonographs in use in Baltimore."

Davison, upon his election, extended an invitation to local and out-of-town operators to stop in at the association headquarters in the Arundel Hotel of Baltimore. Meetings of the association will continue to be held on Wednesday evenings.

**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 Payouts 3-5-10-14-20 and Jack Pots. Built in 16, 26, 10c, 25c play.

15-DAY MONEY-BACK GUARANTEE  
 Write for Circulars and Prices.  
 MADE ONLY BY

**WATLING MANUFACTURING CO.**  
 4446-4610 W. Fullen St. Chicago, Ill.  
 Est. 1889—Tel. Columbus 2370.  
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**"PILGRIM" 5-CARD REEL POKER**

**\$17.75**

1/3 With O.D. Balance G. O. D.  
 Small in Size

**OHIO SPECIALTY CO.**  
 12 W. Court St., CINCINNATI, O.

**THE NEW BLACKSTONE COIN PACKER**

Count and wrap \$12.00 in nickels per minute — new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$1.69.

Blackstone Coin Packer Co., 218 King St., Madison, Wis.

**CRISS CROSS GUM VENDOR**

The New Counting 8-12 Gums With FABO-NATING Player Appeal

Vends a Ball of Gum for Each Play.

Attracts Young and Old. Earns \$3.00 to \$8.00 Average Weekly Profit.

A "Lucky One" Money Maker! Don't Miss It!

**ONLY \$17.50**

LEGAL EVERYWHERE

**ATTENTION!** Salesmen and Distributors Write For Our Offer.

**D. ROBBINS & CO.** 11418 DENVER AVE. BROOKLYN, N. Y.

San Francisco

SAN FRANCISCO: Feb. 25.—Bally's Royal looks like another Reserve here on the Coast...

Al Armos adds his note of praise for Chicago Coin's Major, which he claims has kept him on the jump all week...

Of which adds up to fact that San Francisco operators are blossoming with the warm weather and the coin machine business is gaining new momentum...

Vending machines received a tremendous play on Treasure Island during the opening days according to Walter Oswald...

Viking Specialty is doing a neat job with roasted salted almonds, not only on the Coast, but in all parts of the country...

Philip Goss has been named field salesman for the E. T. Maps Co. He is well known in California, having been in the coin machine business since the good old piano days...

Doc Tyrrell reports big activity in his new business, Vending Machine Headquarters. While George Barnes handles the Mission street store...

J. A. Rozis, of Vallejo, is not only sporting a new car when he comes to San Francisco to stock up...

John C. Dorner, head of the Dorner Music Co. in Fresno, has the distinction of buying the first 1939 Seeburg, sold in California...

The Golden Gate Novelty has some big surprises tucked up its sleeves. What it is they insist must be shrouded in mystery for a couple of weeks...

This week brought a large number of operators from various parts of the State with a buying glint in their eyes. E. W. Ramsey came from Marysville...

Ed Tarkenton loaded up with cigarette and candy machines and supplies for both, which he will place on his Fresno route.

Floyd Erickson, of Fresno, has branched out from music to table games this week. He thinks that as long as business is on the upswing he will get into all the coin machine fields.

D. A. Woolsey, of Stockton, and Tommy

USED MACHINE CLEARANCE

Table listing various used machines for sale, including Pinball, Pin, and other amusement machines with prices.

ATTENTION OPERATORS AND JOBBERS

Table listing various amusement machines for sale, including Pinball, Pin, and other amusement machines with prices.

DEAL WITH CARL—ALWAYS A SQUARE DEAL

Table listing various amusement machines for sale, including Pinball, Pin, and other amusement machines with prices.

UNITED AMUSEMENT CO. Distributors of COIN OPERATED DEVICES. Phone Valentine 5825. KANSAS CITY, MO.

WE BUY, SELL AND EXCHANGE

Table listing various amusement machines for sale, including Pinball, Pin, and other amusement machines with prices.

Club, of San Jose, both made large purchases of new and used games. P. W. White bought new bells for his Cupertino locations...

O. Brunner came from Napa to pick up some new tables. It's been quiet up there for several weeks, he admits...

Mrs. Vernon Meeker pinch-hit for her husband this week and came to the Bay Area for new candy and nut machines for the Santa Rosa route...

J. Arnold decided to kill two birds with one stone. He came up from Los Angeles to pass judgment on the fair and to take back some games.



HENRY GREENSTEIN (left), of Dept. of the Hy-G Games Co., Minneapolis, is shown above with Twin City operators Max Harrison and Ed Harrison, center and right, respectively.

Dallas

DALLAS, Feb. 25.—Despite the fact that several rainy days have kept the crowds inside the past week, local ops are doing a very satisfactory business...

Gracie Pence, well-known distributor and operator of Minneapolis, and his wife were visitors in Dallas the past week. Mr. and Mrs. Pence were on their way to the Pacific Coast to visit friends in San Francisco...

Joe Williams, president and manager of Walbur Sales Co., new distributor for Buckley Mfg. Co., Chicago, recently held open house for many local and North Texas operators...

A. H. Shannon, Doc Olney and Oscar Wrenn, of Houston, were in Dallas last week to talk over problems of the music and coin machine trade with Dallas jobbers and ops...

INVENTORS

Time counts in smiling for Detroit. Don't risk it in your machine room. Send application for information or write for our 16 page "Punch Ball" book to Patent Guide for the Inventor...

A GREAT PERFORMANCE CALLS FOR AN ENCORE!

ENCORE IS THE ENCORE TO THE SENSATIONAL ODD BALL!

PHENOMENAL NEW STAR AWARD WILL SKYROCKET YOUR PROFITS!

HOLD EVERYTHING! WAIT FOR ENCORE! OUT NEXT WEEK!

DAVAL 315 N HOYNE CHICAGO, ILL

WARNING! Beware of Imitations! There is Only One Original PUNCH BALL. The Sensation of the Counter Game Industry as advertised in this issue. 1935. Norwood Manufacturing Company 177 1/2 West North Ave. Chicago, Ill.

# If the Public Is for You --- You Win

By JAMES A. GILMORE, Secretary Coin Machine Manufacturers' Assn.

"If the public is for you—you win!" The truth of this statement is axiomatic, self-evident. If the public preference is for a certain newspaper it leads in circulation; if it is for a certain politician he leads in wins; if it is for an individual reformer he and his reform proposals, no matter how crackpot they may be, lead until another comes along to supplant him and his proposals in public favor.

This is equally true of the coin machine industry, as everyone connected with it well knows. Likewise, it is just as true of all other industries. Any type of machine made to sell, whether coin operated or not, depends wholly on public acceptance. If the public is for it, it wins. The public is both judge and jury in every case which is put up to the public in a legitimate manner to accept or reject on its merits from the facts honestly and conscientiously presented.

Forget any type of coin machine now and consider the coin machine industry in its entirety. The public in general knows little or nothing about the coin machine industry and is therefore not interested in its problems. People who patronize coin machines of any kind or description know a little more about the industry, yet are uninterested in any of its problems. There are many who patronize jackpot machines yet ignore games, music and vending machines. Many who regularly patronize vending machines are never in the least interested in the others.

This article is written to advance the theory that as long as the general public is not against the coin machine industry it should be possible to persuade the general public to be for the coin machine industry.

No industry, probably, is more popular among those who patronize its products than is the coin machine industry. The public must and will be entertained and amused. Pin games, marble games, counter games and the like provide it. The public wants what it wants when it wants it and patronizes merchandise vending machines and service machines, yes, even toilet docks, for that reason.

It is my modest opinion that the coin machine industry could not spend time, effort and money to better advantage than to buy advertising space in the newspapers in which to tell its straightforward story of what the industry has to offer to the general public in entertainment, amusement, music, merchandising and service, all of full value for the coins deposited. Tie this in with the story of what the industry has to offer in revenue from license fees and operators' tax in return for legalized operation; then describe vividly, but without animosity, how the industry has been maligned and set upon by newspapers, politicians and reformers, all selfishly for their own aggrandizement. If properly done and directed it is not impossible to believe that it would be the best way for the coin machine industry to spend money to win public favor.

With it you can't lose!

## Munves Featuring New Astroscope

NEW YORK, Feb. 25.—Mike Munves will feature the new Astroscope machine, it was announced recently. He declares: "It will be one of the best attractions for the visitors who will be in this city during the World's Fair."

Joe Munves, who is in charge of sales for Astroscope, stated: "This machine gives the public that extra thrill for which we have been seeking. Operators who will place Astroscopes around this city during the fair will find that it is the greatest type of money-maker that they can use at this time."

"Especially with the holiday thrill that is creeping over the city as the fair approaches there will be a great many locations that will want a machine of this kind, not only because of its attractiveness but because of its play appeal and the fact that it fills a very definite public demand."

Munves expects large shipment to arrive in a few days. These, it is said, are already sold for location throughout the long inland sector of the city surrounding the fairgrounds.

## Detroit

DETROIT, Feb. 25.—George Hester Jr., Detroit operator, reports business picking up. He should know as he operates all types of coin machines.

Donald J. Healy, young Detroit vending machine operator, reports business distinctly better in the past week. Healy operates a route of snacks vending machines chiefly in the suburban territory within 25 miles of Detroit.

Incidentally, this is one of the few real father and son vending businesses in town. The senior Healy has a suburban route of venders.

William Koury is specializing in the vending machine business with peanut and ball gum machines. He is specializing in ball gum machines for gasoline stations.

Gum ball operators need a good quality gum," he said. "First quality is necessary to keep up a steady business."

Albert League, East Side operator, is making a clean sweep of his business, having just sold out all his machines—about 100, chiefly pin games, and plans

to buy machines for a route of about 50 to start in again, handling other types of amusement machines as well as pin games.

Sam Tedesco, East Side operator, has been operating only a few machines in recent months. He is planning a steady expansion of his existing route.

C. C. Carmean, pin-game operator, is considering expanding into other branches of the amusement machine field, as well.

Andrew Werner Jr. has moved to new headquarters on Cheape street. Werner is specializing in ball gum machines.

"Business has been very good lately," Fred Gersabeck, son of Detroit's leading music operator, reported this week. "We have been kept very busy."

Paul Henze, of the Henze Machine and Tool Co., is busy with the new Trading Post vender, which he is developing.

James McKeown Jr. is now "on his own," having given up his partnership in the firm of McKeown & Stahl. Mc-



N. Y. BLUM, Star Sales Co., Valdosta, Ga., snapped during recent visit to Sally Mfg. Co. plant, where he arranged for large shipments of Sally's Hawthorne, 10-way multiple with double reserve, according to reports.

# SPECIAL

The Machines Listed Below Are Slightly Used and Like New.

## SLOTS

7 Mills Melon Balls No. 480000 up	\$40.50	4 So Mills Regular Ven. GA. No. 314000 up	\$25.00
9 Mills Mace Ven. No. 420000 up	\$2.50	7 So Mills Red Front GA. Ven. No. 305- 0000 up	\$30.00
15 Mills Strawberry No. 417000 up	\$25.00	1 So Mills Red Front Bell, No. GA. No. 37034	\$25.00
4 So Mills Green Front Cherry Ven. No. 1-430000 up	\$9.00	2 Mills War Excess, 10c No. 362000 up	\$2.50

R. F. MOSELEY, Pres-Treas.

2 Mills Blue Fern Ven., 10c GA. No. 374428-202610	\$32.50
2 Mills Blue Fern Ven., No. GA. No. 363743-342264	\$2.50
1 10c Mills Cherry Bell, No. 373700	\$2.50
1 10c Mills Regular Bell, GA. No. 305- 050	\$2.50
2 So Mills Mace Ven. No. 420000 up	\$2.50
4 1c Penna. Baltam. JPV, No. 17120- 10000-2215884	\$2.50
3 So Mills Green Ven. JPV, No. 2572E- 4427A-2002E	\$2.50
1 10c Penna. Comet, JPV, No. 28461	\$2.50
2 So Mills Columbia Bell, Like New	\$2.50
1 Working Treasury Ven., No. No. 28780- 55578	\$1.50
2 So Mills Red-A-Top, GA, JP, No. 1- 70000-28020	\$2.00

## AUTOMATIC PAYOUT

2 Top Chance, Cash Model	\$ 12.50
4 Mills 1-2-3, Orig. Model	25.00
2 Mills 1-2-3, Like Model	17.50
1 Probation Octopus	25.00
1 Baby Blue Ribbon	25.00
1 Fish Hook (Western)	10.00
1 High Card, with Glass	15.00
1 Truck Odds with Glass	15.00
2 Simons Air Races, Cash and Ticket	7.50
1 Working Change	60.00
1 Western Quinella, 7 Coin Bill, P.S.	65.00
9 Baby Thimbletop	115.00
1 Sport Page, Brand New	125.00
1 House Birech	140.00
1 Jumbo	5.50
8 Grand Blotch	110.00
1 Baby Rover	18.00
1 Baby Freshman	18.00
10 Sport Pages	75.00
7 Paw Grounds	45.00
10 Fishers, Like New	37.50
1 Bonus	3.00
1 Perfect	17.50
1 Mills Railroad	7.50
1 Post Time	10.00
1 Baby Derby	6.50

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P.O., Express or Telegraph money order. Write us for prices on brand new machines.

**MOSELEY VENDING MACHINE EX., Inc.**  
Day Phone 3-4511

80 BROAD ST.  
Richmond, Va.  
Night Phone 5-5229

## 5-BALL NOVELTY

5 Exhbit Request, Used 10 Days	\$47.50
4 Palm Springs	27.50
1 Pickar, Late Model	17.50
1 Koney Big Top, Free Game Mkt.	60.00
4 Western Baseball, Meter Equipped, Used 10 Days	65.00
2 Shippers	7.50
2 Baby Shooters	7.50
1 St. Marika, P.S.	55.00
2 Trophy, P.S.	60.00
1 Gaytime, S.U.	17.50

## CONSOLES

5 You-Mix Rifle Game	\$ 40.00
1 Mills Flasher, Cabinet Style; Dem- oped	22.50
1 Choua A. Letta, Single Mkt.	26.00
1 100% Track Time	138.00
1 Hollywood Rifle Game	30.00
1 Paddle Wheel	30.00
1 Sixth Street Bar, P.S.	118.00

## COUNTER GAMES

5 Cottrell Stage Grip Taster	\$ 5.50
2 Penny Peels	5.50
20 Tally Ho or 10c. Numbered Rafts	12.50
1 Lucky Bag	12.50
1 S.H.T. Targets, 10 Play	15.00
1 Baby Baby Reparer, Brand New	15.00
1 Captain Card Machine, Brand New	10.00

All orders must be accompanied by 1/3 deposit in the form of P.O., Express or Telegraph money order. Write us for prices on brand new machines.

## BASEBALL SEASON IS JUST AROUND THE CORNER

Order your baseball books and series now and avoid the rush.

## DON'T TAKE CHANCES

BUY FROM THE RECOGNIZED LEADERS AND BE SAFE

Choice of five colors in tickets. Attractive Bookbacks. Immediate Delivery.

Send for your FREE Copy of the 72-page illustrated book-a-log showing all baseball books and series.

Write for Jobbers and Distributors

Prices Today Sure!



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You'll find many things to interest you in this number—instructive articles, newsy short items, and new ideas. The only newspaper especially published for Ticket Deal Operators, Jobbers and Distributors. If you are interested in Ticket Deals in any way, write now and ask for your free copy. You'll like it.

**GAM SALES COMPANY**  
Manufacturers Only,  
1319-21 S. Adams St., Peoria, Ill.  
Dept. C. M.



# MERCURY TOKEN PAYOUT



PENNY OR NICKEL PLAY

- M** MERCURY is the classiest counter game ever built. Such elegance never graced a location before.
- M** No side handle. Bakelite Ball releases mechanism on the downward stroke. On winning combinations an Award Token is vended automatically.
- M** MERCURY Discreet Model shown above displays Award Token behind window, plunger deposits token in cash box after award has been paid.
- M** MERCURY will open your territory for you. Its earning power is a sensation.

NOW ON DISPLAY AT ALL JOBBERS

GROETCHEN TOOL CO. - 130 N. Union - CHICAGO

## Roving Reporter Eyes Goings-On At N. Y. Banquet

NEW YORK, Feb. 25.—The combined affair of the Greater New York Vending Machine Operators' Association and the Amalgamated Vending Machine Operators' Association, held at Billy Rose's Diamond Horseshoe cafe, brings back memories to New Yorkers of the gaiety that prevailed at the turn of the century. The entire Diamond Horseshoe was bought out for the affair. All tickets were sold on Thursday before the Sunday of the affair.

Bert Lane and Mrs. Lane, Lane's father, mother and brother, Eddie Lane, represented Seaboard Sales. Nat and Lilyan Cohen; Jimmie Schoen, Modern Vending's accountant, Johnny Schwartz, Bob Bolles, Mort Terwilliger and many others were at the Wurllinger table. Next to Wurllinger's table was Modern Vending's staff, at which sat some of the prettiest girls in the business.

Oil Faria with his fiancée, the attractive Rose de Salvo, were there. The Joe Fishman table with Bill and Byrde Gersh, Dave and Mrs. Dave Fishman, Molly Fishman and their pretty daughter, Ethel, with whom daddy Joe was proud to have the first dance. Joe proved he could swing a mean ankle.

At the George Panser table were Joe and Mrs. Ash, who came in from the Philly office; Irv and Mrs. Morris, from the Newark office; Ben and Mrs. Becker, from the Brooklyn office, and Mr. and Mrs. Milt Boffer, of the New York office. Mrs. Panser enjoyed herself immensely but was very sleepy after the party she gave the night before for George's birthday.

Seyt. Joe Hirsch, who helped promote the affair at the Diamond Horseshoe, beaming here and there because of its great success. . . . Saul Kelson, in soup and fish and with a big cigar, smiling and talking away. . . . Lou Goldberg, also in a and I, with the charming Mrs. Goldberg and being warmly greeted by many, many friends. . . . The Fitzgibbons table with Mr. and Mrs. Bill McDonald, Jack Devlin, Phil Cogan, Jimmy Gilroy and a host of others. . . . Hymie Rosenberg, of the Bert Lane force, getting around and meeting with friends. . . . Attorneys Teddy Blatt, Ben Haskell and Harry Goldberg representing the legal talent of the affair.

Max Munves, Joe Munves and Mrs. Munves making it a Mike Munves' table and getting a great kick out of the show.

Phil Turk, Moe Gladstone, Joe Schoenberg, Bill Pragnell, Sam Levin, Marty Roth, Morris Silverstein, Phil Kramer, Al Green, George Holzman, Harold Kolsky, Murray Lax, Joe Hirsch, John Helffer, Lester Kleth, Al Lifshay, Max Lechner, Max Weiss, Saul Kelson, Bert Nartnett, Dave Baron, Dave Friedman, Harry Goldstein, Morris Gordon, Morris Karitz, Sam Kravitz, Bill Levy, Ben Melzer, Bob Mischelov, Phil Raisen, Ben Robbins, Isidor Rosen, Morris Sarnow, Jack Semel, Hy Silver, Jack Teashman and many, many others agreeing that this is the most beautiful chorus in all little New York and applauding every act, but loud.

Dave Robbins, Irving Mitchell and their families taking it all in and greeting old friends, with Dave's ever-present cigar going at full blast. By 9:30 o'clock the place was crowded to the doors with chairs set so close that eating became

# OPERATORS



## A Novelty Deal HERE IT IS . . .

● A NOVELTY DEAL that is making BIG MONEY—ABSOLUTELY LEGAL—EVERY PUNCH WINS and has choice of any article on card. ONLY 12 (1 to 39c) PUNCHES taking in \$4.00.

● Average spot good for 2 to 10 Deals a week, giving location 25% or can be sold outright for \$3.00 per Deal—can be handled as you check your music boxes, cigarette machines, etc.

● OPERATORS' PRICE, \$2.00 PER DEAL, any quantity—no order accepted for less than Five Deals owing to small margin. 25% deposit with order, balance C. O. D. THIS DEAL IS A PROVED SUCCESS. MOST ARTICLES ON ASSORTMENT RETAIL FOR 50c OR MORE.

## SPECIALTY SALES CO.

408-10 W. Gorham St., Madison, Wis.

an art. All, however, having fun and laughing and joking for the one grand annual evening. . . . Jack Nelson, of Rock-Ola, with Al Silverman, Fred Fray and Sam Mendelson, making up a Rock-Ola table of their own and having a grand time meeting friends and toasting their health, with Nelson his smiling self and giving good cheer to this great gathering. . . . The Billboard table all crowded with happy faces and greeting all friends and making the sounds.

The Gay 90s bar being heavily patronized and everyone getting a laugh out of it. . . . The evening pulling to a close and many hundreds still available for whatever can come next. . . . The place seats 600, and more than 700 were present, giving the waiters and the entire Diamond Horseshoe staff one big headache. . . . Davey Friedman and the very charming Mrs. Friedman at the same table with Willie and Mrs. Levy and having a grand time touching of balloons passed to them by the pretty chorus. . . . Mr. and Mrs. Marty Roth doing the latest jitterbug dance, and doing it in style. . . . Bill Pragnell being greeted by friends throughout the place, for Bill has won the affections of all with his long tenure in office for the Amalgamated.

Never a dull moment as groups mingle and greet each other everywhere. . . . The one great and gala evening of the year, with everyone looking forward to one of the best business years in history. . . . Al and Florence Schlestinger, and Florence prettier than ever, while Al is all hot and bothered over a new idea for a game that he has been working on, claiming, "We'll sell them by the thousands."

Leon Talsen, all dressed up and beaming here and there as he meets his customers and friends. . . . And the efficient handling of the reservations by Al Lifshay and Fidge Weinstein as per usual. . . . Missing this great evening due to sickness, Bill Alibon and Charlie Aronson of Brooklyn Amusement Machine. . . . And also missing for the first time, Irv Sommers and Harry Rosen, who are at Modern's Miami office. The party still going on at 9:30 in the morning, with singing beginning to pull away for their today beds. . . . And so to bed.

## Jack Fitzgibbons Busy With Games

NEW YORK, Feb. 25.—John A. Fitzgibbons reports that, even tho he tried to keep it a secret, the news about new Bally novelty action games he was testing on location became known. He received the games early last week, according to reports.

"This is the first time that we haven't been able to keep a game test secret. Both the location and the operators who saw the game are wild about it and say that it will prove one of the biggest hits since Bumper and Reserve.

"Because of this fact and because of the tremendous collections we made on this machine the first two days, and with the play so great now that the owner won't even let us take it out of the spot, we have rushed thru an order for one of the largest quantities of novelty games in our history.

"We can promise the operators and jobbers thruout our territory full delivery within the next few days."

**McCALL'S WEEKLY SPECIALS NOVELTY GAMES**

1 SILVER FLASH	25.00
2 RUNNING WHEEL	10.50
3 CHICO MARSH	9.50
4 CHICO BERRY	17.50
5 EXHIBIT BOARD	7.50
6 HARE W. HOUND	12.50
7 STONE'S RACES	10.50
8 TURF KING	8.50
9 CARNIVAL	7.50
10 HOME STRETCH	4.00
11 BALLY COASTER	10.50
12 BALLY WINDMILL	4.00
13 EXCEL	7.50
14 LONG BEACH	2.50
15 ELECTRIC SCORE BOARD	12.50
16 SLIPPER GUT	12.50
17 LIGHTS OUT	2.50
18 TRACK AIRWAY	12.50
19 BALLY BUY, SELL OR EXCHANGE	12.50

3167 St. Louis Ave. McCall Novelty Co.

**WARNING!**  
Beware of Imitations!  
There is Only One Original

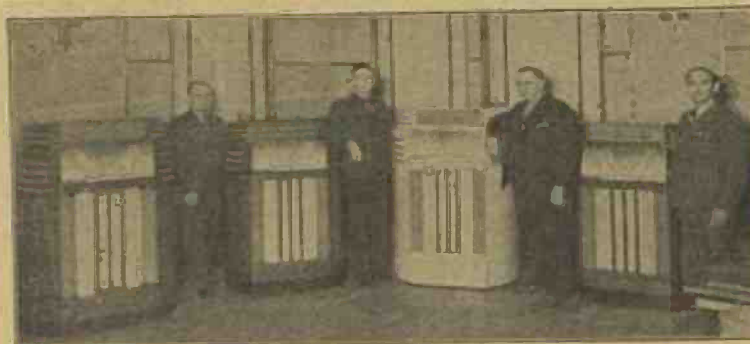
**PUNCH BALL**

The Sensation of the Coin-operated Game Industry, as advertised in this issue

**\$1.95** (cash)  
BRAND CO.

Norwood Manufacturing Company  
1735 West North Ave., Chicago, Ill.

Send your correspondence to advertisers by 1939-1940 using The BILLBOARD.



AMUSEMENT GAMES, INC., St. Paul, sends this picture taken at the recent Northwest Coin Machine Show held in that city. Left to right are Clyde Koppell, president of Amusement Games, Inc.; Perry Hunter, secretary of Minnesota Amusement Game Association; Thomas Crosby, association president, and Jonas H. Deister, vice-president of the association.

# "ASKER"

## She Knows All the Answers!

### Amazing New MONEY-MAKER!

Appeals To Everyone,  
Ideal for Any Location,  
No Fillers—All Profits

"ASKER" is a remarkable new machine totally unlike anything you've ever seen before. It has plenty of flash, tremendous player appeal, 100% profit, low in price. Tests already have PROVED that here is the real MONEY-MAKER for ANY location. Mysterious in operation, it answers any one of 12 questions for 1 cent. Answer LIGHTS UP and remains lit long enough for players to read. Different persons get different answers to the same question. Nothing vendcd, no fillers, ALL PROFIT for you. Economical, no electricity needed. Operates on three dry cells inside machine which last for months. Modern in design, beautifully colored. Small, 6 1/2" x 26" high, 12 1/2" wide, 10" deep. Counter on floor style. Wire or write for complete details and prices NOW!



OPERATORS SUPPLY CO.  
4311 N. Lincoln Ave., Chicago

## Majors Production Is Behind Demand

CHICAGO, Feb. 25.—"The the games are pouring out the doors in a steady stream and the our production lines are working to full capacity on an overtime schedule, we still can't make enough Majors to fill the most overwhelming demand," reported Sam Genberg, of the Chicago Coin Machine Mfg. Co. in discussing this newest Chicago coin release.

"Four steady weeks of production have only enabled us to barely catch up with back orders. In this, the fifth week, we are still swimming in veritable floods of both new and repeat orders."

"The we have augmented our staff and increased facilities, our attempt to eliminate delay and keep our operators from disappointment is being met with only a fair amount of success. However, every jobber, distributor and operator who has seen or tried Majors appears to be more than willing to wait for his turn."

"Majors" in both straight novelty and free-game models, offer a scintillating backboard light-up action, action on the ball and extra scoring opportunities in some-run bumpers and 1,000-point bumpers and skill lanes."

## Torr Named To Be Sanders Distrib

PHILADELPHIA, Feb. 25.—W. W. Wolcott, general sales and advertising manager of the Sanders Mfg. Co., Chicago, recently announced the appointment of Roy Torr, of Philadelphia, as distributor for the new Sanders ball game, vendee, Little Polar Face.

Torr declared: "We plan to launch a vigorous advertising campaign and are prepared to accept orders, large or small, promptly and efficient handling."

## Royal Distribs Push Special Deal

ELIZABETH, N. J., Feb. 25.—Royal Distributors report that they are clicking with a special saleboard deal which they originated. They state that it has met with the approval of everyone who has so far purchased the deal.

According to Dave Stern, of the firm: "We have arranged a special deal whereby we offer the greatest hit saleboards in a combination for a small price. In this way operators have a chance to test the various boards. Some had one board more profitable in their territory than another. In such cases we are happy to replace the other

boards that haven't as yet been tested for the type of board found to be most profitable.

"Formerly an operator would buy one or two boards and then have to send for others when these failed or give up in disgust. Now the operator gets the complete combination and has the opportunity on our special deal to test every hit board."

## New Orleans

NEW ORLEANS, Feb. 25.—Without doubt New Orleans had its greatest Mardi Gras festival in the 108 years of its history. Tens of thousands of out-of-town visitors joined in the masking on Tuesday, and downtown restaurants and other spots ideal for coin machine locations were filled to overflowing most of the day. "Today New Orleans is quiet and serene and the start of the sober Lenten season brings complaints of a sudden setback in operations. Several of the larger operators have removed extra machines from locations for placing over wider areas or, for better protection from wear, in warehouses. But the operators are not pessimistic. For play is as good as can be expected for the off-season, and the interior continues to profit from the growing oil boom."

This week saw another oil field opened at the front door of New Orleans proper when a producer came in an adjacent St. Bernard Parish, within a few miles of the city limits. No fewer than a half dozen wells are now being drilled in the city itself and there is every indication that the Crescent City will soon become new oil metropolis of the world.

With his third carload of new J. P. Seeburg phonographs arriving, Sam Gentlich, manager of the Dixie Music Co., Seeburg distributor, reports continued brisk demand for these machines. Orders have been pouring in from the Mississippi Delta area, Gentlich reports.

P. W. Kings of the C. & N. Sales Co. reports a steady demand for pins, novelty games and phonographs as several larger communities in the interior reopen. Several ops from Hammond, center of the Louisiana strawberry belt, came in this week and took on new equipment in preparation for the picking season which opens shortly. They were Vincent Stasi, Joe Tallo and Kelly Le Beau. Others who visited C. & N. were A. Y. Blake, of Bay St. Louis, Miss.; R. L. Little, Bagalura, Francis Drury, Hammond; E. L. Breaux, Roseland; and several others from out-of-town.

Charles Cipriano, one of the biggest machine operators in Central Louisiana, celebrated the opening of Thibodaux's

newest and finest night club this week. He bought a full line of new O. D. Jennings Dixie Belles and other new coin machines to meet his needs.

Emil Incoponelli, manager of the Bell Distributing Corp., distributor of H. G. Evans and O. D. Jennings lines of machines, reports a good demand for the new Evans Gallopini Dominoes with the jackpot feature. Incoponelli reports plenty of out-of-town visitors and some sales of Evans or Jennings machines to Alphonse Layorg, of St. Bernard; L. D. Crawford, Bush, and E. J. Grizzati, of Morgan City.

Since his clean-up of ill-repute recordings several weeks back George Brennan, president of the United Music Operators' Association of New Orleans, finds most operators praising this move. "The use of suggestive recordings eventually springs back at the operator," Brennan says. "Thank goodness, all of our members are smart enough to realize that unwanted records are best when discarded. Operations in New Orleans have not been hurt by the stricter ruling, but to the contrary helped."

Two new Bally products are on display for the first time this week at the Dixie Coin Machine Co., Bally distributor in this territory. They are the Spottier and Keylite. Julius Pace, president of the company, says that both are attracting much attention of ops and several orders placed for them. The company also has received its first shipment of Chicago Coin's Marvel.

While operators and their friends had several big parties for Mardi Gras, one of the biggest events was that put on by the Jules Peres Novelty Co. Among those present for the occasion were Mr. and Mrs. Peres, Frank DeBarros, Mr. and Mrs. Ed Rodriguez, Mr. and Mrs. M. Terre, Mr. and Mrs. P. Hood, F. Pishot and Mr. and Mrs. Amado Rodriguez.

High praise was given on the fine results given masked truck riders on Mardi Gras Day by use of phonographs in conjunction with rented power plants. Four parties using the phonographs said that the small power unit, rented for a small sum, and the coin phonograph proved the perfect combination for needed entertainment. "The Wurlitzer furnished enough powerful music to be heard above the din of the crowded streets, and the automatic record changing without special care gave us the results we have long sought for our annual truck ride."

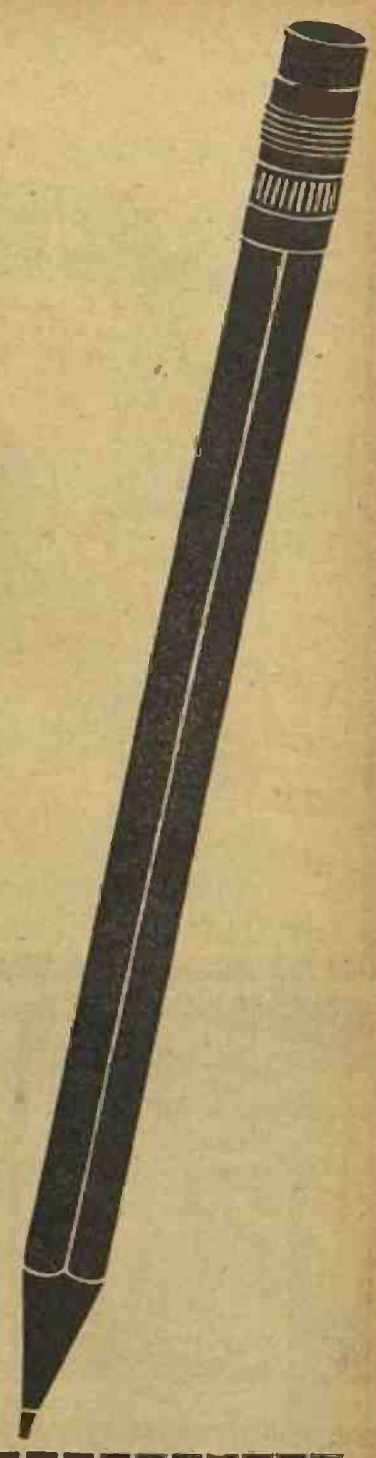
Over at the Pleasure Music Co., Mardi Gras brought its fun. Dan Cohen, head of the firm, had his good time riding on a float in the exclusive Hermes street pageant and throwing trinkets to his friends on the march. Lillian Harris, secretary to Cohen, was a maid at the Krew of Meison Ball at the Jerusalem Temple. B. J. McNally, Cohen's partner, enjoyed himself with his wife sipping champagne with Julius Pace, operator in grey, at the New Orleans Athletic Club.

The New Orleans Novelty Co. has reopened the Bucktown Sportland at East End on Lake Pontchartrain. Vincent Casertano is manager of the spot.

## Seattle

SEATTLE, Feb. 25.—A bill that would make legal, license and supervise all forms of amusement and coin machines within the State of Washington has been recently introduced at Olympia, Wash., by State Representative Edward P. Riley, of Seattle.

Movement for parking meters on Seattle streets grew apace the other day with appearance of petitions requesting their installation on Third avenue and other principal downtown thoroughfares. These petitions were drafted and circulated by members of the Third Avenue Business Men's Association, which sees in the establishment of parking meters an opportunity to do more business and build volume of trade. Samuel Trowbridge, the secretary-treasurer of the business association, stated the storekeepers and business houses and offices have found irregular parking a detriment to business. So their petition, duly signed with a host of signers, will be presented when completed by a delegation to the Seattle city council, which has under consideration the plan to meterize the downtown area with hundreds of these coin machines.



Order a Vest Pocket at \$49.50 and get back in the money again.

MILLS NOVELTY COMPANY  
1700 FULLERTON, CHICAGO

A MODERN

# Cigarette Vender

## Ciga-Rola

Here's a new model Ciga-Rola incorporating many new features not found in any other cigarette machine. A definite amusement feature that attracts play and makes a real profit.

In addition to vending popular brands at established retail prices, the amusement feature of Ciga-Rola makes it possible to receive a package of cigarettes for 5c. At no time is the purchaser required to pay more than the retail price. Well qualified legal authorities agree that this method of selling eliminates possible objections as the purchaser never takes a chance of losing.

Suitable models available for 15c and 20c territory.

Hundreds of operators are successfully using Ciga-Rola in their territory. We want to help you get started in your territory.

Let us tell you how you can increase your income with Ciga-Rola. Valuable territory franchise still available.

Write or wire today.



**O. D. JENNINGS & COMPANY**  
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

Operators Everywhere Are Acclaiming

## LITTLE POKER FACE!

Sales Are Going Big!



LITTLE "POKER FACE" with device wild is a NEW operator money-maker for you! It's a real profit earner. Can't it be? YES! Everybody plays Poker. Everybody knows Poker. Everybody plays Poker. Little Poker Face gives it to them with thrill and excitement. Players can't resist. Plays 5c. to 10c. 25c. Legal Cash Game Vender. Beautiful Metal Cabinet. 9 1/2 x 10 1/2 x 14. Weighs 13 lbs. Only yourself the winning hand. Make in the big profit 50% with Little Poker Face!

Order Your Sample NOW. 1/25 Deposit, Balance C. O. D. Write for Quantity Prices. **\$19.95** E.A.

**MONARCH COIN MACHINE CO.**  
1731 BELMONT AVE., CHICAGO

## AMERICA'S BEST SALESBOARDS

### COMBINATION BARGAIN ASSORTMENT \$10.00

THIS ASSORTMENT IS ABSOLUTELY GUARANTEED TO BE THE BEST BUY IN AMERICA! BE CONVINCED! ORDER THIS BARGAIN TODAY! IF FOR ANY REASON YOU DON'T AGREE IT'S THE BEST BUY YOU EVER MADE — YOUR MONEY CHEERFULLY REFUNDED.

**NATIONAL VENDING CO., 409 N. Broad St., ELIZABETH, N. J.**

## FOR QUALITY SALESMEN ONLY

We can show you a deal that is good for \$1,000 weekly commission to live-wire salesman who can handle a vending machine deal of \$700 cash up. We don't expect to hear from any \$1,000 a week salesmen, so we think we have most of them in our sales force. But we would like to hear from some live-wire salesmen, commission hunters who see clear a reward of \$100 to \$200 weekly. To learn we have a prospectus, confidential statement with our plan, and a brief history of our business. Write us today. When applying, give age, references, and brief history of sales experience. Please send curiously making inquiries ignored. Available men with clean records only please. BOX 570, Winfield, Chicago, Ill.

When Writing to Advertisers Mention The Billboard.

## Beaumont

BEAUMONT, Tex., Feb. 28. — Texas Novelty Co., of Beaumont, is one of the oldest operating firms in the State. It was founded more than 15 years ago and has grown each year since being established. Today the organization is headed by Mike Clem, who has himself surrounded by a staff of able assistants. Their operating activities cover a vast territory in the Southwest.

Robert M. Tullis is well known throughout Texas as a live-wire op of Beaumont. Robert keeps a large string of machines going in and around Beaumont.

Operating conditions in and around Beaumont are fair, with counter games, phonographs and salesboards leading. Operators expect a nice spring and summer business, as general business conditions in this section are growing better daily.

Operator Joe Baine keeps adding new equipment to his already heavy string of machines.

## Fort Worth

FT. WORTH, Tex., Feb. 28. — Jack Maloney, Panther Novelty Co., was a Dallas visitor last week. Jack seldom misses a week paying a visit.

Bob Cowan, well-known phonograph operator and service authority, is now with the Panther Novelty Co., serving as an executive in the phone division of that organization.

Operating activities are going along in fine shape and all are at peace along the river. New counter games are arriving daily, and right now it seems that the Crostchen, Buckley and Dayal counter games are leading the parade.

Joe Williams, head of the Walbox Sales Co., Dallas, has been in town talking his product over with local phono ops.

The Frankish Distributing Co. is featuring the renting of phonographs for private parties and various functions. Their plan is meeting with success.

Phonograph ops report that they are now being supplied with some of the best record hits they have ever used. They claim that the record manufacturers are now concentrating upon tunes that will click in the phono and are releasing real money-making platters. They also credit The Billboard's record reviews with helping to create the good record condition.

Harry Hooser's night spot, College Inn, is the mecca for coltsmen both day and night. Harry used to be one of our leading and dapper ops. He now serves good food to a hungry public and particularly operators.

Jack Walker, well-known op of the row, has added another service man to his fast-growing operating organization. Walker started into the operating business in a small way several years ago and has been climbing upwards ever since.

A new local operators' association is in



G. C. BROWN, live-wire operator, poses for the cameraman while in Minneapolis waiting and buying new equipment.

# \$

THE 3 GREATEST GAMES IN OUR ENTIRE CAREER AS DISTRIBUTORS ARE NOW READY FOR IMMEDIATE DELIVERY! WRITE, WIRE OR PHONE TODAY!

**GEORGE PONSER**

21 W. 60th St., New York

11-15 E. Runyon Street, NEWARK, N. J.

1435 Bedford Avenue, BROOKLYN, N. Y.

900 North Franklin, PHILADELPHIA, PA.

TICKING OFF BIG PROFITS Regularly!

## DERBY CLOCK

1-Ball Automatic Payoff With

### TWIN JACKPOTS

Each With \$50 Top Award!

## BASEBALL

THE LEGAL CONSOLE GAME.

In the 11th Month and Going Strong!

See Your Jobber Now!

**WESTERN PRODUCTS, INC.**

925 W. North Ave. CHICAGO

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## LOT-O-FUN

FOR THE PLAYER!

A THRILL EVERY SPLIT SECOND!

## LOT-O-PROFIT

FOR THE OPERATOR!

5-BALL NOVELTY

AND FREE PLAY

ON TEST LOCATIONS

NOW!

Watch for Release Date!

the making. It will be composed, according to reports, of all types of operators. Several meetings have been held but no organization action has yet been taken.

Fort Worth Novelty Co. has been adding new phonographs to its already large string of instruments.

Operator Cloro has dropped his paint brush hung up his painter's uniform and stepped right back into the operating business. He's hustling a string of counter games and salesboards. "When this operating business once gets in your blood you can't get away from it," said Cloro.



## OVER 100 STYLES

TO SELECT FROM

### THE ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

100 WINNERS.  
1800 Tickets.  
Take in \$100.00  
Pay for Out 75.00  
Profit \$25.00

Each \$1.00  
Each (in Dec. Lots) \$1.00  
JARS, 30c Extra.  
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.

1500-12 North 3rd Street, Milwaukee, Wis.

## MUST SACRIFICE AT ONCE

Right-Off Locations, Ready To Operate.

Evans Banquet, new Bead, 2 inch old \$145.00	Jewelry Derby Days, large mod., 5 35.00
1033 Mill Times 105.00	Shoot the Moon 22.50
1033 Tread Times 100.00	Bully's Sea B coll 100.00
Kentucky Club 90.00	Grand Stands 00.00
Ducaly Truck Oder 90.00	New Nibs 9-2-3, a week old 85.00
Kenny Redheads Bead 60.00	Bully's Keadite 85.00
Kenny Redheads 85.00	Western Derby Times 85.00
Kenny Grey Head 40.00	Derby Champ (Kenny) 45.00
Jewelry Parlay Races, 4 tracks 75.00	Phantom 55.00
	Prizeless 10.00
	Foto Finish 7.50
	Pancho Tent 7.50
	Bully Rambler 7.50

**BEST NOVELTY CO.**  
1047 St. Clair Ave., Cleveland, Ohio

## Asbury Park, N. J.

ASBURY PARK, N. J., Feb. 25.—Concessioners along the Jersey shore find themselves unable to spot the weather-man even with odds. Biz has been above average for winter trade in this section and no one has registered a complaint.

Up at Long Branch Izzy Schneider is getting ready to move his tavern into a new building. King Amusement Co. will install the latest in Seeburg machines at the new location.

Harry Walters is making plans for spending his flasher game on the local promenade. He didn't take a trip south this year but remained in Asbury Park to look after other interests.

The Wesley Amusement Co. is making that grades with its concessions to get them ready for the big term just a few weeks ahead. Ray Bromley is the general manager of this unit.

Dr. Inoch and Mac Levine, of the King Amusement Co., are readying their 23-foot open-air skiff for an early-spring sunbathing. Allen Cramer has been named skipper of the craft. Of course, sailing is Cramer's sideline. He operates a room near Asbury Park and the staff of the amusement concern visits there frequently.

August P. Simpson, veteran concessioner, will be back on the boardwalk this summer, it was learned from a reliable source.

Charles Rabinow is to enlarge and improve his concession in Convention hall. Last season his game spot was one of the most popular on the shore. He is planning to take care of the crowds he turned away during 1938.

Molly Brooks, of the King Amusement Co., is high in her praise of the new game Majors, put out by the Chicago Coin Machine Mfg. Co. She knows, good game when she sees them and her audience of this game is no idle chatter.

Louis Karagias has already launched plans for his concession on the boardwalk. He is among those who did not set up south for the winter.

Henry Leding will be back at his old and in the Casino Building.

Mac Levine has returned from his vacation. He's already making plans

for some deep-sea fishing this year—if he gets time.

Chester Cardillo is an ardent believer in good merchandise for prizes. He will again operate a flasher game on the promenade.

The control of the local beach front has been returned to the city of Asbury Park. On the eve of an appearance by city officials before Supreme Court Justice Joseph Perkie requesting records the Beach Commission transferred records and papers to the municipal hall. This, in the opinion of many, points to the end of a lengthy litigation.

## Natchez, Miss.

NATCHEZ, Miss., Feb. 25.—Frank Perrault Jr., efficient repair and service man of the Sermac Co., was married at the residence of Bishop R. O. Gerow of Natchez Sunday, February 19, to Ruth Davidson, of this city. A number of the operators and Perrault's bosses, Sam Serio and Sam McCabe, and their secretary, Vera Koerber, attended the wedding.

Operators' specials in this section are many and varied at this time. However, the most popular at present seems to be *It's Make No Difference*. Now, a Cliff Bruner hillbilly record. Others in favor are *Sleeper on the Edge*, by Bing Crosby; *Sammy Kaye's Gould So*, *Kaye's Penny Serenade*, *Tammy Doney's Old Oaken Bucket* and *Crosby's I Cried for You*.

Sam McCabe, of the Sermac Co., is well and hearty again and is back at work after his recent illness.

Sam Serio, partner in the Sermac Co., is a member of the Natchez fire department, and he has been one of the busiest men in the business lately, as there have been a record run of fires.

Dan Tucker, of the Lartex Co., recently bought himself a beautiful home and he spends all of his spare time in the front and back yards with his flowers. Tucker says his business is much better and should increase from now on. He is getting in some new locations and is also handling sheet music at his place.

Bill Edd, who owns the Wind Mill Club and a good many coin machines, says business is good with him. He is a former professional golfer who quit golf for the coin machine business.



W. C. DEATON, Galton, Co., reports high enthusiasm over the "Rock-Old" Luxury Light-up phonographs. He is district manager for the State of Ohio.

Such popularity must be deserved

# Free Play Chubbie



Free Play Chubbie is making a big hit with operators everywhere—It's a five ball novelty game with 15 numbered and illuminated bumpers and a unique extra ball feature—It's fully metered and has the free game feature. Priced at only

**\$84.50**

Regular Chubbie fully metered

**\$74.50**

## Stoner Corp. AUTHORIZED DEALERS

## LITTLE POKER FACE!



LATEST & GREATEST OF THEM ALL. 6 New Features. Shipped on 10 Days' FREE TRIAL. MONEY-BACK GUARANTEE.

Order Your Sample NOW. 1/3 Deposit, Bal. C.O.D. **\$19.95 EA.** Write for Quantity Prices.

Jobbers and Distributors Write for Set Up.

**TORR 2047A-50. 68 PHILA., PA.**

CONSOLES		ONE BALLS		SLOTS	
Gal. Diamond	\$60.50	Derby Champ	\$42.50	Cherry 10-30	\$22.50
Pancho Rambler	60.50	Spring Time	40.00	Blue Fronts, 2c	20.00
Yankee	25.50	Chester	40.00	Yellowheads	40.00
Liberty Bell	24.50	Entry	40.00	Cherry Bell, 2c	40.00
Track Time	60.50	Foto Finish	42.50	Way Eagles, 5-10c	22.50
Miss Ohio Game 2c	49.50	Garen	42.50	MISCELLANEOUS	
PHONOGRAPH		COUNTER GAMES		Rozelle	\$75.00
Wurlitzer P-10	\$ 30.50	Ginger	\$64.50	Summer Bowling	75.00
Wurlitzer P-30	40.50	Ball Shot	8.00	Eagle Eye	75.00
Wurlitzer P-12	60.50	Purchase	8.00	Magic Red, 6 ft.	45.00
Wurlitzer 8184	125.50	Bully Mill Wheel	0.50	10 Silver Buttons	75.00
Decca-M	45.50				

1/3 Deposit with Order

## GERBER & GLASS, 914 Diversey, Chicago

The Last "Word" in Your Letter to Advertisers, "Billboard".

# MOST VERSATILE COUNTER GAME EVER DEvised



**CAN BE OPERATED LEGALLY IN THE MOST TIGHTLY CLOSED TERRITORY! . . .**

- FASTEST MODEL TAKEN EVER DESIGNED
- CAN TAKE \$10 PER HOUR
- NO COIN CHUTE
- NO CASH BOX
- FOOT PEDAL
- SEALED MECHANISM
- INDestructIBLE
- ALL METAL
- FIRST COST—LAST COST
- BEST FEATURE IN BILL AND PUNCHBOARD
- PAYS OUT PERCENTAGE TO SWAY LOCATION
- ACCURATELY RECORDS PLAYS AND WINNERS
- ANSWER TO THE OPERATOR'S PROBLEM
- 5, 10 or 25 cent play
- NOTHING TO REPLACE OR REWIND
- WILL NEVER BE OBSOLETE
- MERCHANTS PLAY IT FREELY
- IDEAL IN CLOSED TERRITORY
- MADE BY MEN WHO KNOW
- EARNS COST IN A SINGLE DAY
- LARGEST INVESTMENT
- BIGGEST RETURNS
- NOTHING ELSE IN ITS CLASS
- APPEARANCE IN THE DISPLAY
- BEAUTIFULLY ENGRAVED



12 1/2" x 8" x 4 1/2"

**\$19.95**  
 1/3 cash  
 WITH ORDER  
 BALANCE C.O.D.

PUNCH BALL has everything you need and want. It's the fastest money maker ever devised. And the most versatile! You can operate it in a strictly legal manner even in the most tightly closed territory. PUNCH BALL is not a gambling machine. Has no coin chute, no cash box. And think this over: Every PUNCH BALL that has been placed on location to date has proved to be the most profitable machine that the location ever had.

That's all you want to know . . . so hurry! Get your order in today for PUNCH BALLS. See why this sensational counter game is sweeping the country. Get PUNCH BALL on location before another operator gets there first.

**NORWOOD MANUFACTURING CO.**  
 1725 West North Ave., Chicago, Illinois

## Groetchen Mercury In Volume Prod.

CHICAGO, Feb. 25.—Groetchen Tool Co. announces that it is now in volume production on the Mercury, token payout counter game with cigarette reels. The counter machine is furnished for either nickel or penny play. As far as we know, the Mercury is the smallest automatic payout counter game made.

"Mercury is the classiest counter game ever built," declared a company spokesman. "It is a fine-looking machine that will be acceptable in any location. There is no wide handle on the Mercury. A short pull-down lever on the front of the machine releases mechanism on the downward stroke. On winning combinations the tokens are automatically discharged from a chute on the side of the machine. A glass window is placed on this chute. After award is paid, location manager discharges token into cashbox by a plunger attachment. The Mercury is now on display at all of our jobbers' showrooms. It will pay you to see it."

## Ponser Has Three Game Sensations

NEW YORK, Feb. 25.—George Ponser says he is one of the happiest men in this city due to the fact that the firm has three novelty game winners at one time. Ponser explained: "This is one of the first times in the history of our firm that we have had three sensational new games at one time. Daval's Midway, Chicago Coin's Majors and Exhibit Supply's Speedy.

"Each of these games offers a different type of play for the operators. Daval's game combines the tremendously fast and sensationallly tantalizing features with the fine light-up action.

"Chicago Coin's Majors has opened the baseball season and this game is going so fast that we haven't been able to get enough machines to supply the demand. The action of Majors is the best that we have ever had.

"Exhibit's new game has already swamped us with orders. Even before delivery from the factory was made we had wired this factory three additional orders."

## Is It Different? Asks Jack Keeney

CHICAGO, Feb. 25.—"Our first question in considering a new game in the course of development is whether the game is different from those which have already been offered," J. H. (Jack) Keeney explained to a party of coin men going thru the Keeney plant.

"We try to get away from that which has been made before. Our original Track Time console game is example of that. It introduced an entirely new principle of console play. Our next console game, Triple Entry, was different from its predecessor. Pastime differs in play principle from the earlier two.

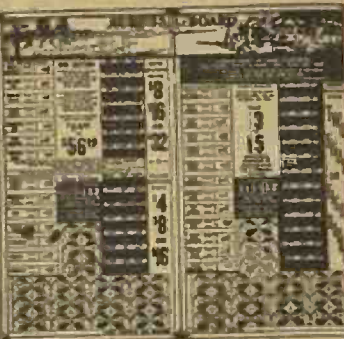
"Right now," Keeney went on to say, "we have an out-of-the-ordinary payout table and free game in our new Pot Shot, which introduces a new 100 per cent skill angle. Our new Spinner-Winner counter game presents a play principle entirely new to games in this classification.

"We believe the public eventually tired of the same old thing, be it gallopapee, heekies or coin games. Success of the operator, to whom we must look for our business, depends on his continually giving the playing public something new. That is why any game being developed by us must first pass the "Is It Different?" qualification."

various games. There are a lot of tacks indicating shipments on our new console-action counter game, Spinner-Winner, and a lot of tacks indicating the sale of one or more of our new Pot Shot, payout table and free game.

"Of course," continued Becker, "our sales map is always well sprinkled with orders for our console games, Pastime, Triple Entry and Track Time. Right now there are more shipments on Pastime, our newest console game, because operators are now getting this game to replace an older Triple Entry or Track Time, or to put alongside of either of these two previous consoles which they now have on locations."

## A HOT TIP!



Put all your money "on the nose" with Superior's new mechanical sensation, ACR 55 THE BOARD. Horses actually flash across the face of the board and determine winning amounts. Player sees his horse run the race. May be obtained with straight number board or with specially designed symbol board. In either case, card is the same; and winners are determined by win, place, or show window where horse stops.

We sell to operators only; inquire for full details. Weekly commitments are limited.  
**SUPERIOR PRODUCTS**  
 14 North Peoria Street, Chicago, Ill.

## DON'T

Be Deceived by Prices—These Are Real Values Ready for Immediate Delivery.

CONSOLES	
1938 Bill of Track Time	\$108.00
Kentucky Club	88.00
Red Head Track Times	60.00
Grey Head Track Times	42.00
Tomatoes	30.00
Dart Moon, Whiffles	28.00
Exhibit Longshots	30.00
Jessie's Liberty Bells	30.00
1937 Gally Lincoln Fields	48.00
1938 Gally Lincoln Fields	30.00
Gally Yards	10.00
Saddle Club	30.00
Gally Club House	30.00
Deerhills	28.00
Pages Aces	28.00
Gally Favorite	27.00
Bally Best	25.00
Bucky Track Odds	65.00

ONE-GALL AUTOMATICS	
Orchards	\$87.50
Seas/Seals	97.50
Seas/Pipes	75.50
Fairgrounds	37.50
Fleetwheels	35.00
2-2-2 (Covered Reels)	35.00
Across the Boards	35.00
Kentucky "Champs"	35.00
As-Gambler	30.00
Belmont	30.00
New Day	30.00
Paddles	30.00
Deerhills	22.50
A-Hin-Gone	18.00
Byskany	18.00
Polo-Finishes	18.00
Carems	14.00
Summits	14.00

WANTED: Late Used, Slight Monthly Games.  
 Half Deposit, Balance C. O. D.  
**CLEVELAND COIN MACHINE EXCHANGE**  
 2330-E Prospect Ave., Cleveland, Ohio.

## MILLS VEST POCKET BELL



The Greatest Automatic Payout Counter Game in the World.  
 Only \$49.50  
**ATLAS NOVELTY CO.**  
 2200 N. Western Ave., Chicago.

## Circus Fans Go For Genco Game

CHICAGO, Feb. 25.—"We sent out scouts the other day to make a private search into the psychological reasons behind the tremendous popularity of Circus, our new game," advises Meyer Gensberg, of Genco, Inc.

"Armed with the works of whiskered scientists of the mind, we expected to uncover new reasons for the behavior of the man at the pin-game plunger. Believe it or not, we found out that the men who made up the long lines waiting to play Circus were just kids—the same kids who used to get up before sunrise to water the elephant for an Annie Oakley when the circus came to town.

"The deep-rooted appeal of clowns, acrobats, the silk-hatted ringmaster and all the rest of the colorful flash that make up the flesh-and-blood thrills of circus brings out something in every man. That same appeal built into our game Circus has just that effect on the kids who have grown up.

"In Circus, made in straight novelty and free-game models, there is all that color and action, plus an opportunity for the player to actually participate in the performance."

## Keeney's Map Has Sales Measles

CHICAGO, Feb. 25.—"Look at our sales map," said Ray Becker to a factory visitor recently. "It looks as if it had measles. Each red tack on the map represents sample orders. We have never had so many sample orders for Keeney games from as many different markets as is the case with us at the present time.

"Every State in the Union," continued the J. H. Keeney & Co. sales manager, "shows its quota of orders for our

## 8 SUPER VALUES!

RECONDITIONED.	
MILLS DANCE MASTER	\$10.50
MILLS DANCE MASTER DE LUXE	\$2.00
MILLS DO RE MI	\$4.70
WURLITZER P-12	\$6.00
SEEBURG MODEL A	\$4.50
SEEBURG OR WURLITZER 1030 MOD-EL	\$4.50
Michanem Bill Size a New Completely Illuminated Cabinet	\$125.00
POPOMATIC POPORN MACHINE \$34.50	
1/3 Deposit, Balance C. O. D.	

Circle 40981 W.B.C.  
**W. B. NOVELTY CO., INC.**  
 2850 N. GRAND BLVD., ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## Mercury



Immediate Delivery.  
 Mercury Token Payout.

Our customers find it most profitable to operate. Write us on Groetchen Columbias, Sparks Zephyr.

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# MAKE SPEEDY MONEY WITH EXHIBIT'S 'SPEEDY'

With "SPEEDY" you get Spooky Income from Spooky Play. Beautiful, new type bumper creates greatest "come-close" ball action you've ever seen. New out-ball "pop-up" idea gives tremendous last ball suspense. Scoring starts when only 10 illuminated bumpers are hit. Awards show on backboard only when hit. Fully metered.

A TRULY GREAT GAME

FREE PLAY \$94.50—REGULAR \$84.50

Demand It From Your Distributor

EXHIBIT SUPPLY CO. 4222 W. Lake St. Chicago, Illinois

## EASTERN FLASHES

NEW YORK, Feb. 25.—Al S. Douglas, secretary of Daval Mfg. Co., Chicago, friends report from Florida, caught one of the largest catches of fish in and around Margate City before he left. Also caught a hammer shark, which was unusually interesting as this was his first deep-sea fishing experience. I. H. Hochstein (Banner, Philly) returned from his winter vacation in Florida and Habana (that's what he calls it now) full of pop and rarin' to go. He reports with a sad face that he had no fishing luck at all. Howard and Archie Kass (Maco, Newark) are putting out 100 peanut vendors in addition to their present route of phonos and candy bar machines.

Nat Cohn (Modern Vending Co.) now makes it a weekly habit to get himself a workout and rubdown at the Crystal Club, where he has been a member for some years. "Keeps me in trim for trade-in arguments," he claims. Dave Stern (Royal Distrib, Elizabeth, N. J.) reports that the salesboards his firm is featuring have won an immediate following due to the company's opening announcement ad. He says, "The operators who have called around and who have written to us are all tremendously pleased with the great line we're featuring." Benny Goodman, the swing king, drops lots of nickels in coinphones to hear how competitors' bands play certain numbers. There're more phonos being sold than was ever expected this year. Sam Kressburg, Seabury phonos agent (East Coast phonos distrib) calls his firm "The phonos baron of the East of America."

George Ponsler had a birthday party for him by his missus at their home in Maplewood, N. J., last week. Al Schlesinger, Square Amusement Co. Foughkeepsie, who has been quiet for a while, suddenly bursts forth into the used market. He likes to surprise me every time. Reports from Miami Beach indicate that Fry Sommer (Modern) hasn't been feeling so well lately. We're hoping the reports were greatly exaggerated. Bert Lane (Seaboard) was going around the East last past week with a little merchandiser that presents a new idea to the industry. He reports: "Real enthusiasm everywhere is showing it." Freddie Mendelson (American Sales Co., Elizabeth, N. J.) made the phonos ops in picking potential numbers on the discs. Freddie has been first with so many that turned out that ops attributes it to fact his friend, Barbara Meliman, who is a well-known blues chanter, must be tipping him off on Tin Pan Alley's selections. Anyway, wherever Mendelson gets the dope, he's getting it right.

Frank Hart (Eastern, Newark) reports that the counter game he is featuring called Tid-Bit is sure a tid bit for bringing in the bucks. Operators that ops are reporting on the game in bigger quantity every day. Joe Mentes is in charge of Mike Mentes' 10th avenue spot while Mike enjoys himself in Florida. Joe goes faster than a chee the past week getting out machines.

Dick Steinberg (Stirling, Distrib) is reported to have rebuilt the Sequence into a unique cabinet. This makes it an exclusive game for Steinberg. Sanford Goldie and Clarence Beador (popular Newark mechanics) have hired themselves a stooge that does all the little odd jobs around the place. Apple vending machines are suddenly getting the interest of many well-known ops who overlooked this business. Irv Oreststein and Jack Kay stopped off on the drive back from Miami to Newark to see Joe Calcutt's headquarters in Fayetteville, N. C., and were very much impressed. Lilyan Cohn (Nat Cohn's missus), who is being rehearsed for a star part in a Long Island charity play, does a song and dance and love scene with one of the Island's handsomest men and then slaps to him, You Must Have Been a Beautiful Baby, But Baby, Look at You Now.

Charley Aranson (Brooklyn Amusement Machine Co.) reports, "We're all cleaned out of games for the time being, but we'll soon be back bigger and better than ever with more of the same." Hal Meeks (Manning, Distrib) reports that the firm will soon be ready to pop with its new merchandiser. Israel Rosenfeld is now working for George Ponsler at the firm's Newark offices under Irv Morris and is stated to be catching on quickly. One of the outstanding mechanical men of New Jersey is Charley Chapler. Charley drove over 400 miles last week to help out one op whose machine went on the blink and who didn't know what was wrong. And that's service.

Ernie Hubacher, Trenton, N. J. op, who is the proud daddy of five boys, is going to wire Eddie Cantor, for Ernie is now looking forward to a gift. Harry Badler, well-known Newark op, is now living the life of a bachelor while Mrs. Badler enjoys the Florida sunshine. Ernie Krutner, well-known Maplewood, N. J. op, claims he has set some kind of a record with the fact that he has been buying from only one distrib for the entire seven years that he's been in the coin biz. Joe Calcutt rings the gong with one of Vemco's greatest sales on standard equipment next week. Jack Nelson, Rock-Ola 100-prxy, is expected to spend the greater part of this week in New York. He makes a periodic visit here to meet with Rock-Ola boosters. Ed Johnson, of Jennings, spent almost a week in town with a new machine.

# Now! WITH NEW LEGALIZING SKILL FEATURE! Evans' Amazing New LUCKY LUCRE

## 5 "BELLS" IN ONE!

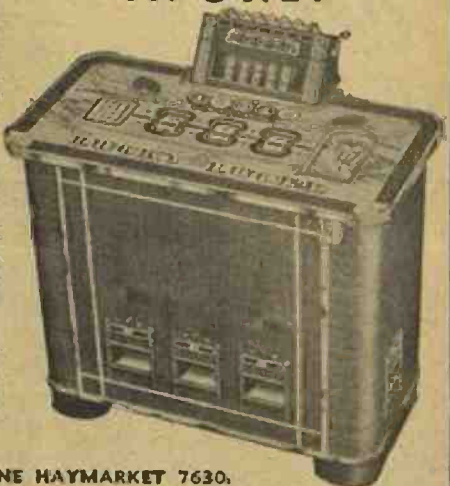
5 PROFITS—ONE OVERHEAD! A phenomenal new hit! "Bell" play in a Flat Top with 5-fold earning capacity plus Legalizing Skill Feature to conform to territories requiring skill games!

Five persons may play at one time... has individual numbered slot and corresponding numbered payout cup for each! Pays 3-1 to 18-1, or \$5.00 or more guaranteed jackpot in nickels for each player! You make only ONE Investment—and get earnings equal to 5 separate machines!

In operation it is faultless! Has famous Galloping Dominos' silent mechanism, steel inner shield to prevent tampering; recessed payout cups! Evans' new eye-proof 5-coin head stops cheating odds; Stops grit from thigs, gum, sticks, steel strips, etc. Engineered to accept the new Jefferson nickel. Available with Fruit, Bell or Sports symbols.

OTHER EVANS' WINNERS: LUCKY STAR — GALLOPING DOMINOS — BANG TAILS — ROLLETTO SR. (Ideal for Clubs, etc.)

AT YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630.



### Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS

Not Coin Operated!

A sure bet for Operators! No coin slot—operates in entirely new way! Played by placing coins under selected numbers in Novel coin receiver and pushing spinner rod. Coin receiver remains locked until counter attendant clears it! Absolutely eye-proof! 12" wide, 17" long, 3" high.

\$24.50

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

# TRADE IN YOUR CONSOLES, PIN GAMES, AUTOMATICS, COUNTER GAMES, PHONOGRAPHS, ETC., FOR THE NEW 1939 ROCK-OLAS!! LIBERAL ALLOWANCES!

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NEW WINNER!  
COTTLEB'S  
FIRE ALARM  
HIGH SCORE NOVELTY GAME!  
FASCINATING PLAY!  
COLORFUL BACKBOARD!  
ORDER FROM  
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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**\*5 WEEKS NOW-**  
*And we can't make 'em FAST enough!*

*Another Chicoin Hit Game!*



# MAJORS

**OUTSELLING - OUTEARNING ALL OTHER NOVELTY GAMES!**

**PLAYER WINS ON HIGH SCORE, HOME RUNS, OR BOTH!**

MAJORS NOVELTY \$79<sup>50</sup>  
 MAJORS FREE GAME \$89<sup>50</sup>

**CHICAGO COIN MACHINE MFG. CO. 1725 W. DIVERSEY - CHICAGO**

## 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 \$1 \$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 20 PAGE CATALOG.

## Al Stern Finds Ops Optimistic

CHICAGO, Feb. 25.—Al Stern, of the Atlas Novelty Co., just returned from a trip thru his territory, reports that he secured a satisfactory business. Stern says that operators are very optimistic regarding future operating conditions in their localities.

"They feel that the time is good for practically all types of coin machines. While there are exceptions, as there always will be, optimism in regard to game operation is high. Rising business tides in many industrial sections and promises of good rural operation indicate that people will again have those coins which find their way in coin machine cash boxes. At any rate, my observations, thru many indicating factors, are that we can look forward to a period of highly profitable operating."

## Bally Increases Spottem Output

CHICAGO, Feb. 25.—"The boom days of Bumper and Bally Reserve are back again," declared Ray Moloney, president of Bally Mfg. Co., discussing the new Spottem five-ball novelty game. "Not since Bally Reserve kept the factory busy on day and night shifts have we been so swamped with orders. Our Spottem production schedule has already been stepped up several times and will have to be further increased to take care of the soaring demand for this novelty hit."

"Altho not a reserve-type game, Spottem has all the tantalizing 12-bumper appeal of Bally Reserve and all the slick simplicity and fast, snappy action of Bumper. Yet it is absolutely new and different, permits the player to build up his own score by skill and features a clever mystery Spottem idea which is proving a strong repeat play stimulator."

"Beads' Spottem, which leads the novelty field, we are enjoying a very fine



## 1939's SENSATIONAL HIT Thousands Sold Weekly

Deal consists of 12 two-blade Negro Pearl Wheel Kalam and 12-hole Push Card. Every push wins. Takes in \$4.00 and pays to locations for \$2.75. Many locations use 5 to 10 coin per day.

JOBBER'S COST—Sample .....	\$2.25
Lots of 10 to 25 .....	2.50
Lots of 25 to 50 .....	1.80
Lots of 50 to 100 .....	1.50

Write Your Order with Deposit (immediately).

**H. G. PAYNE CO.**  
 252-14 Broadway, Nashville, Tenn.

**SEIDEL SCORES AGAIN WITH ANOTHER GREAT SALECARD DEAL**  
 • A NATURAL FOR THE SPRING •  
 GIVE AWAY GENUINE



## FUR CAPES

**DIG SPREAD — SMALL CARD — SMALL TAKE**  
 Retail Value \$20.00

location will sell even faster than anything you've ever worked before. Works on a 25-biller card, 10¢, 25¢. You can get a gorgeous genuine Fur Cape, from \$2 to \$40. You can also get a genuine Fur Cape. Your only investment is \$1.00 for 100 salecards and beautiful illustrated catalog showing styles of capes. You don't have to buy the capes until the cards have been completely sold and you have collected your profit.

Send Today For FREE Sample Card and Full Details.

Here's a deal that's hot and really new and different. Will make BIG MONEY for you. It's a real card for the Spring and when placed on

If you still hesitate about investing in. Only remaining possibilities are to send you one complete deal absolutely FREE. DON'T LOSE A MINUTE—WRITE, WIRE TODAY AND CASH IT!  
**M. SEIDEL & SON** 243 West 20th St., New York City

**OPERATORS CARDED COUPON GAMES**  
 A DIFFERENT GAME FOR EVERY TYPE OF BUSINESS  
 BEST SELLERS --- SMALL SIZE --- QUICK TURNOVER  
 SEND FOR COMPLETE CATALOG TODAY.  
**MIDWEST MERCHANDISE COMPANY** 10TH & BROADWAY KANSAS CITY, MO.

REVIEW (Exhibit) .....	\$21.00
REGATTA .....	41.00
SPINNER .....	29.00
SPINNER RESERVE .....	31.50
Palm .....	12.00
Spring .....	22.50
Order .....	20.00
Fleet .....	20.00
Plant .....	21.00
13 Reels .....	21.00

**BARGAINS**  
 Following are \$7.00 Outboard, Mercury, Vespa, Ratchet, Ratchet, Qualita, GLOBET, Scoreboard, Escaper, Wizard, Ohio, Escaper, Spinnin' Play, Grace Football, Ratchet, Ball, Top King, Ratchet, Carnival, Blower, Home Run, NK and Rub.  
 1/3 Cash Deposit. Under \$10.00 Full Cash.  
 For Export Order: "COINMACHINE," N. Y.  
**MAX MUNNERS**  
 605 West 107th St., New York, N. Y.

Advertiser in The Billboard—You'll Be Satisfied With Results.

volume up our two reserve-type machines, Hawthorne and Pacemaker. The annual spring buying has started with a bang, and we expect the next few months to be unusually active."

**PRICED TO PLEASE**

THOROUGHLY RECONDITIONED AND GUARANTEED MECHANICALLY PERFECT. OPERATORS MAKE YOUR SELECTION AND PHONE, WIRE OR MAIL YOUR ORDER TODAY — SHIPMENT WITHIN THIRTY-SIX HOURS FROM TIME RECEIVED. (All Equipment Listed Here is Operated Subject to Price Sale)

AUTOMATIC PAYOUTS		SLOT MACHINES	
3 DELUXE PEARLINES	\$47.50	28 MILL 5c BLUE FRONTS	\$48.50
3 DAILY FAIRGROUNDS	48.00	7 MILL 10c BLUE FRONTS	52.50
3 DAILY FLEETWOODS	42.50	4 MILL 25c BLUE FRONTS	68.50
3 DAILY KLOONIX	40.50	21 MILL 5c CHERRY BELLS	64.50
3 REGULAR PEARLINES	22.50	6 MILL 10c CHERRY BELLS	62.50
3 DAILY ROVERS	24.50	2 MILL 25c CHERRY BELLS	66.50
3 DAILY RACING FORM	12.95	20 MILL 5c MELON BELLS	60.50
3 DAILY SPORT PAGE	26.50	10 MILL 10c MELON BELLS	72.50
3 DAILY STABLES	32.50	8 MILL 25c MELON BELLS	70.50
1 CHICAGO COOR PADDOCK	22.50	6 MILL 5c O.T.A. Series Over 17,000	42.50
1 DOTTIER PHOTO FINISH	12.95	1 MILL 5c SINGLE JP FOK	17.50
3 MILLS 1-2-3 TABLE	32.50	1 MILL 1c TO 5c	32.50
3 MILLS RAILROADS	12.95	1 JENNINGS 1c DUCHESSE	17.50
3 MILLS CLOCKERS	12.95	1 WAITING 1c TWIN JP FOK	17.50
3 STONER TUNE CHAMPS	17.50	1 WAITING 5c SINGLE JP FOK	18.00
3 WESTERN QUINELLA	22.50	2 MILL 25c 500. FOK 50RS.	21.50
<b>NOVELTY GAMES</b>		1 PAGE 5c COMET TWIN JP FOK	42.50
48 BALLY RESERVES, Single	\$17.50	1 COLUMBIA 1c GOLD AWARD	30.50
5 FIVE FOR	75.00	<b>CONSOLES</b>	
1 BALLY LIRE-UP	10.00	3 BROWN GABINET PAGES RACES	Check or Cash Payout \$199.50
1 CAVAL GREEN LIGHTS	32.50	1 PAGE KING PIN	139.50
1 CAVAL WAR ADMIRAL	10.00	1 BLACK GABINET RACES	99.50
<b>COUNTER GAMES</b>		1 WESTERN RACE MASTER	199.50
1 MODEL 4" TARGET	\$17.50	<b>PHONOGRAPHS</b>	
1 BENNETT LUCKY PACK	12.75	11 MILL DO-R-RE-MIS	\$ 52.50
4 BENNETT DEQUES WILD	12.75	7 DELUXE DANCE MASTERS	64.50
3 CAVAL PRIZE PACK	11.75	12 MODEL "X" SEEBURD	55.50
1 CAVAL JOKER WILD	11.75	4 MODEL 24 WURLITZERS	184.50
1 CAVAL SMOKE REELS	11.75	3 MODEL 016 WURLITZERS	109.50
3 EXHIBIT TUNE TIME	7.50	TERMS: 1/3 Certified Deposit With Order, Shipment Express C. O. D. or Freight Sight Draft	
3 EXHIBIT SKILL DRAW	8.75	Applied Bill of Lading for Balance.	
3 MIDGET RACES	12.75	NOTE: Write for Our Complete List of Guaranteed Bargains.	

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Call Address COIN-SLOTS

**Death Takes Harold Howell**

CHICAGO, Feb. 25.—Death must come to all men—and so came it to Harold Howell, beloved official of the National Carloading Corp., on Friday, February 17. He was a friend of all coin machine men and as such was held in the highest of esteem of all of them. John Watling, a close friend, when he heard of the sudden death of Howell from a heart attack, was shocked to quietness that comes when dear friends have gone. Said Watling, "I miss him not only as a business associate but as a very dear personal friend. I cannot say nor write the things about Harold Howell that should be written. I can only simply say that the industry and every man in that industry has lost a friend in Harold Howell."

Harold Howell in his capacity as export manager of the carloading concern met and knew every foreign customer of coin machines. It is said that he was instrumental and responsible for the first shipments of American games to foreign shores, a business that has netted many a manufacturer, distributor and jobber a fine business.

Forty-seven years of age when he dropped dead on his way to work, he had been in the employ of the shipping concern for over 20 years. He was a personal friend of practically every principal coinman and of minor figures too.

A. S. Douglas, of Deval Mfg. Co., summed the thoughts of the entire coin machine industry when he said: "In Harold Howell we have lost a friend who will be greatly missed by everyone in the export coin machine business. His was

a keen analytical business mind and a disposition which radiated cheer and wholesome optimism. He knew as much and more about the export part of the coin machine business than any man in it. To his widow and his son we extend our heartfelt sympathy and condolences, as does everyone else in the coin machine industry."

**Derby Clock Sales Rising Each Week**

CHICAGO, Feb. 25.—"Derby Clock, our one-ball automatic game with the Twin Jackpots feature," has been in production for a number of weeks now," advised Western Products Sales Manager Don Anderson. "Each week since its introduction has seen a gradually rising sales chart on this game. The 'Ho weather seems out of tune, with spring just around the corner, operators are already planning their spring operations with Derby Clock in mind. Advance commitments on the game indicate that Derby Clock will continue in production indefinitely. Those who have been operating the game since it came out have been habitual repeaters and have campaigned like politicians in boosting it to their fellow operators."

"Derby Clock has ticked off some remarkable earnings records," continued Anderson. "It has proved a shot in the arm to many locations and consequently to the operators."

"Our Baseball, the console game with the lifelike baseball action, has proved so popular in restricted territories, as well as in other areas, that now after 11 months of production it is showing increases in sales. This may be attributable to both the reason of the year and its great earning and performance record over a period of nearly a year."

**TRACK RECORD**

**4-WAY PLAY RESERVE JACKPOT**

New, tantalizing, gyrating ball action never before seen! New, lively, wide open field no spring! New field-pad 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 featured! 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!



**\$199.50**

- A C Operated OTHER HITS**
- FIRE ALARM, 50-501 Novelty, Fully Metered. **\$74.50**
  - DE LUXE CRIP SCALE, 3-Way Strength Tester, 100% Legal. **\$19.50**
  - DUO-GRIP, 3-Way Tester, plus Book. **\$24.50**

IMMEDIATE DELIVERY ON ALL MACHINES  
**D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., 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 low, 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., Dept. A., TOLEDO, OHIO.  
*Largest Exclusive Mfrs. of Person-Weighing Scales.*

**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.



SECTION OF KEENEY production line showing Post-Paid payout tables and free games undergoing final inspection.



# Bally's Greatest Sensation!

## SPOTTEM FREE PLAY

### 5-BALL NOVELTY GAME

Operators! Here it is! The game you've been waiting for ever since Bally Reserve! Although not a reserve-type game, SPOTTEM is actually earning more than Bally Reserve at its peak—biggest collections in all novelty history! Money-making features galore—including fascinating SCORE BUILD-UP—MYSTERY "SPOTTEM"—OUT-BALL RETURN—and a simple, sure-looks-easy play appeal that guarantees constant repeat play. FULLY METERED—ADJUSTABLE—PROJECTOR TYPE TOTALIZER. Get back "in the bucks" again—order SPOTTEM today!

Write for descriptive folders on BALLY SUPREME and BALLY ROYAL novelty hits—PACEMAKER and HAWTHORNE reserve-type multiples—RAINBOW pencil vander—BALLY DOUBLE BELL—and new, revolutionary BALLY BEVERAGE VENDER.

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE • CHICAGO, ILLINOIS



**\$89<sup>50</sup>**

FREE PLAY MODEL  
(NOT SUIT IN REGULAR NOVELTY MODEL)

## A GAME FOR NOTHING!

JUST ONE fair night's play on Seaboard's record-smashing new legal non-cash-operated counter game and you've got your game for NOTHING—all paid for! Take Bert Lane's personal word for it: THIS IS THE BEST YET. Get going... call, write or wire us... or ask a Seaboard representative NOW!

**SEABOARD SALES, INC.**  
100 TENTH AVENUE, NEW YORK, N.Y.  
Phone ATlantic 7-3448

### ATTENTION OPERATORS & JOBBERS!

FACTORY CLOSEOUTS — 50 Games in the Original Cases at Reduced Prices. Write for Complete List.

50 Reconditioned and Repainted Hoopin' Game, \$27.50 and Up. Each 0-5 Ball — 5000 Ball — 5000 Ball — Back Balls — Easy Roll.

CONSOLES	PAYOUTS	NOVELTIES	COUNTER GAMES
Drop Day... \$31.50	Assarben... \$27.50	Odd Ball... \$27.50	Conquer... \$14.50
Bally Ball... \$2.50	Peasoup... \$2.50	Reverses... \$1.50	Gripover... \$5.00
Chuck-a-luck... \$2.50	Polo Field... \$7.50	Zephyr... \$7.50	Races... \$5.00
Dominate... \$2.50	Aringon... \$7.50	Lightning... \$7.50	P. Pass... \$7.50
Jockey Club... \$2.50	Blotch... \$7.50	Kick... \$2.50	O. T. A. 11... \$2.50

Write for Complete List of New and Used Games at Bargain Prices. Terms 1/3 Deposit, Balance C. O. D.  
**GRAND NATIONAL SALES CO. 2304-06 Armitage, Chicago, Ill.**

**FREE EXPORT**  
"We Cover The World."  
Cable Address: "NATMOVCO."  
Merrick, N. Y.

**3 for 21.00**  
SROOKY CHICO GERRY BOO HOO SPEED STORMER'S RACES LIVE WIRE

**BALLY'S DAILY DOZEN AND ATLANTIC CITY**  
Like New \$13.50 each  
Exhibit's Greatest Sensation  
**WRITE FOR PRICES**  
NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

### MILLS VEST POCKET BELL AUTOMATIC PATOUT



**\$49.50**  
Deposit  
SIZE: 8 1/2 x 7 1/2

**SICKING, Inc.**  
1922 Freeman, Cincinnati, O.

### Asker Orders Please Firm Heads

CHICAGO, Feb. 25.—"Why shouldn't we be walking around with smiles on our faces?" ask E. Crabb and J. Hayes of Operators' Supply Co. "After all, these beaming countenances are the result of the big hit our new machine Asker has made after its introduction at the recent show. We've got a right to smile."

"Asker has many new features," they declared, "which are rapidly making it a favorite with operators all over the country. Tests have proved that Asker will make money in any location. Mysterious in operation, it answers any one of 12 questions for 1 cent. The answer lights up and remains lit long enough for player to read. Different persons get different answers to the same question. Nothing vended, no fillers, it is all profit."

"Economical, it does not require electricity. It operates from three dry cells contained in the machine. Current drain is very low, consequently batteries last many months. Small in size, it is ideal for counter use. Rubber suction feet provide firm footing. If

### BALLY'S LATEST PACEMAKER SPOTTEM MILLS VEST POCKET

Conservative Models—Automatic Patout.  
Distributors for all leading manufacturers of coin-operated machines.  
Immediate Delivery.

**ENID MINT COMPANY**  
C. M. McDANIEL, Enid, Okla.  
717 No. Indep.  
"Contact Us For a Better Deal"

desired a floor stand is available. Cabinet is modern in design and beautifully colored," concluded the happy Hayes and Crabb.

### Sachs Enthuses Over Blotto

BROOKLYN, Feb. 25.—Sam Sachs, of Acme Sales Co., is enthused over the reception operators are giving Blotto, the new penny counter game. He is national

### GUARANTEED

COUNTER GAMES	PHONOGRAPHS
Dart: Tally... \$16.50	Rock-Ola Mod. at A... \$38.00
Crutcher... 14.50	Rock-Ola Rhythm King 12 or 10 Rec \$5.00
Real 21; Hi-Blacks; Real Race; Pom-Boles... \$20.00	Rock-Ola 1039 Rec... 45.00
Northwestern Pennant Machine; 50.00	Rock-Ola Imp. 20... 80.00
Com. Sup-Proof... 3.95	Wurlitzer P-30... 89.50
Orlando 0-Way... 5.50	Wurlitzer 412... 88.00
NOVELTY GAMES	Casety Charm 18... 69.00
Bally Reserve... 517.50	Erben's A. II. T. with... 49.00
Bally Amador... 10.50	Seaboard Rec. 199.50
Bally Pops... 30.50	Seaboard Owens... 229.50
Genco Mop... 12.00	Seaboard Gem 169.50
Ball 0-4... 30.00	Wurlitzer 410... 89.00
Ball Spin... 46.00	Wurlitzer 412... 88.00
Exhibit's Buttons... 24.50	1/3 Deposit, Balance C. O. D.

**MILWAUKEE COIN MACHINE CO.**  
2378 W. North Ave., Milwaukee, Wis.

### RECONDITIONED & GUARANTEED NOVELTIES

1 Rock-Ola World Series... \$95.00	3 Exhibit Hi-Balls... \$25.00
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2 Darts Odd Ball... 39.50	2 Atlantic City... Special
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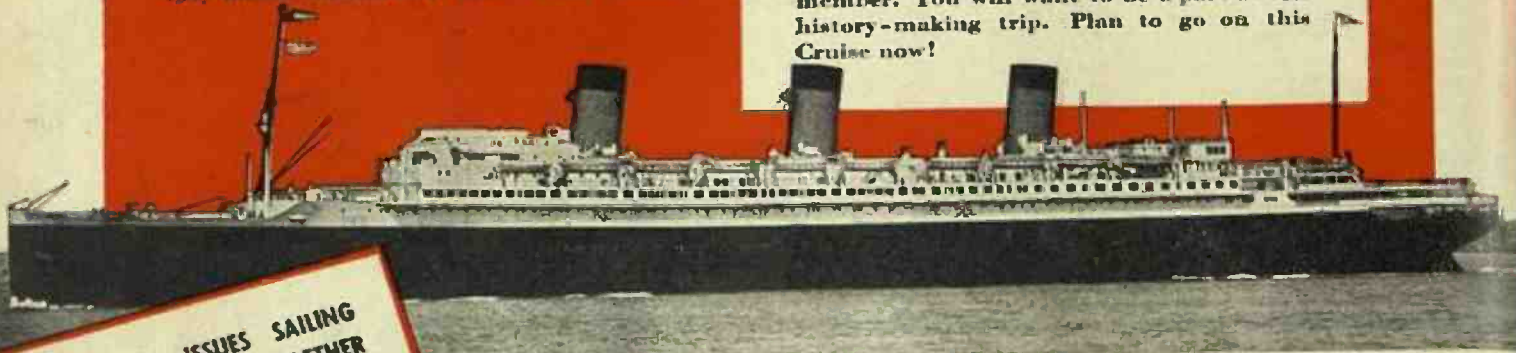
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