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The Billboard

The World's Foremost Amusement Weekly

FEBRUARY 17, 1940 | 15 Cents | Vol. 52. No. 7

DICK KUHN
And His Orchestra
68th Consecutive Week
Hotel Astor, New York
WOR-MUTUAL Network
Direction: Music
Corporation of America

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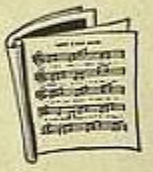

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Vol. 52
No. 7

The Billboard

The World's Foremost Amusement Weekly

February 17, 1940

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BOOKING PROBLEM BLUES

Pa. Rules Agent Signature Also Binds Club Boss

PHILADELPHIA, Feb. 10.—Magistrate Dogole in city police court Thursday (8) held that a booking contract for an entertainer which is signed only by the agent is also binding on the proprietor of the spot. Suit was in the nature of a test instituted by Anthony C. Sharkey, in charge of booking licenses for the State Department of Labor and Industry, in the interests of the United Entertainers' Association, local indie actors' union.

Case involved a dancer, who was hired by an agent to appear in an uptown spot and who was laid off after the first night as not being what the nitery op wanted. Cafe owner refused to pay her for even the single night's work, claiming that he didn't hire her himself but that the agent did. Common custom locally is for the agent and not the proprietor to sign booking orders.

Dogole held that since the proprietor authorizes the agent to sign the contract, booking order is just as binding on the proprietor himself, and ordered judgment against the nitery for the salary claimed. No attempt is being made by the nitery op to appeal the decision.

Ruling now is the go sign for the UEA to make written contracts mandatory, and State agents will compel nitery ops to affix their Hancocks on all buying orders for entertainers.

Articles on Federal Income Tax Available

The Billboard ran a series of three public accountant and theatrical tax articles by Herbert Levess, certified expert, last February, explaining requirements and privileges of theatrical folk in making out their federal income tax returns for the year.

Since there have been no important changes in the law since then, *The Billboard* is not reprinting the articles. But readers who would like to secure a copy should write to *The Billboard*, Dept. IT, 1564 Broadway, New York.

Louisiana Wants Income Tax From Touring Players

NEW ORLEANS, Feb. 10.—Collector of revenue for Louisiana this week brought suit in Civil District Court here against the Metropolitan Grand Opera Association, Inc., New York, and its local sponsors, headed by Benedict Grunewald, seeking to recover alleged State income taxes amounting to $389.71, based on the alleged total earnings of 251 members and employees of the Met during a three-day engagement in New Orleans last April.

The income tax payment is sought under Act 21 of 1934 Legislature, which "imposes an income tax on non-residents *(See Louisiana Wants Tax on page 54)*

Each Club Owner Has Own Likes And Dislikes; Some Are Listed

NEW YORK, Feb. 12.—Acts booking direct and agents are finding it profitable to study night club owners' whims and habits in talent buying—and then to play up to those likes and dislikes. Just as the shrewder agents of the palmy days of vaudeville studied the bookers carefully in order to sell them more talent, today agents are finding out just what it is that each night club owner gets excited about—and then delivery. Almost every night club and hotel owner or manager has a soft spot for some particular type of act or band or, on the other hand, some terrific prejudice for some kind of talent he believes is poison for his particular club. Knowledge of the situation would save agents and acts a lot of time when contacting potential employers.

Thruout the country, acts and agents have discovered the "weak" points of each night club operator. Tony Conforti, of Pittsburgh, for example, likes opera for his Nixon Restaurant. He has had operatic tenor Angelo di Palma for four years. Jimmy Kelly, of New York, has featured Inga Borg on and off for years, and books more nude acts than any other New York spots. In Milwaukee, the Tom Terris Club makes a specialty of booking wrestlers, boxers, wrestling bears and boxing kangaroos.

Locally, almost every important club is partial to some particular type of act. John Boy leans to fresh novelties for his Rainbow Room and Rain Grill and dresses them up to be slick and classy. He played Edgar Bergen just before Bergen became a big name. He brought in a troupe from a basement club in Greenwich Village this fall, the Revuers, and is always open to auditioning new, fresh talent. Meyer Horowitz, of the Village Barn, is always seeking good hillbilly acts, especially quartets who can also do relief music, and is also partial to Irish emsees. Bill Bertolotti is partial to girl emsees.

The Greenwich Village Casino likes flashy girl nudes and emsees who can do a comedy act also. Benito Collada won't use domestic Spanish talent; he wants the authentic, imported stuff for *(See BOOKING PROBLEM on page 17)*

Chi Agents Hope for A Reciprocal Treaty

CHICAGO, Feb. 10.—The lot of the independent theater agent here is a sorry one. With the local talent outlet down to two full-week stands and one week-end date and the buyers still favoring New York and the West Coast for names and attractions, there are on hand about six agents for every sale. This stands out as the primary reason for the successful formation of a local chapter of the Artists' Representatives' Association, which is now being organized.

A major problem for years, and still unsolved, has been the attempt to sell Chicago talent to New York. Except on rare occasions an agent has little chance to sell an unknown Chicago act to New York bookers. If the ARA can to any degree reach a happy booking medium between the Chicago and New York boys then for once an agent organization here will be more than a fly-by-night proposition.

Haddock Named AGVA Sec'y

350 Coast spots sign closed-shop contracts—to organize outdoor field

NEW YORK, Feb. 10.—Appointment of Hoyt Haddock as executive secretary of the American Guild of Variety Artists was made Thursday (8) at a meeting of the national board of the union. Haddock is the fourth to hold that position, succeeding Jean Muir, who resigned last week to accept an offer from MGM.

Haddock, a newcomer to show biz, was for four years with the American Radio Telegraphists' Association, having served as president after starting as regional organizer. This union was independent during Haddock's administration. It later became affiliated with the CIO. He later served as labor adviser to the Standard Oil Co. of New Jersey, severing his connections there at the beginning of the year.

AGVA, in a press release, stated that Haddock would have the co-operation of the New York office, as well as that of Kenneth Thomson, executive secretary of Screen Actors' Guild, who recently made a survey of AGVA. The release also announced that closed-shop contracts had been signed by 350 California theaters, cafes and night clubs which, they say, will materially improve conditions for more than 1,000 AGVA members on the West Coast. The agreement with the Northern California Entertainers' Managers' Association provides for a six-day week, pay for extra performances and guaranteed salaries. Agents have agreed to book only actors who are members of the union.

Haddock said that he had been approached by the executive board only this week and accepted on the strength of his past successes in the labor field. He stated that he is confident that he will be able to straighten the AGVA problem within a period of three years.

He hoped that at the end of that time he would be able to develop sufficient leadership within the organization to efficiently run the organization. He said that he would step out at the end of that period if his aims were accomplished so that he could persue his other contacts in the labor relations field. He promised to devote full time to AGVA, even tho his salary there would not equal his combined earnings in his other fields.

While he admitted a lack of knowledge of the theatrical field, he is confident that he can give the organization capable and responsible leadership, since he is inti- *(See HADDOCK AGVA SEC'Y on page 23)*

Outdoor Workers Forming Whitehead-Led Org.; Circus First on Bargaining List

NEW YORK, Feb. 10.—A comparatively quiet campaign for a union of outdoor workers of the common labor type has been going on here for several weeks under the inspiration of Ralph Whitehead, executive secretary of the American Federation of Actors, whose AFL charter was revoked last summer and its jurisdiction given to the American Guild of Variety Artists. About 300 people met at the Union Church three weeks ago and drew up a ticket which is headed by Whitehead as international president of a Circus, Carnival, Fair and Rodeo International Union. On the slate with him are Bob Reynolds, first vice-president; Joe Lynch, second v.-p.; Charles (Boston) Ryan, third v.-p.; Henry (Sis) Hopkins, fourth v.-p.; George Sheridan, secretary-treasurer, and John (Yomo) Yorio, recording secretary. Members of executive board nominated are William Bindrim, Harry (Brownie) Bansdell, Nicholas Dibmore, Jack Kramer, John McCarthy, Eddie Foran, John (Big Murph) Smith, Harry Gordon, Albert Tucker, Albert (Mickey Mouse) Casseretti, David W. Blanchfield, Peter Grace, William H. (Pickles) Murphy, Harry (Gunny Sack) Fay, Joseph Amico, William Daly, William Morgan, Charles Browne, August Klwacz and Clayde Van Voest.

No opposition ticket appears on the official ballot being circulated. Ballot explains that on January 20 "a representative group of circus and carnival workers" voted to nominate them "to represent you as officials of your union and unanimously recommended their election." Ten days later a group of about 140 drew up a petition and forwarded it to George Meany, executive secretary of American Federation of Labor, with request for a charter and indicating a desire to have Whitehead as leader. Petition has been *(See OUTDOOR WORKERS on page 54)*

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Critics Over-Rate a Few Flops But Tab January Shows Fairly

NEW YORK, Feb. 10.—Broadway reviewers again displayed a certain amount of erratic judgment tabbing on the nine shows put up on the boards during January, missing this time chiefly on the bad numbers.

John Henry, for example, given 44 per cent, lasted only five performances despite the critics' raves for the star, Paul Robeson.

Earl Carroll's *Vanities*, 25 per cent, held on for but 25 performances, a brutal low for any show carrying the *Vanities* name. Title alone would ordinarily be strong enough to carry the show for six or eight weeks.

Geneva, 31 per cent, constitutes an overrating for a Bernard Shaw bill which just eked out 15 performances with business bad all thru.

The Male Animal, 94 per cent, proved a smash hit, with producer reporting weekly grosses that hit $17,000 and the SRO stage.

June and Paycock, 75 per cent, is doing a weekly gross of $9,500. Management says it is "pleased with the business for that type of show."

Two on an Island, 75 per cent, opened with $12,500, dropped a bit the second week in an amount about equal to the extra tariffs of the opening night, and picked up again the third week, putting the weekly average at $11,500. The house $20,000 capacity, would seemingly give intake a rating of just fair, management reports the show is making money.

Young Couple Wanted, 19 per cent, closed after 13 performances.

The Man Who Killed Lincoln, 0 per cent, passed out after the fifth showing.

My Dear Children, 50 per cent, presented a problem to the reviewers in view of its freak character. Management reports that advance sale, up to curtain time, was $45,000. Since opening advance sales soared to $65,000 and cover dates 12 weeks ahead.

New Theatrical 'Who's Who'

NEW YORK, Feb. 10.—Over 400 new biographies have been added to new edition (ninth) of *Who's Who in the Theater* to bring the total listings to upwards of 3,000. The theatrical compendium, compiled and edited by John Parker, has also added, with this revised edition, an index to names of persons still living or believed to be still living but who are no longer included in the biographies because they are inactive or have been so over a period of years.

Among the more important features in *Who's Who*, supplementing the usual biographical material, are London Playbills since 1936, notable productions and principal revivals of the London stage, theatrical and musical obituary and runs of London shows.

Book is published by Pitman Publishing Co.

DICK KUHN
(This Week's Cover Subject)

DICK KUHN might be best described by his friends in the business—as a musical dreamer. For, in his varied career as an instrumentalist (he plays many) and a band leader, he still has one unfulfilled ambition—to be a composer of the finer type of music. Altho he has studied for it—the music still resides in his mental workings as a "desire"—one that he hopes to generate into tangibility very soon.

Kuhn, who was booked for two weeks at the Hotel Astor about 17 months ago, is still holding down the band assignment there, and at that, the engagement is still indefinite. Perhaps the smoothly co-ordinated music of the bandmen lies in the fact that the orchestra has been intact for the past six years, without any changes in personnel.

Another pointer to his success as a hotel band leader is Kuhn's careful study of the musical tastes of the patrons in the spots where he has played. His use of the "Requeststune" table (which he claims is the only one of its type) enables him to record the preferences of his customers, which in turn acts as a barometer for him in trying to satisfy the diverse appreciations of the patrons.

Dick's belief in "durable music" does not necessarily give meaning to an opposition to swing, altho he does prefer arrangements that are unaffected and without distortions of melody. There's something about his paraphrasing the phrase, "something old, something new, something sweet, something blue," that causes him to apply it to his musical selections by a blended variation of old favorites and new ones. He calls it "vintage music," but says it works. He also applies the same psychology to his air-time remotes, directing as much effort toward pleasing the listener as he does for the dancer. And thru it all, Kuhn features the lovely eye and ear appeal of Marcella Hendricks, his vocalist.

Feagin School Presents 'Cradle Song,' 'Kind Lady'

NEW YORK, Feb. 10.—The second act of *Cradle Song*, plus *Kind Lady* in its entirety, was the offering on Sunday evening (4) of the Feagin School of Dramatic Art at the Lyceum Theater. Much credit is due both casts for two splendid performances. The outstanding player in *Cradle Song* was Jessica Rice. As the vicaress, she had by far the most difficult role and enacted it to perfection. Also deserving mention are Britta Hilder, as Sister Joanna of the Cross, and Gloria Guthrie, as Theresa. Harold Clapp, however, missed his lines up a bit. James Gannon, altho not having a very large part, definitely shows that he can handle any type of role. Cris Alexander also did well as Antonio.

Kind Lady, in addition to being rendered in fine fashion, proved to be in itself extremely interesting and amusing. It would be difficult to say which of the cast was outstanding, as each of the players did excellent work. Pauline Preller was superb as Mary Herries, as was Bruce Winne as Henry Abbott. Andrea Duncan and Leon Smith teamed up very well as Mr. and Mrs. Edwards, Miss Duncan in particular possessing considerable ability as a comedienne. Betsy Knudsen couldn't have been better as Ada Abbott. Also included in the cast and deserving a big hand were James Gannon, Jeanette Ogsbury, Rubye Radcliff, Margaret Jamieson, Harold Clapp, Donald Harman, Roselyn Dall and Cris Alexander.

As a whole the students show a remarkable improvement in their ability to work together. *E. C.*

Iva Kitchell Offers Nice Dance Satires

NEW YORK, Feb. 10.—Youthful, promising Iva Kitchell was presented at the Barbizon-Plaza Sunday night (4) in a program of panto and parody stuff done via the dance. Her forte is comedy and take-off and she excelled in maintaining audience interest thruout her repertoire of 10 numbers divided into two suites.

Because of her charm, vivacity and general talents in the direction of satire, Miss Kitchell is a welcome addition to the concert stage, but chances are she will be lifted into wider attention when, as seems likely, she embraces other branches such as revue and films.

Miss Kitchell offered among others, travesties on the chorus girl (music by Popular), ballet (Ponchielli), the can-can (Offenbach), the Duncan school of terping with scarfs and garlands (Beethoven and Shubert), preparation for the ball (Lehar). She displayed a minimum of straight dancing, but demonstrated her more than adequate technical education in *Ze Ballet*. Costumes are of her own design and execution. Raymond Sache was at the piano. *L. T.*

"Hamlet" 28G in S. F.

SAN FRANCISCO, Feb. 10.—*Hamlet*, with Maurice Evans, at the Geary, ran four performances over original run of one week, booming first seven days' take of $18,000 to $28,000 for extended engagement.

A good starter, *I Married an Angel*, with Dennis King and Vivienne Segal, at the Curran, lagged along for second week to garner under $30,000 for stretch. Show ended road run here.

Ted Shawn's 135 Dates

NEW YORK, Feb. 10.—Ted Shawn and his dancers are scheduled to give 135 recitals on their current transcontinental tour, which will bring them here, at Carnegie Hall, in a cycle of three programs, February 20, 21 and 23.

It May Be a Good Idea For Some N. Y. Houses

PARIS, Jan. 27.—Fifty-six of the world's most ardent theatergoers may be seen nightly—and at every matinee—at the Theater du Palais Royal. They never miss a performance, lining the rail of the third balcony in a solid semicircle, smiling, chuckling, roaring and applauding—but all silently.

There, in effigy, sit Mistinguette, Josephine Baker, Elvire Popesco, Maurice Chevalier; Paul Reynaud, French minister of finance; Neville Chamberlain and, on both sides, hemming in these personalities, grinning French Poilus, Colonial troops, a Royal Air Force pilot, a Tommy and a Scots Highlander.

The management of the Palais Royal hit on the idea as a means of filling the empty gallery, closed in all Paris theaters to permit a speedy evacuation in the event of air raids. A. M. Galland was commissioned to fashion an audience of plywood and paint, and these gallery-gods are the result.

Chamberlain appears distracted, frowning into space, his head turned to one side. Thru an apparent oversight a number of French soldiers watch every performance bundled in heavy overcoats, while others are in short trench coats. One dusky African trooper wears a bright red chechia. A couple of marines register extreme delight.

In boxes at both sides of the house are figures, one box containing four very dignified officers in uniform, two of whom resemble somewhat Generals Gamelin and Gort.

American Academy Students Present Black's 'Penny Wise'

NEW YORK, Feb. 10.—Last Friday the American Academy of Dramatic Arts presented the Jean Ferguson Black comedy, *Penny Wise*—and a couple of the members of the cast went in for the pound. Lucretia Green, as Tina, and Rainie Woodruff, as Martha, wound up doing creditable jobs, tho at the start they gave every indication of playing the piece for tragedy. The pacing of the entire performance, as a matter of fact, missed the sprightliness so much demanded by the really simple script.

Of course Robert Lieb came thru with his usual fine job. In character roles his bad diction is not so much of a handicap. Alexandrina Besso gave an intelligent reading of the part of Katherine and seemed to be trying valiantly to overcome her accent. She has a slight stiffness of manner, but that is probably the result of self-consciousness. Robert McKey was a bit too broad as Jeff, having yet to learn that under-playing has its values in comedy.

Just what Helen James was doing as Penny we'll never know. Her unnatural pitch of voice, slow reading and obviousness of characterization robbed the part of all meaning; she wouldn't have fooled anyone for a second. As for John DeShay as Gordon, he was so busy showing off that he ruined his performance. This is a pity, since he gave evidence in his reading that he has some idea of the demands of the theater and some desire to meet them. His exaggerated reactions, however, were ludicrous. It has been said before and evidently will bear repeating: the stage is not a place for facetious self-exhibition. *M. A. B.*

Buffalo Still Likes "Road"; "Ladies" Does Only Fair

BUFFALO, Feb. 10.—The Erlanger Theater here just scored with another winner at the box office. *Tobacco Road*, the perennial favorite, which returned successfully for the eighth time to the Queen City, has apparently lost nothing of its old appeal. A six-day stand which started January 29 grossed surprisingly well with a $9,000 take. This is only slightly below last year's figure for the same unit, starring John Barton. Strong competition was given by *Gone With the Wind* and two stage shows at local movie houses, plus a severe cold spell. In addition, top price was lowered to $1.65, which means that every performance must have been a near sellout. Capacity of Erlanger is 1,420.

A three-day engagement of the Hecht-McArthur comedy, *Ladies and Gentlemen*, February 5 to 7, did well, altho weekends are generally more conducive to crowds. Show was no sellout but was received favorably. Top was stretched to $3.30.

Thru Sugar's Domino

WE ARE not ungrateful to the fates that have brought about the appreciable revival of activity in the realm of living entertainment. However, we depend on something more tangible than what we like to call instinctive knowledge when we make the assertion that there is a definite resistance being offered to a normal process of renascence in that part of the show business concerned with the booking of live entertainment in theaters. Having traveled a little more lately than had been our wont for several years previous, we were afforded the opportunity to study the situation at first hand in various parts of the East and Middle West. Our constantly lively assortment of mail from persons in the know all over the country has also helped us frame a picture that shows very clearly that whatever progress has been made thus far on the flesh front is small and inconsequential compared to what might have taken place and what may yet take place in a relatively short time if the conspiracy against flesh were to be unearthed and smashed by the strongest weapon in these free and united States—public opinion.

While moving hither and thither over the map we came upon very obvious cases of public hunger for stage attractions. In most instances this hunger was being catered to by an abnormally large number of private shows put on by every conceivable type of organization. More often than not these shows were promoted as auspices events by shrewd little local promoters who can recognize flesh hunger when they smell it a mile away. Careful and thorogoing inquiry in these situations revealed that film theaters, most of them chain controlled, combined effectively to prevent vaudefilm policies from being instituted. Either with the help of their home offices who fixed matters up neatly by sewing up product channels of the aspiring flesh merchant or by the now familiar stunt of real estate maneuvering so deftly handled as to make existing theaters unavailable for flesh or of hogging sites so as to make theater construction virtually impossible on the part of an individual or syndicate with only modest means at its disposal.

Several theater editors of sticks dailies have dropped in to see us in recent weeks with practically the same stories. Their stories were so similar, in fact, that if it were not for the wide diffusion of their towns one would be tempted to conclude that they were in cahoots. In all of these cases the scribes were employed by dailies without opposition in a town or county abounding in picture theaters and with a mere sprinkling of theaters either devoted to flesh or threatening to install stage shows in order to meet what they felt was a public demand for them. In all of these cases the publishers or managing editors were sold to the idea of fostering a campaign on the part of their papers to bring flesh back to the towns or sections, and they went further in their antagonism by refusing to permit their theater editors to give space on the amusement pages to what they considered flesh propaganda.

We are not deceived into thinking that we are revealing anything sensational or especially new when we aver that film theaters generally and particularly those operated by chains have a very cute way of making newspaper publishers who might be tempted to crystallize public sentiment in favor of flesh by crusading or becoming engaged in some other form of militant endeavor towards the same objective. Film men are not noted for their subtlety. They pride themselves on being realistic and two-fisted. And they are. Whenever they come across a newspaper publisher who looks as if he might cause some embarrassment or difficulty to their

(See SUGAR'S DOMINO on page 19)

New Series of *Legal Opinions*

In the next issue will appear the 25th of a new series of legal opinions. It will be titled *Liability of Owners or Lessors for Injuries to Amusement Patrons*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

SHOWMANSHIP DROP BY DROP

FCC Bloodhounds Due: 5 Revocations

WASHINGTON, Feb. 10.—A staff of fully trained investigators for the Federal Communications Commission seemed assured this week, as the Senate finally voted the Independent Offices Appropriation bill for 1941. If the bill successfully passes the conference committee, the FCC should begin forming its staff for duty beginning July 1, 1940, at the start of the fiscal year.

Purpose of the new unit, FCC men state, is to prevent potential broadcasters from pulling the wool over the FCC eyes. Several instances where such occurred are being uncovered. License of KUMA, Yuma, Ariz., was recently revoked because station did not make full disclosures to the commission. Similar action was instituted against WBAL, Salisbury, Md., for the same reason, and this week the commission ordered licenses of five Texas stations back into the files. Charge in these cases is that the real owners of the stations was not disclosed.

In the recent cases, the five stations—KSAM, Huntsville; KAND, Corsicana; KRBA, Lufkin; KTBC, Austin, and KNET, Palestine—were investigated by an FCC staff member some time during January. It is charged that the interests in the stations belonging to Dr. James O. Ulmer and Roy O. Terry were not disclosed.

Morin Tops KSFO Sales

SAN FRANCISCO, Feb. 10.—Appointment of Charles E. Morin as KSFO sales manager was announced this week by Lincoln Dellar, station's new manager. Morin, formerly with the CBS sales staff, takes over job held by former Station Manager Philip G. Lasky, who combined sales duties with that of manager. Set-up does not affect status of Henry Jackson, who stays as CBS sales manager.

Lasky is now manager of KROW, Oakland.

Street to New York

PHILADELPHIA, Feb. 10.—Robert A. Street, for seven years commercial sales manager at WCAU here, will head station's New York office April 1. Hack Hammond joins the local staff in his stead in mid-March.

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 14-24-55 represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1346, CINCINNATI, O.

FOR SALE
A Large Miscellaneous Quantity of Modern RADIO SCRIPTS, VAUDEVILLE SKETCHES, BURLESQUE BITS.
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Phone: RIverside 9-0330

WANT INFORMATION
As to the Present Whereabouts of
DEWEY J. CONAWAY
Anyone having this knowledge write BOX D-54, care The Billboard, Cincinnati, O.

Not a Hot Spot

REGINA, Sask., Feb. 10.—Farthest North motion picture theater in the world began operation in temporary quarters in a hall owned by H. E. Peffer, Arctic trader, at Aklavik, Northwest Territories, this winter. The theater shows talking pictures.

Peffer estimates that prior to the first show in the little theater at Christmas time more than 75 per cent of the residents of Aklavik had never seen a talking picture and many had not even seen silent films. He is going to build a regular theater building and give periodic showings of new films in the spring.

Chi Radio Actors Nuts for Footlights

CHICAGO, Feb. 10.—Radio actors here are taking advantage of the current legit boom by organizing theater groups and presenting Broadway successes.

Currently the Theater Academy Playhouse is presenting *Children's Hour* for an indefinite week-end run. Ann Sedgewick, the original Faye in *Ma Perkins;* Sylvia Jacobs, of *Kitty Keene,* and Jean David, of *Ma Perkins,* are important members of the cast.

Making its bow February 21 at the Studebaker will be *Night Must Fall.* Members of the cast are John Goldsworthy, who plays in *Jack Armstrong* on the airwaves; Sherman Marks, from the *Helen Trent* cast; Kay Miller, of *Stepmother,* and Linda Barrett, of *Affairs of Anthony.*

The Chicago Repertory Group will shortly present *Time to Remember* at Hull House. Cast will include radio actors Lou Terkel, Ed Allen, Louis Gilbert and Wayne Davis.

WMCA Trimming Sail

NEW YORK, Feb. 10.—WMCA effected staff reductions this week, with the engineering and clerical staff included. Also departing was Martin Starr, dramatic critic for the station.

Outlet is economizing.

Ad Agency Execs Declare They Must Boost Show Biz Methods

NEW YORK, Feb. 10.—Demand that advertising agencies show more initiative in merchandising products is likely to force the agencies into show business methods practiced by producers in other talent fields. This would entail, primarily, exploitation of programs on the road, necessitating, naturally, exploitation of the sponsor's product.

Agencies have shied away from this type of activity, but the turnabout has already begun—accompanied by the same grace with which a child takes castor oil. Fact that radio shows are trying to get vaudeville dates is all part of the same back-to-show-business movement. In this connection, one sponsor is known to have recently challenged a radio program name to prove he had an audience by playing vaude dates. Contract renewal was forthcoming when program played to good vaude grosses.

Ability of agencies to merchandise products has become a noticeable factor in obtaining—and holding—accounts, the feeling being that radio commercials and publication ads are not enough. As one agency man put it, the up-and-coming company must be able to put a staff of field men on the road and do a selling job with tie-ins in different cities. Young & Rubicam has been outstanding in this field with its *Hobby Lobby* contests, and will do merchandising tie-ins with the *Aldrich Family* when it hits Baltimore on the way to the Coast. *Aldrich* business will be in the nature of a test, the agency trying to determine whether the advantages of road merchandising outweigh the disadvantages, one of the latter being that a program on the road cannot be controlled as well as it is when broadcasting from its home base. *We, the People,* broadcast from Des Moines, March 26, will also experiment with merchandising.

As this is going to press a large safety razor account is understood to be ready to switch agencies—chiefly on the merchandising angle.

Agencies have shied away from road-exploitation of programs for two reasons. First is that agencies assumed a pseudo-theatrical slant only with the advent of radio as an advertising medium. Second, merchandising means added costs which cut in on the agency's 15 per cent. In general, agency costs has risen markedly. A leading nighttime dramatic program, for instance, requires a staff of 14 men, including account execs, talent bookers, staff writers, two producers, two play readers and publicity men, which slices into the income. In addition, advertising has become smoother, and the general take has become smaller. As one man put it, agencies must double their business to really make money.

Besides laying off road exploitation of programs and products, some agencies have put their faith in packaged programs. This, of course, has divorced those agencies from usual show business procedure, with the result that road exploitation looms as something foreign.

Despite rising costs, situation may resolve itself into either running for the tall grass or laying additional money on the line to exploit programs properly.

★ TOP BILLING . . .

"Tops" for your dollar in New York is the Empire—modern 700 room hotel overlooking Lincoln Square. Many rooms at $2.50 single, $3.50 for two, with private bath. Served by 11 transit lines, only 5 minutes from Times Square. Restaurant, laundry and valet prices to fit your budget.

And if you're here for four weeks or longer, you'll want to take advantage of the Empire Residential Plan—$9 per week for room with private tiled lavatory and toilet; generous rooms with private bath from $10.50 single, $12 per week for two. Send for booklet "H."

HOTEL EMPIRE
BROADWAY at 63d St., — NEW YORK
"At the Gateway to Times Square"
EDW. B. BELL, General Manager

Neb. Politico Combines "Time," "Mr. Smith" in Election Drive

LINCOLN, Neb., Feb. 12. — Starting March 1, Terry Carpenter, Democratic candidate for governor, takes off on KFAB on one of the most original types of campaign for election ever tried in radio. It's strictly a show business project—Carpenter borrowing his idea from the *March of Time* broadcasts, and the film, *Mr. Smith Goes to Washington.*

The Nebraskan's campaign, very largely, will be on radio, a daily 15-minute shot called *Terry Goes to Lincoln.* It will review the life of the politician, his many tempests in State politics, his aims and hopes if successful, and live-wire day-to-day antics while stumping the State.

Carpenter will not appear in the shows. They will be completely cast from KFAB talent. He will call attention to the show in his speeches about the State, will buy newspaper ads to plug the show and has contracted for spot time on all the State's major links—as many as 15 spot announcements per day. In addition, he has an early morning transcribed feature, *Pinto Pete,* on KFAB-KFOR.

The Carpenter campaign will be a direct test of the power of radio for votes as the heaviest use of the air in the history of Nebraska politics. State normally has heard of a few speeches aired and promises made via the political ads of the daily press. Last election Congressman Binderup booked a circus to play every precinct in his district with him. That showmanly venture failed.

Politicians, especially those who have a flair for the colorful, but who have been a bit afraid to let themselves go, are watching this Carpenter stunt. If it works, radio in Nebraska has the prospect of a very velvety year at the expense of the campaign chests.

WESTERN UNION

TELEGRAPH! IT COSTS LESS. WESTERN UNION OVERNIGHT TELEGRAMS ONLY 50c FROM COAST TO COAST. THE LONGER THE MESSAGE THE LOWER THE RATE PER WORD. TELEGRAMS ALWAYS GET ACTION.

RKO THEATRES
1270 SIXTH AVENUE
RADIO CITY • NEW YORK

STOCK TICKETS
ONE ROLL . . . $ .50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . 15.00
100 ROLLS . . 29.00
ROLLS 2,000 EACH
Double Coupons, Double Price.
No C. O. D. Orders
Size: Single Tick., 1x2"

SPECIAL PRINTED
TICKETS
WITH DISPATCH
We Solicit Your Inquiry.
THE TOLEDO TICKET COMPANY
114-116 Erie Street. TOLEDO, OHIO

SPECIAL PRINTED
Roll or Machine
10,000 $ 6.95
30,000 9.85
50,000 12.75
100,000 20.00
1,000,000 150.50
Double Coupons, Double Price.

Conducted by JERRY FRANKEN—Communications to 1564 Broadway, New York City

RADIO'S SCRIPT PRECEPTS

Authors Bound by Many Rules And Each Show Has Its Own Set

NEW YORK, Feb. 10.—Radio writers, between a combination of known and unwritten precepts, are probably the most hemmed-in group of authors in any branch of show business. Generally accepted regulations covering what can and cannot be said in radio scripts are known not only to the trade but also to a considerable degree to the laity. Writers declare that while general rules apply to most radio programs, practically every show has its own private set of rules, which writers learn only after trial and error. Most of them are handed down by the program director or producer, and it's general practice for advertising agencies to have different provisions on various productions they control.

Regulations covering the do's and don'ts of radio authorship all come under the general head, "Don't offend anyone," and when radio says anyone, it's really anyone, even if it's a cannibal living in a cave in deepest Africa. The guy might bring a libel suit or damage suit, it appears. Or else squawk to the FFC, his senator and several women's clubs.

Probably the fanciest rule is one which writers say applies to *Lights Out*. This one says, "Do not actually portray the sound of an arm being torn from its socket—merely imply it." No suggestion is given as to what device should be used to produce this sanguinary implication.

Daytime serials are fettered with dont's so numerous that it's easy to see why they all sound alike. A writer of such a script must not be witty, caustic, sarcastic, philosophical and so on, but he may use a typewriter and white paper. *Gangbusters* scripts must mention each character in dialog by name every other line. This is to prevent any listener from forgetting something.

Some of the precepts applying to radio scripts are listed in a two-column box below.

"Readers Digest" Of Air Seems Set

NEW YORK, Feb. 10.—Richard Brooks, WNEW commentator, has secured contracts with leading national magazines permitting him to condense articles for use on a new radio show he is now planning. Program will be something like a reader's digest of the air, and will probably be broadcast two quarter-hour periods each week. Mags which have already agreed include *Fortune, Time, Newsweek, Look, Esquire, Liberty, Red Book* and the McCall publications. Some of the mags, *Liberty*, for one, do not have radio rights to all stories, and in such cases a yarn could not be used on the program.

Brooks will do a condensation of articles and stories, and will submit the material for editors' okeh. No money angle is involved, the mags going for the idea on the basis of radio plugs.

This is believed to be the first program of its type. No title set yet.

Wired Music Co. Buys Competitor

NEW YORK, Feb. 10.—Teleprogram Co., firm which has been opposition to Muzak, wired music service for some three years, has sold out to Muzak. Muzak will service about 75 clients heretofore serviced by Teleprogram, including such important spots as the Hotel Astor, Essex House, St. George, Wellington, Sherry Netherland and Reuben's Restaurant. Newark spots fed by Teleprogram will also be serviced by Muzak.

Takeover of Teleprogram by Muzak will ease the canned music situation for musicians' union insofar as Muzak will not play request tunes. Flare-up some time ago regarding request tunes for cafes via wire service brought forth union squawks that such request tunes were really replacing live musicians. Muzak will service all spots with identical music.

* * *

Muzak's home service has been added to two apartment houses, the Majestic Apartments and 400 East 57th street. Home service is furnished by telephone line running from downtown Muzak offices to building, then fed out of master antenna to all apartments and received on dial number 550 on radio sets.

WHN Amateur Show Gets Walker as MC

NEW YORK, Feb. 10.—Ex-mayor James J. Walker takes over the WHN amateur hour and will emsee the program from the stage of Loew's State beginning February 26, under the sponsorship of Princess Pat, Ltd., thru Frank R. Steel Associates, Chicago agency.

This will be the first time the show will be aired from the stage of Loew's State, and will mark the first stage appearance of the former mayor. Program will air news commentators, sportscasters, announcers and dramatic students, as well as vocalists and instrumentalists. Cash prizes will be awarded.

Walker contract is for 13 weeks. He formerly had a show on WMCA.

* * *

Irving Strouse, planning to produce radio shows, will feature ex-mayor James J. Walker and his wife, the former Betty Compton, in a show titled *Mr. and Mrs. New York*. He also plans *Evans and Mayer*, with Ruth Mayer and Edith Evans, and a Charles Le Maire fashion show.

Strouse continues in the publicity business in conjunction with Ann R. Silverstone Associates.

FM Huddle

COLUMBUS, O., Feb. 10.—Frequency Modulation experts will gather at the annual Ohio State Broadcast Engineering Conference here, beginning Monday (12) and lasting until February 23, to huddle on ways and means of convincing radio and the public that the new system has advantages. Federal Communications Commission late this month may decide the future of FM.

Radio Writers' Do's and Don'ts

Don't mention the South.
Don't mention strikes.
Don't mention isms.
If you open a door, make sure you close it.
If you must have a drunken character, don't overdo it.
Don't forget to call each character by his name every other line. (Gangbusters).
Don't be caustic, sarcastic, witty, philosophical. (Daytime shows).
Don't be conversational. Don't take sides. Stay in the middle. Don't be smart—if you're anything, just be reportorial.
If writing a script for *The Shadow*, remember he must appear in his invisible routine at least once before the middle commercial and several times invisibly after the middle before final commercial. Also, when the Shadow gets the villain, he must be invisible.
Don't use the word "scheming"—it's been overdone in daytime shows especially.
Daytime shows must be from the femme angle. If it's a love story, make it about a man whose ambition is thwarted by Cupid.
Never say a person is cockeyed.
If writing for the Kate Smith show, make it end on an inspirational note.
If writing a daytime serial—don't write down to your audience's level. GET THERE. (This is an outstanding dictum).
Don't portray the actual sound of an arm being torn from its socket—merely imply it. (Lights Out).
Don't write a story that's too good.
No stories about nurses or doctors. (Aunt Jenny—too many around now).
Make it a crusade, not a whodonit; make it a victory for honesty. (Big Town).
No shots, shooting, explosives or sounds akin thereto. (Cavalcade of America. Sponsored by D. P. DuPont).
Nothing good about New Deal. Writers say this is an unwritten rule.
No more than three scenes in one 15-minute daytime serial episode.
Only one situation per day in daytime episode.

Heavy Thinkers

NEW YORK, Feb. 10.—Radio industry is generally agreed that the business is a nutty one, but the ad agency boys are crowding the station screwballs for first place in the Nuts and Bolts Stakes.

Gag at one of the top agencies last week was to place a memo on desks of hard-thinking executives, saying that Mr. Weatherbee called and it was imperative to call him back at WE 6-1212.

Answer to this phone exchange is a recording, giving all details and facts on the weather conditions.

Helps explain why some commercials sound like they do.

Account on Air 13 Years Quits

NEW YORK, Feb. 10.—One of New York's oldest local radio advertisers—if not the oldest—has put into effect a drastic reduction of its radio budget and may shortly be off radio entirely. Account is Sachs' Furniture Stores, which has been a WMCA customer for about 13 years, one of its programs, the Three Little Sachs, being a local radio landmark for years. Until last week Sachs had three shows on WMCA—Barton Fellowes in the news, Sid Gary on a singing show and Jones and Hare, singing duo. Last named is the only show retained, but Marilyn Hare, of the team, leaves soon for the Coast on a Republic picture contract and the show will probably be abandoned. Meantime, for a short while, the account is running a "talent search" to replace Miss Hare. Youngster stepped into the team with Billy Jones after her father, the late Ernie Hare, radio veteran, died.

Inside reason given for the firm's quitting radio is said to be that the station refused to enter into a preferred rate contract. For the past year firm has been spending from $40,000 to $50,000 on WMCA, altho the weekly time varied considerably prior to that. Store officials declare advertising will be concentrated on direct mail.

Arthur Tracy Back

NEW YORK, Feb. 10.—The Street Singer (Arthur Tracy) comes back to WOR, sponsored by Fyr-Pro Corp., makers of fire extinguishers, beginning February 18. Show will be aired 11-11:15 a.m.

Agency is Cambell-Lampee, Inc.

Talking Shop

By JERRY FRANKEN

Lepidoptera in Esophagus

Presumably a column such as this is supposed to discuss matters pertaining to the industry to which it is devoted, and it seems to me that a piece about a radio phenomenon known scientifically as lepidoptera in esophagus, or, more commonly, radio stomach, is long since due. It is a condition known pretty well thruout the industry, especially to performers, agents and others who have to do with making deadlines and getting things going, even tho practically none of the things they get going is important. There are two ways to discuss the subject, the first from the standpoint of personal knowledge and the second thru reports given by others similarly afflicted. It seems that the condition, while generally the same, does not affect any two people the same way, which is also true of the meemies, or floating ears, a condition made quite obvious by its name.

While I do not like to make this sound like a clinical report, it seems there's no way out of it. Radio stomach affects me in several ways. The first comes immediately after eating, when my stomach feels as tho it were laughing heartily—and nothing funny has been said for a minimum period of three days. This volcano-like movement continues for half an hour, or the time it takes to deliver 17 Procter & Gamble commercials during two 15-minute daytime shows. After that passes there is a general body movement (it does not actually take place, but just seems to, of course) as tho I were riding on a carousel. I have not been on a carousel now in years. Incidentally, a combination of these is induced, regardless of how far away a meal may be, just by hearing any one of the aforementioned 17 Procter & Gamble commercials, or facsimile.

Some of the variations on this general theme, as reported by fellow victims, while all producing the same general sensations, have varying exterior symptoms. Take, for instance, an agency producer who by all indications should be president of the association of radio stomach holders. His manifestations occur a half hour before meals, continue during meals and last about two hours after, as well as during all dress rehearsals. This poor chap cannot account for the rumba rhythm which seems to envelop him from the neck down, including two elfin chaps who play maracas on his third and fourth ribs while a hobgoblin grandfather shakes gourds in the accepted rumba time. Occasionally the meter is switched to a conga tempo, which he regards as a considerable relief from what otherwise becomes rather wearying non-danceable internal dance music.

Still another victim reports that he is convinced he carries a few undersized pigeons within him and that the mere thought of absorbing nourishment sets them a-flying and billing and cooing within. The billing, he says, fits in with the general scheme of things, since he is an advertising agency official, but the cooing reminds him too much of the way he soft-soaps a client. Eating then becomes impossible. He has been advised to have his food hung on strings suspended from the ceiling, the strings about two inches above his head. Then, by jumping up and snapping at the food, he is made to forget his pigeons and everything gets fairly okeh again.

As a final report, there is this interesting story. The person involved is an agent who is the despair of doctors. At exactly 20 seconds before he starts to eat something inside reacts like an NBC announcer waiting for the 20-second cue, and the result is an internal bonging of chimes, which are not only synchronized with NBC's chimes but are miraculously kept in tune with them. The man shudders to think what would happen if the bells involved weren't all in tune and synched properly. Immediately after this phenomenon passes two more in combination occur, both of which duplicate an average morning alarm clock program on an average station. First, a man plays phonograph records on a turntable, complete to the changing of needles. Second, time announcements are made, highlighted by the ringing of an alarm clock bell every 10 minutes, just like the good-morning - it's - 8 - o'clock - time - to - get - up

(See TALKING SHOP on opposite page)

NBC Mum After Feds Get "Pot"

Flood of complaints finally brings FCC action on Tums' cash giveaway show

WASHINGTON, Feb. 10.—It is understood that over 300 complaints over the Tums *Pot o' Gold* program, broadcast each week over NBC-Red, this week caused the Federal Communications Commission to refer the matter to the Department of Justice. Complaints charged that the program was a lottery and operated in violation to provisions of the Communications Act.

It was not clear this week-end whether the FCC was able to decide the matter for itself, but it is known that certain members of the commission shy away from any problem involving programs. Washington opinion was inclined to believe that the action was taken to avoid taking a divided vote, and the buck was passed to the D. J.

At the same time there were reports in the capital that NBC wasn't too happy over the Tums show and allegedly would be glad to see the thing off the air.

In addition to *Pot o' Gold*, the FCC transmitted details of another prize-giving radio program used for a bakery in Wichita Falls, Tex. This employed a "mystery woman," who called upon housewives in their homes and wherever she found slices of Mead's bread she awarded the housewife a $5 bill. The Department of Justice is expected to rule whether the Tums and the bakery show were lotteries, and if so what to do about them.

No word will be forthcoming from the Justice department until officials there have had time to study the complaints.

* * *

NEW YORK, Feb. 10.—NBC officials met Thursday after news of the FCC's action on the *Pot o' Gold* program became known. Decision was that inasmuch as the Department of Justice now has the problem in its hands it would be impolitic to say anything. NBC would not make any comment on the often repeated rumor that it is now sorry it took the cash giveaway show in the first place and will be glad if and when it is forced off the air.

* * *

MILWAUKEE, Wis., Feb. 10.—At least two take-offs on *Pot o' Gold* are flourishing in Wisconsin, albeit the prizes in each instance are considerably smaller. *Tap the Till* is being aired each Tuesday over WHBL, Sheboygan. Program is sponsored by a group of local merchants. If the telephone is answered during the broadcast the party answering receives $1 and an additional $1 if the question put to them is correctly answered. A bonus is also paid for questions brought in to any of the sponsors which are accepted for use on the program. *The Pot of Silver* program over WRJN, sponsored by amusement places in and near Burlington, is aired each Saturday and follows a similar set-up.

Rib

NEW YORK, Feb. 10.—Friend of Jerry Danzig, of WOR, recently appeared on a network show.

An hour before the show went on the air Danzig had the following telegram sent to his amigo: "Heard your broadcast. You were fine."

So the fellow burnt.

And right after the repeat Danzig had another wire sent. It simply read: "Heard your broadcast."

Then the fellow really burnt.

Talent, Tunes Sought by BMI

NEW YORK, Feb. 10.—Following a meeting in which Broadcast Music, Inc., announced it would begin licensing music for public performance on April 1, Sidney Kaye, attorney and vice-president of the company, this week termed the American Society of Composers, Authors and Publishers an "inbred clique" and stated BMI would open the door to talent and make possible a change in the more routine musical pattern of broadcasts.

"We expect trouble and difficulty," said Kaye, adding that the BMI would not be a flash in the pan and would be kept in existence even tho ASCAP negotiated with the broadcasters. Neville Miller, NAB president, according to Kaye, has met with a uniform response thruout the country, namely, that broadcasters felt they should have had the BMI a long time ago.

BMI stock subscriptions and license fee pledges total $1,140,375 and additional contracts call for $1,250,000. Heretofore the organization has been a trust, but now the finances are available to the corporation, according to Kaye, who added, "You can bet your life we are going ahead." Cash and contracts are from 246 stations.

Org plans to build personnel and engage in the publishing of new music and new arrangements of public domain tunes in order to buck ASCAP.

Speaking of the vast amount of non-ASCAP talent to draw from, Kaye mentioned 7,000 short story writers who are members of the Authors' League. "You can't tell me," said Kaye, "that such writing talent is so inflexible that it cannot switch to the writing of lyrics." Problem, according to BMI, will be mostly one of separating the wheat from the chaff.

At a recent meeting Neville Miller, NAB president, in answer to a query whether the broadcasters would license their catalog for other than radio use, stated the BMI would work in co-operation with all users of music, including film producers, exhibitors, theater owners, record companies, orchestras, hotels and restaurants.

TALKING SHOP

(Continued from opposite page)

programs do. He has been unable to establish whether the same bells make the NBC chime noise and the alarm clock noise, or whether he has two sets inside him.

Excuse me. I got to take care of those pigeons.

ATTENTION!

The Billboard

THIRD ANNUAL RADIO PUBLICITY SURVEY IS NOW UNDER WAY

AS heretofore, in addition to awards in radio publicity, awards will also be made in the field of radio exploitation. The Awards Committee, consisting of Alton Cook, Radio Editor, The New York World-Telegram; Jo Ranson, Radio Editor Brooklyn Daily Eagle, and E. E. Sugarman, Paul Denis, Eugene Burr and Jerry Franken, of The Billboard, will select the exploitation winners. Awards will be made in the network, station, advertising agency and independent press agent fields.

STUNTS executed between January 1, 1939, and January 1, 1940, may be submitted. Entries must be received by February 26. They should be sent to

RADIO PUBLICITY SURVEY
THE BILLBOARD
1564 BROADWAY NEW YORK CITY

Radio Talent

New York

By JERRY LESSER

ALAN BUNCE opens his new home at Stamford, Conn., around May 1. There will be plenty of work to be done around the place, so all of ALAN's friends are invited to the preview. Bring your old clothes. . . . HENRY ARMETTA is being peddled in a script show, *Mama Loves Papa*. . . . ISABEL MANNING HEWSON, commentator, who is heard three times weekly over WEAF, has been booked for a series of 12 lectures to be given before women's organizations. . . . WILLIAM A. (BILL) FARREN has resigned from NBC after seven years on the network announcing staff, to freelance. He has established business quarters with Voices, Inc., and is announcing the EDWARD MacHUGH-*Gospel Singer Show* five times a week, besides commentating for Paramount News. . . . CHARLES STARK, CBS announcer, is busy these days. Besides announcing *My Son and I*, Phil Cook, Ray Block's variety show, *Can You Recognize the Tune?*, *Strange As It Seems* and *Gangbusters*, he finds time to act as radio director of the Peagin School of Dramatic Arts.

* * *

Robert L. Ripley, who brings his "Believe It Or Not" program back to the Columbia network, February 18, is making a personal appearance tour for the benefit of the Finnish Relief Fund. . . . Must have been a great joke for Raymond Scott and Mark Warnow (who are really brothers) when they guest starred on each other's programs the other

(See RADIO TALENT on page 8)

Chicago

ELEANOR HOWE, of *Radio Neighbors*, put her business associate, BILL HARVEY, on the spot when she flew to New York after her Wednesday (7) broadcast and left him to conduct the program as an all-male cookery. He invited JACQUES, of the famous restaurant, to give the recipe of the day. . . . JEAN McDONALD, who plays Rosie in *Houseboat Hannah*, is working her way thru Northwestern University via her efforts at the mike. . . . DOROTHY DAY, of the *Kitty Keene* and *Painted Dreams* casts, is her mother. . . . CLIFF ARQUETTE says he reckons he'll hafta grow a beard to keep in character. . . . HOLLINGSWORTH PEARCE II, studio supervisor of CBS, is strutting about WBBM a wee bit proudly these days, the reason being that his is one of the few families in radio that can boast a "third"—the newly-arrived HOLLINGSWORTH PEARCE III.

Rufus, a character Jack Brinkley created, was bought by Blackett-Sample-Hummert and written into "Ma Perkins," but notwithstanding the popularity of the character and for reasons the scripter knows best, Rufus has been killed deader than Old Black Joe. . . . Barbara Luddy received a few mean bruises and a painful leg injury in an argument between two cars and a cement post. To avoid an oncoming speeder Barbara ran head-on into the post. . . . Les Tremayne, her co-star in "First Nighter," has been receiving West Coast overtures from Vic Ornatti. . . . Wilmer Walter has performed the role of David Harum more than 1,000 times. . . . Johnnie Johnston, "Club Matinee" crooner, won a new wrist watch as a result of placing second in a Chicago cue tournament. Yessir, some singers know their cues.

MBS Acts To Solve Clearance Problem by Setting Chain Time

CHICAGO, Feb. 10.—Mutual Broadcasting System this week took its third—and reportedly final—step in action toward cementing its structure to ward off inroads by competition and also to strengthen Mutual in its fight with its competition. Latest step is the establishment of "network time" on basic Mutual stations. In so doing, Mutual takes a step which CBS and NBC took shortly after their organization. Other actions taken by the chain in the past months include a widening of its financial base by selling stock to member stations and the adoption of larger than ordinary discounts for bulk time buys. Details on the new discount rates were published in the February 10 issue of *The Billboard* exclusively.

Creation of "network time" on the Mutual stations will help solve a problem which has been confronting the chain for some time. Mutual's contracts with affiliates have not heretofore called for such allocation of hours, and a consequence was that clearing time for commercials often involved serious headaches. New arrangement provides a 28-day recapture clause on business sold locally by a station, so that if a local account has a network time period, the time can be recalled for a network advertiser. This is standard practice in network selling.

Time set aside by Mutual is as follows:

11:30-12:30 (noon).
1-2 p.m.
5:15-6 p.m.
9:30-10 p.m.

Sunday network time is as follows:

4-7 p.m.
8:30-9 p.m.
10-11 p.m.

N. Y. Station Publicity Chart

NEW YORK, Feb. 10.—Chart below shows comparative publicity breaks for New York stations, period covered being from December 25, 1939, to January 20, 1940. WABC retains its lead, while in second place is WEAF, replacing its sister NBC station, WJZ. WOR is in its usual spot, fourth.

Locally, principal change concerns WHN, which has gone down in the listings to ninth place. Accounting for station's loss in newspaper publicity is its extensive hoss racing schedules, which start at 1 p.m. and run until 7 or 8, precluding special event production.

	1940			1939		
Stations	P	C	GT	P	C	GT
WABC	764	201	965	896	206	1,102
WEAF	688	134	822	595	131	726
WJZ	588	130	718	644	153	797
WOR	367	101	468	338	129	467
WMCA	185	89	274	327	93	420
WNEW	134	22	156	78	16	94
WQXR	113	38	151	79	26	105
WNYC	70	44	114	63	31	94
WHN	98	12	110	207	38	245
WEVD	74	7	81	70	17	87
WINS	36	2	48	49	3	52
Totals	3,117	790	3,907	3,346	843	4,189

Program Reviews

EST Unless Otherwise Indicated

Russell McIntyre

Reviewed Tuesday, 2:15-2:30 p.m. Style—Music. Sponsor—Duke Power Co. Agency—Carson Brantley. Station—WBT (Charlotte).

After three years before WBT mikes Russell McIntyre still is able to make feminine hearts flutter, employing a style of the Bing Crosby school. McIntyre has a pleasing voice and the style is smooth and mellow, but now and then in the middle of a tender number Russ will strike a sour note—and hold it.

McIntyre is accompanied by trumpet, clarinet, guitar and piano, backing him up nicely and breaking the three vocals with "sweet" instrumentals. McIntyre recently began reading commercials on show and his resonant baritone really rings the bell in plugging for the sponsor.

McIntyre pulls heavy fan mail from the housewife category and each of his trice weekly shows finds the studio filled with women come to see their dream singer in person. McIntyre thoughtlessly turns his back on his visual audience during the show and the best they get is a look at a crushed felt hat and the back of a saggy suit.

McIntyre's throaty baritone seems able, however, to keep listeners tuning regularly to station, and during three years on air has proved one of station's most consistently popular programs.

Justice.

Dick Robertson

Reviewed Friday, 10:30-10:45 p.m. Style—Musical. Sponsor—Hygrade Sylvania Corp. Agency Warwick & Legler. Station—EOR (Newark, N. J.)

Dick Robertson is an oddity in the band business inasmuch as—so the story goes—he does not have an orchestra of his own, but records for Decca with a house band. In addition, altho he is a popular name on music machines, Robertson does not and has not played a location date. That really means his commercial for Sylvania radio tubes is a tribute to the power of the coin phonographs. Unfortunately, however, it does not mean his air shows are good—and judging from the second in the series there's work to be done. It was radio 10 years ago—a plug between every number and corny chatter, at that. Tom Slater struggles with the announcements, and it's one reason announcers' lives aren't easy.

Robertson's vocals lacked the polish his platters achieve, and the orchestra—a small outfit—seemed likewise off base and the music very thin. Show has plenty of rough edges, judging from the production caught. *Franken.*

"Let's Go Back to Work"

Reviewed Monday, 8:30-9 p.m. Style—Employment interviews. Sponsor—Fuller Brush Co. Agency—Manternack, Inc. Station—WOR (MBS network).

This program has, it is said, been successful in previous broadcasting on New England stations, and it has now been taken over by the Fuller Brush Co., door knockers supreme. Program consists of interviews with unemployed men and women, Herbert Hadel doing the interviews. Members of the radio audience are then asked to see if they cannot give or find employment for those interviewed. No charge is made to either employee or employer.

Unquestionably the program performs a social service, which is—and can only be—its principal objective. As such it should be productive of good will for the sponsoring firm, the president of which, A. C. Fuller, made a short address opening night. There were also several calls to program headquarters by employers who indicated interest in various job candidates.

It's anybody's guess as to whether the show will have an audience. It has human interest, to be sure, but it's certainly along depressing lines to listen to interview after interview of this kind. If the Fuller Brush Co. wants to become social-minded, okeh. If the firm wants to open more doors—it's another proposition entirely. *Franken.*

Wythe Williams

Reviewed Monday, 7:15-7:30 p.m. Style—News comment. Sponsor—Philco Distributors, Inc. Agency—McKee & Albright, Philadelphia. Station—WOR (New York).

Wythe Williams comes to radio with an impressive background for a news comment program. He has had extensive experience as a foreign correspondent and editor, and has built a reputation as an accurate prognosticator of international developments.

On program caught Williams gave evidence of developing into one of the top flight commentators. His slants were interesting, and in a few cases very unusual. He credited, for instance, that when heavy fighting does get under way on the western front, the Allies will use the Maginot Line as a base for incendiary air raids against German forests—idea being to lay waste the timber used for so many ersatz products and war materials. Williams also touches on Jap-American relations in the Philippines, the Balkan question as affecting war developments, and the Finnish-Russian war. Last part of session was devoted to American news, with emphasis on the Democratic Party convention scheduled for Chicago.

In general, his stuff was interesting, touching on social, economic and political aspects. Occasionally Williams tangled with a word or two, but just occasionally. It's his first radio series and looks good.

Commercials plugging refrigerators and radios were handled well by Frank Gallup. *Ackerman.*

"Short, Short Story"

Reviewed Friday, 11-11:15 a.m. Style—Dramatic. Sponsor—Campbell's Soup Co. Agency—Ward Wheelock. Station—WABC (Columbia network).

Short, Short Story, directed by Paul Stewart, is a jump ahead of regulation daytime drama in that each show is complete in itself. One trouble with usual daytime drama is its serialized form, very nature of which militates against show's acquiring new listeners once the primary installments are finished. Accidental tuners-in on serial drama sometimes mistake it for double-talk, whereas it is really one step ahead of this.

None of these objections are valid, however, on this program, which dramatizes a different yarn three times a week. Excellence of these, of course, is bound to vary. But Friday's piece, titled *Gambler's Streak*, was of fair enough caliber and augurs well for the series. *Streak* concerned a young couple taking a flyer at Monte Carlo and the gal being saved from succumbing to the lure of chips which caused the downfall of her father. Hokey in spots but not bad generally. Production good. *Ackerman.*

Advertisers, Agencies, Stations

By PAUL ACKERMAN

MIKE fright has accounted for some strange phenomena. The boys at Mutual are currently discussing the case of the girl who appeared on the *Name Three* program and suffered a severe case of acute childishness. . . . Ralph Butler, who had been in station relations at Young & Rubicam, has become assistant producer on *Hobby Lobby*. He is the son of Ralph Starr Butler, ad manager of General Foods. . . . John U. Reber, J. Walter Thompson prez, to Coast soon. . . . *Met Auditions* show may move to Cleveland, home of the sponsor, for one performance, as soon as Warwick & Legler iron out negotiations. . . . Jacques Renard set for a series of transcriptions at Associated Music Publishers. . . . Ruby Newman has transcribed for the AMP library *I'm Allergic to Love* and *The Biggest Little Word Is Yes*, composed by Julian Eichler, a Long Island pharmacist.

Dick Marvin, radio director of William Esty, has added Morse Ely and Sylvia Dowling to the scribblers' staff.

* * *

Russell Pierce, of Warwick & Legler, over an attack of pneumonia, is back at his desk. . . . McKee-Albright, Philly agency, has lined up 60 NBC-Red stations in the East, South, Midwest and Southwest. . . . "C. O. D." Mutual's program for Baby Ruth has been postponed until February 21 owing to production difficulties. . . . Census Bureau has distributed a record called "Uncle Sam Calling" to stations. It's intended to familiarize the public with the census. WNEW will play it three or four times this week. . . . Al Gary and Will Glickman are re-editing old vaude comedy material for Mutual's Comedy By program. Pat G. Flick will do his standard vaude turn on the program February 23, following Howard and Shelton February 16. Jimmy Shields is vocalist. . . . Hugh Gardner, at Compton agency, has become head of the statistical staff of the media department.

* * *

CHICAGO:

C. S. Ferris, formerly copy chief at Blackett-Sample-Hummert, has shifted to H. W. Kastor as v.-p. . . . Bartman Bake Shop, Elmhurst, Ill., showed its gratitude for WEDC's early hour *Bakers Broadcast* by sending a 10-inch-high chocolate cake. Cake proved to be a phony, however, for when the crust was chipped away the boys on the staff discovered four cans of beer and cheese sandwiches. . . . Edwin G. Foreman Jr., for many years with RCA-Victor, has organized the Foreman Co., radio station representative. . . . Goodkind, Joice & Morgan will be the new name of Goodkind & Morgan advertising agency, with Clyde M. Joice, recently resigned from Mitchell-Faust, accepting the presidency. . . . We've always known that candy is affected by the weather, but now the theory is up for trial. Mounds Candy has signed up for 13 weeks of *Daytime Weather Reports* between 7 a.m. and 6:30 p.m. on WGN.

Hollywood and Los Angeles

By DEAN OWEN

NAYLOR ROGERS has stepped into Davis-Schwegler as general manager. Rogers was co-founder of KNX and operator of the station up to the time it was sold to CBS. . . . Jim Bannon and Frank Russell, on their *Cabbages and Kings* show, are going to try to prove that ribbing directed at Bing Crosby and his so-called racing stable is not justified. They claim Bing is a successful turf magnate and that his horses don't have an inferiority complex. . . . Grace Jones, former secretary of KNX music department here, left for Chicago, where she will be married to Vocco & Conn. . . . Don Wilson gets new show over KHJ-Don Lee Coast chain. Program will be labeled *Don't You Believe It*. P. Lorillard bankrolling. Jerry Akers, who was formerly with KFEL, Denver, is in town looking for business for new Yuma station, KYUM. . . . Emily Holt and George Heller, of APRA, in town to work on details of new transcription code. . . . Ted Sherdeman, NBC writer-director, has been inked by 20th Century-Fox for an original to be titled *Cavalcade of Radio*. He will continue to write *Brenthouse* for the network.

Micky Garlock, pro manager of Bregman,

CBS' New Echo Chamber May Be Major $$ Saver

CHICAGO, Feb. 10. — CBS engineers here have perfected an electrical echo chamber which is expected to save the company much money in the future. The chamber, two feet square and less than five feet tall, will do electrically the acoustical job that formerly required spacious and specially soundproofed auditoriums.

Altho the entire gamut of effects made possible thru this invention have not as yet been investigated, some of the effects achieved thru the electrical echo chamber are reverberation, hollow sound of caves, voices in a large auditorium, avalanches. Idea was suggested by Frank L. Falknor, chief engineer of CBS' Western Division.

Dean Hudson a Lancer

CHARLOTTE, N. C., Feb. 10.—Dean Hudson succeeds Bob Sylvester as maestro for the Toast Chee program for the Lane Co., beginning February 13 over the CBS Dixie network, covering Charlotte; Richmond, Va.; Washington; Atlanta, Ga., and Birmingham.

RADIO TALENT

(Continued from page 7)

night. Ruth Gordon, stage star, is set to do "The Churchmouse" on the "Star Theater" on Valentine's Day. She starred in the original Broadway production.

* * *

WE HEAR that there will be a cast shake-up in *Manhattan Mother* . . . that Chase & Sanborn will soon invade the daytime script field with a vengeance . . . that orchestra leader MAREK WEBER is consulting with a prospective sponsor in New York this week . . . that ISOBEL RANDOLPH, who is Mrs. Uppington on the Fibber McGee and Molly show, is nursing her daughter, ISOBEL Jr., who is ill . . . that *Don Winslow of the Navy* (show formerly came out of Chi) will emanate from New York in the near future, with JOAN BLAINE's former director, GORDON GRAHAM, producing the show for Transamerican . . . that MILTON BERLE is returning from his Florida vacation with the finished manuscript of his new book, *Comedians Don't Laugh* . . . that the sleuth tale titled *Arsene Lupin*, featuring ADOLPH MENJOU and VERREE TEASDALE, is being peddled to agencies . . . that LUM and ABNER lose their sponsor (Postum) next month . . . that Schick Razor is mulling a radio idea of NBC's titled *Miracles of Sport* . . . that MARCELLA BURKE, film and legit writer, is assisting on the writing of the *Big Sister* scripts while regular author MAJORIE BARTLETT recuperates from an auto accident. . . . When PARKS JOHNSON and WALLY BUTTERWORTH took their *Vox Pop* microphone into the New York Stock Market home grounds for a recent broadcast they naturally expected the "Exchange" of merry quips to reach a new high. But they weren't prepared for the complaint of one broker who correctly answered a *Vox Pop* question. PARKS paid him a dollar—and the Bull-and-Bear man said, "This is the first money I've made this year!"

Conducted by M. H. ORODENKER and DANIEL RICHMAN — Communications to 1564 Broadway, New York City

ETHERIZED BAND BUILDING

License Lash Stings ASCAP

NEW YORK, Feb. 10.—New tax bill which was introduced in the Albany State Legislature this week and which is designed to license the licenser was described as a "move to discriminate against ASCAP" by a spokesman for the American Society of Composers, Authors and Publishers, inasmuch as $10,000 was appropriated by the Legislature to study the new bill, which would yield only $1,000 annually from ASCAP.

The new act, introduced by Anthony J. Canney, Buffalo assemblyman, and aimed at ASCAP, embodies amendment of the State licensing law whereby performing rights societies collecting royalties for the playing of music would be required to take out a license at a cost of $1,000. If enacted it will go into effect July 1.

When this move was made public it brought on an apparent wave of approval from theater exhibitors and broadcasting companies, which are licensed by ASCAP. E. C. Mills, chairman of ASCAP, however, stated that enactment of this legislation would only increase the cost to exhibitors.

ASCAP stated it will fight this piece of legislation "on principle" as it would "any statute that discriminates against any organization of composers." The measure would also include other performing rights societies, but most of the foreign language groups collect thru the Society of European Stage Authors and Composers.

Webster Fine, Little Weak Successively at Turnpike

LINCOLN, Neb., Feb. 10.—Ralph Webster provided R. H. Pauley's Turnpike Casino here with the first real money week-end since the beginning of the year, grossing $650 on a two-day stand February 3-4. Twenty-five cents per person to $1.10 a couple was the tariff scale.

Surprising thing was that Little Jack Little, 75 cents advance and $1.10 per person at the door, got only $302 the night before (2), a disappointment which Pauley thought was forecast of a bad week-end. Webster, who hasn't been in this territory for more than a year, bounced back on his opening with a bigger take at shorter prices than Little.

At Pla-Mor, Mrs. Matt Kobalter's dansant, Wally Wallace, 25 cent per, straight, two-dayed (3-4) for a good $500.

1,100 Tromar Clock Beaters

DES MOINES, Feb. 10. — "Beat the Clock Night" at the Tromar Ballroom here set a record for the current season January 28 when 1,100 dancers jammed thru the gates. Some 800 got the nod on the clock, getting in for 25 cents, while 300 were late and were taxed 40 cents for a nice $320 gross. Wally Wallace was the band attraction.

Turnabout

PHILADELPHIA, Feb. 10.—The natural order of things is for the jazz-pators to lift their offerings from the long-haired classics. But here's the Ripley or not of a couple of hot jazz men turning the tables and contributing to the classics. When Anthony Zungolo, fiddler with the Philadelphia Orchestra, gives his Town Hall concert in New York in April he will preem the *Sonata in D Major for Violin and Piano* by Eddie DeLuca, who is not an old master but just the piano player with Neil Fontaine's Ork at Jack Lynch's Roof Garden here.

And not to be outdone by one of his side men, the Neil Fontaine who gave that baritone recital last Sunday at the Traymore Hotel in Atlantic City, N. J., was the self-same Roof rhythmpator making his first concert appearance.

Who's Fooling Whom?

LINCOLN, Neb., Feb. 10.—In show business, when a spot shutters it's usually the custom to hang out a sign, "Closed for Repairs," whether it's the reason or not. Figuring nobody believes it any more, J. Clair Lanning, when he closed King's Ballroom here this week for repairs, took a new tack.

He ran an ad which announced: "King's Ballroom is closing to observe Lent."

James, Brown Fill Buffalo Band Need

BUFFALO, Feb. 10.—Altho there has been a noticeable scarcity of one-nighters here, two sponsored affairs here profited by the use of name bands recently. The 50th Anniversary Ball of the local firemen, held February 3 at the 174th Armory, drew an excellent crowd of about 14,000 persons, with Harry James the attraction. A special concert of the Buffalo Philharmonic Orchestra, which preceded the appearance of the James unit, helped draw the older crowd. Duets were $2 a couple, with singles for $1 sold only at the box office. About 250 reserved seats were peddled for an additional 50 cents, a new idea for the firemen's ball. With admission free to all members of the fire department and their families, payees totaled 8,500 persons, who laid down a fine gross of $8,500.

Les Brown played for the Shriners' annual ball February 5 at Hotel Statler. Sponsored by the local Ismalia Temple, the affair was a stiocess with an attendance of 1,200 persons. Including dinner, tickets were priced at $5 a couple. A gross of $3,000 was acceptable to all concerned. Ray S. Kneeland, of this city, booked the band.

Marvin, Gagen Booked

DETROIT, Feb. 10.—Tommy Marvin's Ork is set to open at the Grande Ballroom here Wednesday (14). Frank Gagen, originally a local band, starts this week at the Hotel Statler, Cleveland, after winding up a run at the Arcadia Ballroom here.

One-Nighters Give Way to Radio Campaign in MCA Experiment

House band duty basis of new process—WCAU, Philly station, scene of first test—Gale spots Spud Murphy on NBC in similar popularizing attempt

PHILADELPHIA, Feb. 10.—The new year brings a new process in band agency builder-uppers for new names being prepared for the upper brackets of orkdom. No more will there be, under the new set-up, that hazardous route of one-night barnstorming that takes so much out of the boys physically. Nor do the band investors take kindly any longer to the location jobs paying only scale because of the network wire, with the band usually going deep into the red in paying the network charge itself and, where the union calls for it, paying the broadcast tax out of its own pocket. Rather the new order of things, as initiated by Music Corp. of America here, calls for the new potential marquee light to quarter at a radio station doing house duty.

Only a few years ago dancers at ballrooms and hotels turned thumbs down on the studio staffs, complaining that they didn't play danceable music. However, the success of Johnny Green and Richard Himber, among others who, having established themselves as radio maestri, have been able to go out on one-nighters and satisfy the dancers, has done much to break down the bugaboo against broadcasting bands. Agency gents also point to the success of Jan Savitt, who started in a long-hair groove here as music chief at WCAU, toyed with the swing syncos while doing similar house duty at KYW and then stepped out in the commercial dance field on a rep gained in radio solely. And with recordings stimulating the acceptance of bands sight unseen, agency figures that the public will give similar recognition to the worthy sight unseen radio rhythmpators.

First major experiment in this new building-up process is being tested here at WCAU, CBS-affiliated station. Joey Kearns, local sax and clarinet ace, was taken out of Bob Crosby's gang for a band career of his own and spotted at WCAU last month as music director. Tie-up made between MCA and the station, a similar set-up to be effected with key stations in other cities, calls for Kearns to do all his polishing here until he is ready to make a bid in name circles. He will then be yanked from his local chores and another neophyte stick waver brought in for a like builder-upper.

The musicians themselves take to this new set-up kindly. Scale at the radio stations compares favorably with what they would be getting at any class spot in New York. Besides, the playing hours makes 'em feel that they're in a white-collar class. For the maestro, it means that a variety of musical programs for broadcast purposes gives him an opportunity to juggle around musical styles until he hits the one which will give the band the sparkle that spells stardust. With the station linked to a network it means Coast-to-Coast hearings without working for coffee-and-cake change for the privilege. Also it removes him from the Broadway scene, where song pluggers can't very well give him the "Yale, God and country" routine.

MCA originally intended WCAU as the breaking-in camp for Lennie Hayton, but the local union nixed the idea because Hayton was an out-of-towner and wouldn't be able to handle outside club work. Kearns holds a local union card and all local restrictions are removed.

New pattern even has bands on their own taking to the studio for the build-up. Joe Frasetto, local leader, who has played all the best hotels and niteries in and out of town, turned his back on the road and joined up as musical director at WIP to make a new bid for stardom.

NEW YORK, Feb. 10.—Paralleling in concept the experiment being conducted by Music Corp. of America in using Radio Station WCAU, Philadelphia, as a build-up for bands is the attempt soon to be made by Moe Gale to establish Lyle (Spud) Murphy as a top ork name via an exclusive NBC ether route. Murphy starts a series of half-hour sustainers February 17, with several shows a week to be spotted at various times during

(See ETHERIZED BUILDING on page 13)

Fort Worth Expo Nixes Name Orks

FORT WORTH, Tex., Feb. 10.—Jack Amlung's Ork has been booked for the night club on the grounds at the Southwestern Exposition and Fat Stock Show here during the 1940 show, March 8 to 17. An informal "honky tonk" floor show, of the type used successfully by Billy Rose in the Pioneer Palace at the 1936 Centennial here, is planned, with prices expected to be lower than those charged last year. Amlung, altho a local band, has a good following in this section.

With this booking it is believed the stock-show management has had enough of expensive name bands and top admission prices for a while after the flop experienced last year, due mainly to the high prices charged ($2 per week nights and $2.50 Saturdays) for Paul Whiteman's Band.

Chi GAC Cocktail Dept.

CHICAGO, Feb. 10.—Sydney X. Hartman, act booker at General Amusement Corp., here, was appointed head of the new cocktail accommodation department. He will handle units of from two to seven men.

Songs With Most Radio Plugs

"World" Starts at Top of Heap; "Garden" Runner-Up

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending February 10. Independent plugs are those recorded on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	This Wk.	Title	Publisher	Plugs Net	Plugs Indie
—	1.	It's a Blue World (F)	ABC	46	12
10	2.	In an Old Dutch Garden	Harms	39	13
1	3.	Careless	Berlin	33	23
6	4.	Darn That Dream (M)	Bregman, V. & C.	31	14
10	5.	I've Got My Eyes on You (F)	Crawford	29	10
3	6.	Indian Summer	Witmark	27	27
5	7.	Gaucho Serenade	Remick	20	15
3	7.	Faithful Forever (F)	Famous	20	14
13	7.	At the Balalaika (F)	Feist	20	9
13	8.	When You Wish Upon a Star (F)	Berlin	19	11
1	9.	All the Things You Are (M)	Chappel	18	22
—	9.	Confucius Say	Olman	18	12

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

—	10.	On the Isle of May	Famous	17	11
2	10.	Little Red Fox (F)	Feist	17	11
—	11.	Starlit Hour (M)	Robbins	16	6
9	12.	This Changing World	Robbins	15	15
—	12.	Chatterbox (F)	Chappell	15	3
—	13.	Holy Smoke	Santly, J. & S.	14	10
7	13.	Do I Love You?	Chappell	14	9
4	13.	To You, Sweetheart, Aloha	Santly, J. & S.	14	8
7	14.	Oh, Johnny, Oh	Forster	13	19
8	14.	In the Mood	Shapiro, Bernstein	13	11
—	14.	Little Street in Singapore	Shapiro, Bernstein	13	8
—	15.	Say Si Si	Marks	12	5
10	16.	Bluebirds in the Moonlight (F)	Famous	10	9
—	16.	You're a Lucky Guy (M)	Witmark	10	5
—	16.	What's the Matter With Me?	Cowlow	10	4

There Ought To Be a Law

WILKES-BARRE, Pa., Feb. 10.—The cops in this city ought to make up their minds. Only recently they revived an old ordinance whereby owners of jitterbug palaces must take out an annual amusement license as well as a nightly dance permit. In addition, the curfew law of 9 a.m. was revived for all under 18 years of age.

Now the local constabulary announces that its 20th annual ball will feature a jitterbug contest, with no age limits.

Wilson Hits for DuPree, Leonard NSG

PHILADELPHIA, Feb. 10.—Resuming his regular schedule of race promotions this month at Strand Ballroom here and in the territory, Reese DuPree, vet race promoter, is still far from the jackpot on his first few tries. At New Arena Ballroom, Milford, Del., January 30, DuPree stacked Teddy Wilson against the snow, with the blizzard coming out best. With stubs priced six-bits for both sexes, 330 steppers braved a blinding snowstorm to heat the box office with $247.50, which wasn't enough fuel. Wilson, however, made up for it two nights later (1) in drawing 1,020 dancers in face of threatening weather at the Strand here. Ducats scaled 10 cents higher after 10 o'clock, with 620 getting in under the 50-cent deadline, and 400 shelling out 60 kopeks. Total take tallied $550, which was fine and evened the score. Deal is on fire for DuPree to buy Wilson for six weeks of race-dance promotions below the Mason-Dixon line, beginning April 1.

Harlan Leonard, making his first Seaboard appearance en route to New York's Golden Gate Ballroom, was too much of an unknown quantity here to make for an appreciable draw at the Strand Thursday (8). Barely 200 turned out for the unknown, and with ducats going at 47 cents before 10 and 57 cents after hardly hit $100, which was below par. However, DuPree figured on getting even last night (9) in promoting Leonard for a trot in Trenton, N. J., at Elks' Ballroom. Band pleased the meager crowd. Weather condition was favorable. Harlem Dictators next in for DuPree Thursday (15), with Jimmy Gorham set for the following Thursday.

802 to the Rescue Of Longhair Met Opera

NEW YORK, Feb. 10.—Local 802, AFM, came to the rescue of the Metropolitan Opera House here and at the same time broke a long-standing ruling on benefits by agreeing to play a benefit performance and contribute $1,000 to help save the Met from becoming extinct.

The longhairs are now engaged in a campaign to raise $1,000,000 to keep the famed opera house in existence, since public support has not been forthcoming. Local 802 was the first union to come to its support, and while it has a strict ban on free benefits, executive board of 802 ruled this was too worthy to be overlooked. Jack Rosenberg, 802 prexy, said he was also going to solicit single contributions of $1 from individual musicians.

Sheet-Music Leaders

(Week Ending February 10)

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

Position Last Wk.	Position This Wk.	Title
4	1.	Careless
3	2.	Indian Summer
1	3.	All the Things You Are
2	4.	Oh, Johnny, Oh
7	5.	At the Balalaika
5	6.	Faithful Forever
10	7.	In an Old Dutch Garden
8	8.	Little Red Fox
11	9.	Darn That Dream
6	10.	Scatterbrain
9	11.	South of the Border
—	12.	To Thee, Sweetheart, Aloha
—	13.	Gaucho Serenade
15.	14.	Bluebirds in the Moonlight
—	15.	This Changing World

Orchestra Notes

By DANIEL RICHMAN

Manhattan Musings

AN UNKNOWN quantity at the moment, a Chicago lad who has conducted operettas in Europe and led a swing crew in Brazil, Argentina and South Africa for the past eight years, may shortly burst in no uncertain terms upon the consciousness of the band world . . . his name is HY JASON, and the 16-piece outfit that he now has in rehearsal preparatory to a Shribman one-night tour is very likely to be the follow-up to Charlie Barnet in the Hotel Lincoln's Blue Room . . . no managerial ties bind the band at the moment, but there's a nicely proportioned bank roll behind it, as well as the extremely good wishes of Mrs. Maria Kramer, Lincoln and Edison mentor. . . . WILL BRADLEY finds his first local location February 20 at the Famous Door, coming in for a six-week stint . . . good possibility exists of BOB ZURKE with CONNIE BOSWELL as an extra-added attraction, being the Bradley follow-upper at the 52d street hot spot. . . . HENRY WELLS left Andy Kirk to try a bit of batoneering on his own. . . . sepia singer will feature arrangements built around a trombone section and a glee club. . . . WILLARD (William Morris) ALEXANDER likes what he has heard of the Wells set-up thus far. . . . CHARLIE SPIVAK preems his new ork at the Hotel Pennsylvania's Cafe Rouge for the relief sessions while Glenn Miller sells giggles on the air three nights a week . . . CLAUDE THORNHILL, who had been doing the subbing, goes into his first regular stand at the Shalimar, Newark, N. J., February 28, carrying one trumpet and one trombone more than he showed at the Penn. . . . CHARLIE YATES, head of Consolidated Radio Artists, Ltd., CBA theater booking branch, becomes a vice-prexy of the parent firm. . . . DAVE HERMAN underwent a name change when he took over the music-making at the Fiesta Danceteria Friday (9) . . . it's DAVE DENNIS now . . . ork stays until Gene Krupa makes his return to the spot for three weeks starting February 20, and then takes over again after Krupa exits. . . . JOHNNY GREENHUT, of International Attractions, broke the MCA hold at the danceteria with the Herman booking . . . the Victor waxworks finally becomes Calypso-conscious, cutting four sides by WILMOTH HOUDINI this week, and marking the initial Trinidadian venture for the label.

* * *

Midwest Murmurs

RAN WILDE starts an indef run at the Schroeder Hotel, Milwaukee, February 13. . . . DENNY DUTTON adds the booking business to his stick-waving career, heading the entertainment department of the Agency Employment Service, Indianapolis . . . he's still maintaining his International Triple Diamond Orchestra, doing one-nighters for the International Harvester Co. . . . CQL MANNY PRAGER gets another holdover on his first job as a leader at the Hotel Radisson, Minneapolis. . . . RUBY LYNN, Rubinoff's daughter, embarks on a career of her own as vocalist with SANDY TAYLOR at Lantz's Merry-Go-Round, Dayton, O. . . . February 12 marks the debut at the spot for both band and singer. . . . Stan Zucker is handling Taylor, who, like his chirper's papa, also scrapes a fiddle. . . . MILT HERTH makes it a four-weeker at Cincinnati's Old Vienna Restaurant February 23. . . . FABIAN ANDRE, Chicago arranger who recently organized a nine-piece ork of his own, was pacted to both an MCA and a Columbia Records contract. . . . LOU HOLZER continues as Andre's personal manager. . . . CHESTER HIGH and his Sepia Clowns of Joy have tripled business at Paul Lyden's Cellar Bar in Youngstown, O. . . . BENNY STRONG enjoys another option lifting at the Crystal Terrace of St. Louis' Park Plaza Hotel . . . takes the band thru Washington's Birthday now. . . . Tunetown Ballroom, St. Louis, gets BOB ZURKE for a fortnight, beginning February 27.

* * *

Eastern Echoes

NOBLE SISSLE winds up his lengthy stand at Billy Rose's Diamond Horseshoe, New York, February 22, to move into the opposition Cotton Club the next night for a couple of months. . . . SHERRY MAGEE, son of the noted big-league baseball player and umpire, makes a bid for fame himself with a band that opened this week at the Village Barn in New York. . . . PAUL BIESIE is currently doubling between El Morocco and the Greenwich Village Casino, New York, . . . he plays the former Monday nights and the latter Sundays. . . . WINNIE WILLIAMS, tenor sax, and MARY CISENE, bass fiddler, have left the Rhythmettes, all-girl ork, to form a cocktail outfit of their own . . . the gals are already slated to play a couple of Midwestern hotels.

* * *

Atlantic Whisperings

LARRY POTIN, newest addition to the MCA band roster, takes over the Ben Franklin Hotel assignment in Philadelphia this week, replacing LANG THOMPSON. . . . JERRY PINTO, cocktail combo, being taken out of Philadelphia by MCA for the big-little band build-up. . . . TONY PASTOR gets the call for the RCA Victor Washington's Birthday ball Friday (16) at Camden (N. J.) Convention Hall. . . . THE THREE DANDIES start a fortnight's stroll this week at Abraham Lincoln Hotel, Reading, Pa. . . . ADELE ALLEN, WIP thrush, joins NEIL FONTAINE at Jack Lynch's Roof-garden to supplement the song selling of BETTY ANN SHOR. . . . JACK McCORMICK at Sailfish Cafe, Atlantic City, for the week-end terpsichore. . . . VERA and her Ramblers tee off the music making this week at Eagleville (Pa.) Hotel. . . . BILLY HAYS draws a holdover ducat at Cadillac Tavern, Philadelphia.

* * *

South and West

SOUTHEASTERN ORCHESTRA SERVICE is working in conjunction with American Amusements, managed by WILLIAM R. ALLSBROOK, in publicizing and promoting the BILL LOREN ork. . . . JACK WARDLAW, who is now booking out of the North Carolina office of the SOS, takes on JIMMY SHOWE at first trumpet and BOB ENGLAND on drums . . . boys were with the band last summer. . . . RANNY WEEKS stops off at the Hotel Adolphus, Dallas, for four weeks, starting February 28. . . . CHARLES FULCHER pulled out after six months at the Hotel Richmond, Augusta, Ga., to step over to the Bon Air Hotel in the same town. . . . FRANK MITCHELL is now located at the Silver Dollar Bar, Baltimore, after a year at the Ace of Hearts Club, Harrisburg. . . . RAY NOBEL gets the call to follow Vincent Lopez at the Palace Hotel, San Francisco, when the latter leaves February 15. . . . DICK LOTTER opened Friday (9) at McFadden's Ballroom, Oakland, Calif., for a series of Friday night dances. . . . Lotter formerly played trumpet for Gene Krupa. . . . BOB HAMILTON goes into his second year at the Majestic Ballroom in Long Beach, Calif. . . . when MATTY MALNECK opens at the Wilshire Bowl, Los Angeles, this spring he'll be heading a full band instead of the small combo which he has fronted for the past year.

* * *

Of Maestri and Men

MILTON STAVIN, of the Joe Glaser staff, has taken over the bookings of a new ork headed by RALPH BARLOW . . . a New York spot is practically set for the band's debut. . . . NAT BRUSILOFF gives up his own outfit to add his fiddle to Mark Warnow's *Hit Parade* ork. . . . BABE RUSIN, tenor saxist with Tommy Dorsey, is back in New York on a leave of absence to recuperate from his recent illness . . . it's nothing serious and the Babe will be back with Dorsey when the ork opens at Meadowbrook, Cedar Grove, N. J., February 20 . . . in the meantime TONY ZIMMERS is filling in. . . . DAVE SAMSON, former ork leader, turns motion picture exhibitor, taking over the Karnes City (Tex.) Theater. . . . BUDDY BREEZE is another maestro to give up batoneering . . . he's now manager and featured vocalist with VAL VALENTI. . . . GRAY GORDON takes on DEL VICTOR for the vocalizing. . . . WALTER POWELL starts an indef engagement February 13 at the Flint (Mich.) Athletic Club. . . . TOM ADRIAN CRACRAFT has changed the instrumentation of his "electronic" ork around to include four brasses and four reed.

Footnote to History

BOSTON, Feb. 10.—What apparently was the forerunner of the *Beer Barrel Polka* turned up this week at an exhibition sponsored by the New England Historic Genealogical Society. The sheet music for the song, *Wheelbarrow Polka*, with illustrations by the famous artist, Winslow Homer, was placed on display for the exhibition.

Wheelbarrow Polka was written in 1856 after Major Ben Poore, of Newbury, Mass., lost an election bet. The major agreed to wheel a barrel of apples along the 30-mile road from Newbury to Boston. On his arrival in Boston he found 30,000 persons assembled to meet him. And one of the rubberneckers had written the *Wheelbarrow Polka*, which created as big a hit then as *Beer Barrel* did last year.

New Teapot Tempest Raised on Chester, Miller Reed Styles

NEW YORK, Feb. 10.—Bringing out into the open a personal grudge which is supposed to exist between Bob Chester and Glen Miller over the former's copying the latter's musical style, Arthur Michaud, personal manager for Chester, called the trade press together this week to bring the battle into print and to stop "the malicious whispering campaign that has been going on against Chester," part of which is supposed to be centered on rumors to the effect that Miller is endeavoring to hurt the Chester ork.

In Chester's presence, Michaud admitted that Chester copied Miller's style, but only to a slight degree and with Miller's permission, given last July when the latter was playing at Glen Island Casino. At that time Chester asked Glen if he could use Miller's lead clarinet scoring style when he organized his own band, and says Miller gave him an okeh to go ahead. Furthermore, Chester said, this style has been used in the past.

As part of Michaud's attempt to clarify the alleged whispering campaign, Chester visited Miller at the Hotel Pennsylvania here, where he is playing this week. What was said, or if any understanding was reached, remains one of those mysteries.

When *The Billboard* asked Miller for his side of it, his only comment was that, "I heard Chester play only one number on the air. The pickup was so bad I could form no conclusions. Until such time as I really listen to the band, there's really not much I can say, is there?"

Music Men Move To Modify "The Sheet"

NEW YORK, Feb. 10.—Latest effort to modify radio plug listings in the newspapers, which song pluggers and publishers maintain cost them their kidneys in a short space of time, due to the pressure of trying to push tunes to the top of the weekly listings, will be the formation of a committee Monday (12) by the Music Publishers' Contact Employees (song pluggers union) and a group of publishers to meet with the trade papers and perhaps devise a more equitable method of listing.

On formation of the committee several proposals will be offered to change the existing set-up on listing radio plugs. MPCE council head George Marlo, of Crawford Music, said that it would not be an attempt to muzzle the sheet, as the listings are called, but to effect a revision of it to make life easier for the music men. "We just want to meet the newspaper men," said Marlo, "and have a heart-to-heart talk with them."

WORCESTER, Mass., Feb. 10.—Glen Gray and the Casa Loma Ork set a new single day's attendance record at the Memorial Auditorium here January 27, with 10,654 paid admissions chalked up. Band was the climax of a week's entertainment program staged under the auspices of Alathela Grotto.

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Music Items

Publishers and People

LOUIS COMITO, formerly with Maytone Music, takes over the general managership of Lincoln Music. Harold Dellon, head of the Cleveland music pub bearing his name, suffered a heart attack last week while on a business trip.

Bobby Mellin, formerly Chicago representative of Mercer-Morris, has been appointed professional manager of the firm's New York office. Milton Samuels succeeds him in the Windy City branch.

Bill Lackenbauer, head of Jewel Music, is in San Francisco on a business junket. Firm meanwhile is getting ready to work on Frankie Carle's latest, *Lovers' Lullaby*, penned while the *Sunrise Serenade* composer was recuperating in the hospital some weeks ago.

Irving Actman, recently returned east after Hollywood screen chores, grabs off an assignment from the Shuberts to fashion a musical comedy score. Arthur Hinnett, swing staff organist at KYW, Philadelphia radio station, getting up an organ folio of pops for Mills Music.

Bill Savitt, Philly rep for Robbins-Feist-Miller, is taking leave of absence from his song-plugging duties to serve as road manager for his maestro brother, Jan, on the latter's current one-nighter tour.

Al Berkman, vocal coach who teaches the nitery canaries how to chirp, has dashed off a couple of his own, *Three Little Kittens* and *What Are They Doing to Music?*

* * *

Twentieth Century-Fox decided against using several Gilbert and Sullivan numbers in the studio's forthcoming flicker based on the life of Lillian Russell. Rights to the compositions are owned by a London firm, and altho the tunes may be used in this country without legal trouble, the studio was unable to clear them at a satisfactory price for the picture to be shown in England as well as here.

* * *

Songs and Such

REGENT MUSIC, Harry and Gene Goodman's music pub, takes on two more new ones, Fletcher Henderson's arrangements of *Soft Winds* and *Seven Come Eleven*.

Bregman, Vocco & Conn will give publication to a number which has Sammy Kaye's name on the music credit line and Al Dubin's on the lyric. Georgia Music has *Peek-a-Peek-a-Boo*, waltz by Dave Sanford, Al Gumble and Sam Ward.

Van Alexander and Don Raye are responsible for the music and lyrics of *Cut Off My Heels and Call Me Shorty*, which Lou Levy's Leeds Music will release.

Capt. Eugene LaBarre is responsible for the words and music of the New York World's Fair official theme song, *For Peace and Freedom*, sponsored officially last week by the Fair Corp. as the expo's 1940 musical standard bearer.

First new tunes Ben Gilbert will work on in his new post as general manager of Miller Music are *Moments in the Moonlight* and Dick Jurgens' theme song, *Day Dreams Come True at Night*.

Roy Jacobs and Gil Loring turned out an instrumental compo, *Daybreak*, which gets a waxing from Bob Chester on Bluebird. Royal Music will release the piece. Jacobs also has *Lullaby to an Empty Band Stand*, piano solo penned with Willie (The Lion) Smith, set for a Berlin publication.

Exclusive Music releasing Bobby Gregory's novelty, *When It's Tooth Pickin' Time in False Teeth Valley*, written in collaboration with Kenneth Burns and Henry Haynes.

* * *

"At the Balalaika," first surprise hit of the new year, has set a new 1940 sales record by scoring 92,000 copies sold during the first six weeks of the year. The number, out of the score of the Metro-Goldwyn-Mayer flicker, "Balalaika," was regarded skeptically by Tin Pan Alley when it came out under the Leo Feist imprint, since it was thought few people knew what a balalaika was, and the character of both melody and lyric was not considered in the "commercial" idiom. Proving again you can't figure the music biz.

* * *

Hollywood Harmonies

PARAMOUNT will film a story called *Interlochen* based on the famous National Musical Camp for Young America at Interlochen, Mich. Idea was bought from Ann Ronell, who will do the score and wordage for the pic.

Harold Spina placed a song in Lee Garmes' soon-to-be-released production *And So Goodbye*. Pic's musical score is by Frank Tours.

Universal is following its *Oh, Johnny* film with another one titled after an old song number now enjoying a revival, *Ma, He's Making Eyes at Me*. The tune will be sung in the movie by Constance Moore.

Moe Jerome and Jack Scholl are writing several songs for Dennis Morgan to warble in a Warner short, *The Singing Dude*.

D. R.

For Dancers Only

PHILADELPHIA, Feb. 10.—It's not philosophy and it's not statistics that the greater percentage of Upper Darby adults are interested in educationally. It's dancing. Registration figures proved that this week at the semi-annual registration of the Upper Darby Adult School here, when a majority of the students expressed their preference for "Social Dancing" with a course in Bridge running second to terpsichore.

Retrial Sought By Nebraska in ASCAP Litigation

LINCOLN, Neb., Feb. 10.—Motion for retrial or amending and striking out some portions of the recent U. S. District Court decree finding the anti-Ascap law of Nebraska inoperative was filed here Tuesday (6) by the State's designated defense attorney, William J. Hotz, who claims the decree was filed without chance of objection being given the defense, and that the court is guilty of erroneous interpretations on several points — notably public performance rights.

Hotz says the court claims a copyright owner must place a price for use of his compos for public performance on each copy, and if he doesn't anyone may buy the piece and use it without payment to copyright holder for the privilege. To show that this is untrue Hotz has the affidavits appended to the motion of some 22 of the State legislators who voted for the bill when it passed in 1937.

Claiming the court takes the stand that the Legislature would not have passed the bill had it not included all the objected portions, he says the affidavits show the Legislature was primarily concerned with doing away with music combinations in restraint of trade and unlawful monopolies. He says it was not the intent of the Legislature to take away any of the privileges of a copyright owner.

Hotz contends further that the court should also include as findings of fact that theaters pay on seats, not on music; that radio pays 5 per cent of gross time, not per musical composition; that hotels pay what the ASCAP agent tells them to pay and that radio stations cannot be network affiliated without ASCAP license.

Calloway Attracts 3,248 In 2 North Carolina Dates

CHARLOTTE, N. C., Feb. 10.—Cab Calloway drew 3,248 at dances here and in Winston-Salem, N. C., February 1 and 2. The 2,000 who turned out here constituted the largest crowd for a local Negro dance since Calloway appeared here four years ago.

For the local dance tickets sold for $1 a person and 75 cents for spectators. In Winston-Salem the tariff was 75 cents for dancers, 65 cents for spectators. Playing for a guarantee of $1,000, Calloway's cut was better than $2,000 for both dates.

Chicago Turntable Ballrooms Put Kaye on the No. 1 Spot

CHICAGO, Feb. 10.—Local counterpart of New York's *Make Believe Ballroom* and other wax dance sessions, conducted by Eddie Chase and Bill Leyden, of WAAF's *Mythical Ballroom* and WCFL's *Make Believe Danceland*, lifted Sammy Kaye to the number one position, as "band of the week," based on fan mail received at both studios, both declared in separate interviews here. The two platter maestros, however, wouldn't swear that this was a genuine barometer of Kaye's popularity, because the fan mail was heavily bogged down by a sudden rush of several thousands high school students petitioning for Kaye's recordings.

Altho there was a unanimity of opinion between Chase and Leyden on Kaye, they split needles over other selections with Chase insisting that Glenn Miller is the fair-haired boy, while Leyden disagreed to the extent that Miller stands fourth in popularity to Tommy Dorsey for his January selections.

The way things stand for Chase and his turntable dance hall is that Kaye wears the mantle due to an onrush of signatures, but Miller wears the halo, with Kay Kyser, Benny Goodman and Tommy Dorsey leading the swing department and Guy Lombardo, Eddy Duchin and Dick Jurgens standing at the head of the sugar counter.

Leyden, however, gets his batches of *(See KAYE ON NO. 1 SPOT on page 13)*

A NEW NOVELTY SONG HIT

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WJSV—Washington, D. C. WRVA—Richmond, Va.

WAPI—Birmingham, Ala. WGST—Atlanta, Ga.

Quaker City Goes for La Conga In a Big South American Way

PHILADELPHIA, Feb. 10.—It used to be that night-lifers demanded swing to their kicks, and nitery ops were concerned over the invasion of jitterbug patronage that chased out the spenders and became a drain on the non-profitable Coca-Cola supply. New turn of events, and happily, finds the demand now for a one-two-three hooding kick, with the conga wave promising to become more in favor here than the gut-bucket and jive of an earlier year. Latin American trend is not only bringing a new type of music entertainment to the midnight scene, as far as local spots are concerned, but is also bringing out a better brand of patronage who formerly shunned home-town stuff, being taken in by the conga kicks they found in New York.

With the past month, four of the top spots in town have put out a shingle offering free instruction in rumba and conga terpsichore with authentic entertainment added to the regular fare. Latest of the conga converts is Sam Silber's Embassy Club, which draws heavily on the deb and dowager trade. In addition to the regular floor offering that's steeped in swing singing, Silber has given top billing to a sextet of Cuban dancers who step to the strains of *la conga* and *la rumba*, with Pedro Blanco's rumbaleros supplying the dance incentives.

At Benny the Bum's, basement cocktail lounge was refurbished a la conga creation, with conga kicks dished out by Josefina Smallwood and Roy Bruce, who teach the terp intricacies as well, with Jose making the music.

Most unusual twist takes place at Irvin Wolf's Rendezvous in the Hotel Senator. Spot is a counterpart of New York's Famous Door or Onyx Club, and long a haven for the swing-mad. J-bug juice is in the keeping of the famed Spirits of Rhythm featuring Leo (Scat) Watson, who still gets in the groove here. But in line with the new trend, Wolf has brought in Alfonso Chavez, w.k. Victor recording marimba band, who gets the lion's share of the billing.

Still another switch takes place at El Chico, intime class spot which had long been South American in name only rather than in entertainment style. Now, instead of swing rhythm, conga rhythms are paramount with the bringing in of Grupo Marcano's Decca diskers for the South American swaying.

Spots going "south of the border" are letting themselves be known in no uncertain terms. Bulk of their newspaper lineage goes to the rumba and conga attractions and the cuffo teachings of the stepology. And most important, all the spots say that hopping on the conga band wagon has upped biz, which augurs a tidal wave for the trend here.

Review of Records

By M. H. ORODENKER

The Singing Sides

WAX with words set to music make for many a desirable side, what with the waxing chiefs paying as much attention to the song sellers as to the swingsters. And deservedly so. After all, it was the Bonnie Baker vocal that made the grade for the Tucker tootlers. And with the wordage of many tunes, especially the show scores, meaning more than the music, a singing side is oft desirable to the dance disk.

Now keeping company with the other screen singers on Decca, after being lost on other labels, Tony Martin lends his full voice to give added richness to the luster of such lyrics as *All the Things You Are* from *Very Warm for May* and the hit-headed ballad from his *Music in My Heart* flicker feature, *It's a Blue World*. A dandy doubling.

On the Columbia blue (concert) label, the Nelson Eddy fans, and his following is legion, will find a repeat performance of *Ride, Cossack, Ride* and *Song of the Volga Boatman* from *Balalaika*. It follows the screen score to the 16th note and is undoubtedly a sound track grafting.

Also of the flicker fraternity, the lyrical tenoring of Kenny Baker makes vocal artistry on Victor for a ballad pairing from *Gulliver's Travels*, coupling *On a Little Street in Singapore* with *Faithful Forever*.

(See REVIEW OF RECORDS on page 67)

Musicians' Groups Elect

809 Officers Re-Elected

MIDDLETOWN, N. Y., Feb. 10.—At the first annual election and installation of officers to be held in the new quarters of Local 809, AFM, recently, the following officers were re-elected: Sam M. Fritz, president; David Buell, vice-president; George A. Keene, secretary; Edward Vollmer, treasurer; Lewis Kelder, sergeant at arms; Henry Joseph, business agent, and Ralph Palumbo and Jerry DeSantolo, board members. Robert Robertson, Carl Werner and William Romer were newly elected to the board.

Shutzman Secy. of New Local

KEENE, N. H., Feb. 10.—A new local of the American Federation of Musicians has been organized among the musicians of Keene, N. H., Brattleboro and Bellows Falls, Vt. It will be known as the Associated Musicians of Keene, Local No. 634, AFM, with a jurisdiction of 10 miles from Keene and including Brattleboro and Bellows Falls. Nathan Shutzman, of Keene, is secretary.

COONIE ESLER, well-known Wisconsin ballroom operator, is now managing the Rainbow Ballroom in Appleton, Wis.

Material Protection Bureau

A Free Service for Readers

THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

The Reviewing Stand

Karl Keith

(Reviewed at Primrose Country Club, Newport, Ky.)

WHILE it may be lacking a trifle in polish and smartness, this seven-piece outfit has the stuff that'll win it attention in the middle-bracket niteries.

There's nothing fancy about this group and it features no tricky or unusual arrangements, but it beats out solid syncopation with the standards, employing three brass, a sax and three rhythm pieces.

The lads give out mostly on the torrid swing side, displaying a knack of precision and a good dance tempo. While the brass has a tendency to blast, it's almost a necessity here, where the crowd is usually a noisy one. Experienced on playing show music, the boys turn in a neat trick on that end.

Vocals are handled by Linda Lynn and Jack Callahan, both of whom do acceptably. *Sachs.*

Will Bradley

(Reviewed at 174th Armory, Buffalo)

WITH Bradley applying his top-rate trombone tootling and Ray McKinley (featured in the ork's billing) exceling with his hide-slapping, this ork has no trouble selling itself and its music to any audience. It's a well-organized crew which, without sticking to any definite style, dishes out a well-varied brand of dance music, sweet or swingy at will, yet successfully avoiding any half-way fumbling. Basic aim is toward solid, pleasing rhythmic music, rather than going 100 per cent commercial to put the band across. Arrangements make the most of various stand-outs in respective instrumental departments, the frequent soloist featuring, adding spark and showmanship to pop numbers.

Set-up is six brass, four sax and four rhythm. Bradley and McKinley are, of course, outstanding, the latter wowing them further with smoothly executed novelty vocals. Freddie Slack's piano is another highlight, particularly as featured in the Jazz Trio, backed by McKinley and Delmar Kaplan on bass. Good solo work comes from Peanuts Hucko, hot tenor sax, and Joe Wiedeman, hot trumpet. Texas Hot Dogs, band-within-a-band, has McKinley, Bradley, Slack, Kaplan, Wiedeman and Jo Jo Huffman, clarinet; strictly torrid, small combo goes over big with the young crowd.

Ork has Carlotta Dale for the vocalizing. An attractive red-head, she sounds especially good on blues and ballads that adapt themselves well to her low, throaty voice. *Werner.*

Ralph Webster

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

WEBSTER'S present ork is of the sweet-swing class and a great improvement over the lick-and-promise outfit with which he swung around this territory more than a year ago.

Sectionally trioed—three brass, three sax and three rhythm—the band carries 12 people in all. Webster gabs and fronts, with the vocal section assigned to Max Kemp and Jane Denton. Kemp has a romantic style; and Miss Denton has a baby-talk hint to her pipes which comes over the mike in the best wheedling fashion. Ted Nash and Lyle Nelms, in the sax and trumpet divisions, respectively, are instrumental highlights.

Webster crew lays off monkeyshines and plays legit dance music all the way. Ork is the best location-styled outfit Webster has had since breezing into this part of the country some four years ago. *Oldfield.*

George Duffy

(Reviewed at Childs' Spanish Gardens, New York)

IN HIS first local appearance Duffy, a Midwestern hotel supper room favorite, displays polished musicianship, the extent of which is further illustrated by his capable handling of what can be a dangerous instrumental line-up under the wrong baton. Breakdown is three violins, three reed, trumpet, trombone, drums, bass and the maestro's piano. In a set-up like that it's not unusual to find the strings at loggerheads with the other more conventional (for a dance band) instruments. Arrangements here are such that there is no conflict, and more surprising still is the fullness of tone Duffy manages to get from his varied instrumentation.

Melodic line is divided among the sections and the Duffy pianistics. Leader gives a finished ivory performance, whether on melody, as an adjunct of the rhythm section or in supplying background color. Fiddles blend equally well on melody or obbligato shading. Books run the gamut of current pops, oldies, standards and Latin American items, all of which can be listened to or danced to with equal pleasure.

Vocal department is on a par with the instrumental smoothness. Singing chores are in the capable hands of the attractive Claire Martin, who knows how to sing and how to sell a number in a manner and with an ability far superior to most of her vocalizing colleagues. *Richman.*

Duke Daly

(Reviewed at the Famous Door, New York)

THE Famous Door is termed, among other things, a cradle of swing; in the case of its current band-stand incumbent, incubator would be a more accurate word. Daly has one of those bands whose musical outpourings mean nothing, whose tempos are devoid of rhythmic sparkle, whose arrangements lack individuality or brilliance. Musical imagination is nonexistent; even musical rightness is at a minimum. It's just another swing band, brassy on the jump stuff, lackluster on the slower, sweeter tunes.

Five reed, five brass and four rhythm is the set-up. It's assumed, of course, that the boys met one another some time before the Door swung wide on their opening night, but to all musical intents and purposes the introductions apparently didn't take. The usual quota of pop numbers, oldies and standard swing items is made the butt of some of the most aimless tootling heard around these parts in many a moon.

Daly, playing no instrument, fronts pleasantly enough but with a slight self-consciousness that might be caused by a shrewd evaluation of what he has to offer. His and the ork's showmanship are nil. Vocals are handled by Jack Russell, trombone, earnestly. *Richman.*

Victor Hugo

(Reviewed at Little Rathskeller, Philadelphia)

THIS trumpet-tootling maestro was probably one of the first featured instrumentalists to step out of a name combo for a band career of his own. As Victor D'Ippolito, he stepped out of the Paul Whiteman brass section more than a half dozen years ago for a fling in the ork whirl in front of his own band.

Within the limitations of five-piece instrumentation, he dishes out highly satisfactory terp incentives, paced by his own golden horn, muted for the smooth stuff and wide open for the riding rhythms. Tenor sax, electric guitar, piano and drums round out the band stand. Plectrum pickings are swingy, with the tenor take-offs giving the ditties the same treatment.

Band has more body for the hot rhythms, but is just as acceptable on the ballads. Current and oldie pops make up the library, with the stocks cut up and only choruses kept, which is as it should be for a small combo of this type. Hugo doesn't hog the instrumental spotlight, giving equal innings to the others, with each adequately acquitting himself when called upon. Maestro makes an ingratiating front and band's appearance is plenty slick. *Orodenker.*

Fabian Andre

(Reviewed at Ambassador East Hotel, Chicago)

A YOUNG chap with a good musical mind who is a composer, arranger and now leader of a smooth, ear-pleasing nine-piece outfit. Andre plays concert style music in modern, bouncing dance rhythm, linked to arrangements that are descriptive and, to a large degree, commercial.

Instrumentation includes two pianos, sax, clarinet, guitar, trumpet, trombone, bass and drums. Sax doubles on flute for the more classical selections, and the hide-beater is at all times without the services of a bass drum. It is an off-the-beaten-path melange, admirably suited to please the more critical tastes.

Andre makes a smart appearance, fronting nicely, but playing no instrument. His original compos carry descriptive titles which he translates into equally descriptive music. Band uses no vocalists. *Honigberg.*

Music in the Air

By SOL ZATT

Too Much Novelty

SKINNAY ENNIS *(Casa Manana Cafe, Los Angeles, WOR)*, who is something of an anatomic novelty himself, jumps the plank into a welter of novelty tunes over his long-distance airing and has a pretty breath-taking time swimming to the shore of placid music. It isn't the amount of bouncers that he uses, but it's the succession in which he uses them that makes one feel that his remote consists almost entirely of novelty songs. As if *Little Red Fox* and *Yodelin' Jive* weren't enough in quick order, the band insisted on doing a "novelty arrangement" of *Indian Summer* and then doing *Little Brown Jug* following the tune after *Summer*. It was just a question of pacing, and nothing more, for the band does carry thru with a musically solid half hour.

In addition to the hep-cat editions there was a goodly spacing of pop tunes, ballads and a revival of one of yesteryear's hits with Skinnay himself knocking off vocals that sound like something, interspersed with a bit of feminine lilting that gave that section of the program some much-needed balance. It's an otherwise showmanly show, with a bit of good-natured kidding, but nothing on the order of his commercial, which is understandable—he doesn't have Bob Hope on his remote time.

Not Enough Novelty

THERE is little left to be desired in the way of smooth dance music that MAL HALLET *(Roseland Ballroom, New York, WEAF)* dispenses during his midnight session. Withal, however, there is much to be desired in the injection of some crispness to give the program a little life. The "Boston Tea Party" tag is still a mystery, with no sort of identification as to why it's being used.

Show just goes along on its merry way for a half hour, with a profusion of oldies and a quiet blend of rhythm, pops and novelties. But they all sound the same, which is what makes the difference. The presence of fem and male litters helps a little but not too much. Remote needs lift and some showmanly angles to take it out of the ordinary remote class.

Braggart!

CHUCK FOSTER *(Biltmore Hotel, Los Angeles, WJZ)* is one band leader who carries conceit to a ridiculous extreme, which certainly doesn't do him any good, nor does his form of bragging mean anything in particular. Foster plugs himself as "the band who made America dance-conscious." In the first place, this is more boloney than the communiques coming out of Europe; secondly, America was dance-conscious before Foster was born, and in the third place, who is Chuck Foster in the first place?

It's this kind of idle braggadocio that has never done anyone any good. It's extremely questionable whether any present band leader could lay claim to making the public conscious of such a national pastime as dancing. Irene and Vernon Castle have been credited with popularizing modern dancing, but they're not a band, and no matter which way you scramble around the letters, they still don't spell Foster. Chuck could do himself lots more good if he concentrated on making his a good band instead of telling the public how good it is, unsolicited.

He must be a song-plugger's delight, because he plays so many songs, all of them seemingly to make the schedule for next week. He played nothing but pops thrusout, which can become slightly irritating after the 12th one. In addition there's nothing in the way of individual styling, and the vocals were as sparse as hens' teeth. There's enough that's wrong with the program for Foster to stop agitating about what he's done for America's dancing feet and give his air-time sessions some solid thought and study.

Pat Hoke opened at the Seven Gables, Milford, Conn., this week, after an absence from the spot of five years.

Bands on Tour

Advance Dates

DEAN HUDSON: Univ. of Virginia, Charlottesville, Va., Feb. 15-17.

BILL CARLSEN: Tromar Ballroom, Des Moines, Feb. 15; Turnpike Casino, Lincoln, Neb., 16; Skylon Ballroom, Sioux City, Ia., 17; Coliseum (Elks Convention), Sioux Falls, S. D., 18-24.

TEDDY WILSON: Howard Theater, Washington, Feb. 16 (week).

HAL KEMP: Tulane Univ., New Orleans, Feb. 17; Univ. of Alabama, Tuscaloosa, Ala., 22; Vanderbilt Univ., Nashville, Tenn., 23-24.

VINCENT LOPEZ: Pasadena (Calif.) Civic Auditorium, February 23-24.

ART KASSEL: State-Lake Theater, Chicago, Feb. 23 (week).

LES HITE: Howard Theater, Washington, Feb. 23 (week).

LARRY CLINTON: White Plains (N. Y.) County Center, Feb. 25; Castle Farm, Cincinnati, March 2-3.

JACK TEAGARDEN: North Carolina State Univ., Raleigh, N. C., March 1.

JOHNNY McGEE: Empire Ballroom, Allentown, Pa., March 2; Strand Theater, New York, 8; Ambassador Hotel, New York, April 13; State Theater, Hartford, Conn., 19-23; Hippodrome Theater, Baltimore, 26 (week).

JAN SAVITT: Carter Hotel, Cleveland, March 2; Savoy Ballroom, New York, 10; Syracuse (N. Y.) Univ., 15; Sunnybrook Ballroom, Pottstown, Pa., 16; Keith's Roof, Baltimore, 17.

HORACE HEIDT: Orpheum Theater, Minneapolis, March 1 (week); Riverside Theater, Milwaukee, 8 (week).

DON BESTOR: Greystone Ballroom, Detroit, March 13, 15, 17.

LITTLE JACK LITTLE: Laramar Ballroom, Ft. Dodge, Ia., March 13, 14, 16; Shrine Mosque, Springfield, Mo., 19.

RAY PEARL: Casino Gardens, Los Angeles, March 14.

DON REDMAN: Manhattan Center, New York, March 27.

GLENN GARR: Raritan Ballroom, Perth Amboy, N. J., March 31.

KAYE ON NO. 1 SPOT

(Continued from page 11)

mail in behalf of Kaye, Tommy Dorsey, Glenn Miller, Dick Jurgens and Orrin Tucker. Aside from the idealogical collision on Miller, both are in agreement that the kids who listen to these programs know as much about the bands as the bookers, and that requests for popular numbers are for the most part linked with the name of the particular maestro.

It must be noted, however, that despite the program's response from 14 States, 75 per cent of the audiences of both shows are local and therefore not indicative of national selection. Some of the factors that influence fan mail on these stations are the personal appearances of bands in Chicago spots, such as Orrin Tucker at the Palmer House and Dick Jurgens at the Aragon Ballroom, the sudden acquisition of an unusual amount of radio wires and the various fan clubs around town that worship at the shrine of Lombardo, Duchin and Bob Crosby.

Among the up-and-coming bands that receive the most requests are Tiny Hill and Lawrence Welk, according to Chase, while Leyden's requests for the up-and-comers dwell around Will Bradley, Welk, John Kirby and Erskine Hawkins.

"Showmanship is the feature that puts a band across," stated Chase. "The kids that listen to these programs, are, for the most part, of high school and college age (who predominate as record buyers) and are thoroly informed about leaders and principals. They're the ones who ask for Tommy Dorsey because they like the way he features different sections of the band."

Leyden, in the same vein, said that it is "the bandleaders who are the first to listen to the voice of the fan. They are intensely interested in audience comment in order to improve themselves commercially, and wired ballrooms are a medium whereby the audience and the leader are brought into closer contact."

Modest

NEW YORK, Feb. 10.—Dance remotes now broadcast from the Edison and Lincoln Hotels here carry the announcement line, "NBC presents (name of band) from Maria Kramer's Hotel Lincoln (or Edison)." Believed to be the first time any such billing has been given on remotes. Hotels have a heavy schedule on NBC.

Charlie Barnet is at the Lincoln; Blue Barron, at the Edison.

Sask. Ballroom Ops Win First Round in Closing Time Fight

MOOSE JAW, Sask., Feb. 10.—Charges were dismissed here against Cal and Mrs. Clara Temple in the test case brought to determine the validity of the regulations which require Saskatchewan dance halls to remain closed from midnight Saturday until 8 o'clock the following Monday morning. Mr. and Mrs. Temple were charged under the Theaters and Cinematographs Act with having opened their Temple Gardens Ballroom here for dancing at 12:10 Christmas morning and again on New Year's morning.

Magistrate G. R. Trethewey upheld the argument of defense counsel W. G. Ross that the regulations under which the city police laid the information were ultra vires. W. M. Rose, crown prosecutor, said he was not certain whether or not the attorney-general's department would instruct him to appeal the decision. It is likely, however, that amending legislation will be introduced at the next session of the Legislature to stop dances shortly after Sunday midnight.

* * *

REGINA, Sask., Feb. 10.—Decision of the Moose Jaw police magistrate dismissing the operators of a dance hall on a charge of holding dances at 12:10 a.m. Christmas and New Year's has no effect upon the law pertaining to dance halls in Regina, in the opinion of G. Fraser Stewart, city solicitor. Local dance halls will still be prohibited from holding dances starting at 12:01 or later Sunday mornings.

The Moose Jaw charge was laid under regulations drafted by the minister and attached to the provincial statute itself. Locally, in addition to provincial legislation on the matter, there is a city by-law which calls for the same closing hours as the regulations under the statute. Therefore, if the regulations are ultra vires, the city by-law is still good, it is argued.

Moose Jaw has no such by-law.

Lunceford and Waldman Draw Heavily in Texas

LONGVIEW, Tex., Feb. 10.—Management of the Palm Isle Club here this week claimed that Herman Waldman, East Texas favorite, broke all existing records at the club for one-night dances with an attendance of 3,500.

Jimmy Lunceford, who did a one-nighter at the Cooper Club, Henderson, Tex., February 1, drew a heavy 1,200 dancers to the spot. Andy Kirk is on the next one-night schedule for February 23.

Donahue, Chester Strong In Two Scranton Stands

SCRANTON, Pa., Feb. 10.—Al Donahue drew a crowd of 700 at the University of Scranton Junior Prom at Masonic Temple here January 29. The gate was approximately $875.

Bob Chester entertained approximately 650 at the same spot Tuesday night (6) to gross close to $800.

ETHERIZED BUILDING

(Continued from page 9)

the day thereafter for an indefinite period.

Murphy recently concluded a stand at the Blue Meadow Gardens, Armonk, N. Y. Practically untried ability of the outfit put subsequent booking bids at a premium, with Gale then turning to radio for the attempt at popularizing the band and selling the network the idea of aiding and abetting the experiment. No bookings are planned for Murphy now, and no offers will be entertained unless the dates are such that they will not conflict with the air schedule. Concentration will be solely upon the latter as a means toward building the band to a point where it can command a price for outside work far in excess of its current figure.

Interesting angle is a contract stipulation that Murphy may not do any recording for a six-month period, which is by way of being a little experiment on NBC's part. Network is allegedly curious to find out whether or not the current belief that phonograph records have stolen the spotlight from radio as a band builder is actually correct, or if radio still wields the same power as a maker of orks that it did before the current tremendous interest in records, particularly on automatic music machines.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Robbins and Records

ONE of the most daring experiments in the music industry, conducted by Robbins, Feist and Miller music companies, was successfully concluded last week in New York and will now be extended as a practical plan to record stores thruout the United States. Jack Robbins, head of the Big Three music publishing houses, presented this plan to New York music shops several weeks ago, explaining that many new record buyers were musicians or students who had favorite instrumental stars whose styles these record fans invariably tried to carbon.

"If a record customer likes Harry James' disks and also sees James' instruction books or trumpet folios displayed with his recordings," Robbins told the platter merchants, "the dealer has three or four potential music items for sale instead of only one, a recording. For instance, with Jimmy Dorsey's records selling in larger quantities, Dorsey's saxophone method, sax solos and other publications are acquiring a larger buying market."

Steve Smith, proprietor of the Hot Record Music Shop; Milt Gabler, of the Commodore Music Store, and Sonya Rabson, head of the music-record division at the new Rabson Store, all indicated a new field of sales possibilities for record dealers in tying the display with the artists' publications.

Bernie Prager, general manager of Leo Feist, Inc., left New York for a seven-week cross-country business trip for the Big Three to outline the plan in detail before large record dealers in every city of the country. Meanwhile, the Big Three sales department has prepared a letter brochure explaining this profitable operation for record dealers who are anxious to adopt this new music selling plan.

* * *

In the interests of William Morris Agency in its effort to exploit Bob Zurke and Vincent Lopez to the hilt via the music machines, Hansen-Williams promotion plant is offering advertising aids to music machine operators placing the music of those maestri in their boxes. Mailing invites machine ops to "Catch Those Extra Nickels With This Bait." Self-addressed reply card returns photos, mats, display cards and other advertising material. Circular in itself is an attractive item, keynoting the recent Lopez and Zurke recordings.

* * *

Hal Kemp Hypo

A CLASSIC case of record promotion to boost the box office in connection with a personal appearance is the instance of Hal Kemp's recent theater week in Atlanta at the Roxy Theater. Everybody knew that Kemp was coming to town, talked about it, nobbed the movie palace to the gratification of the theater manager and by the same token moved Kemp platters across the counters to the gratification of the music store dealers. And it was all because of a simple, straightforward promotion, the kind that any intelligent leader can do when he comes to any town.

The week before Kemp opened an RCA-Victor combination radio and record player, playing a dozen of Hal's and the Smoothies' best cuttings, was placed in the lobby of the theater. A big display on the coming-in show was built around the machine, also plugging Victor-Bluebird recordings. One recording made by the house manager plugging Kemp's show as well as Cox Pharmacy, local RCA dealer who placed the machine in the theater, was played at regular intervals.

Three major record dealers in the city carried displays on Kemp's appearance and his records before and during his engagement. On music machines all over Atlanta were placed 5 by 7 display cards screaming: "See Hal Kemp in Person at the Roxy Theater January 14-20—Hear His Latest Victor Records Now." Local interest in Kemp, because of his scheduled appearance, prompted the music machine operators to put Kemp disks in machines and feature these display cards with them.

The day after he opened Kemp and his vocalists made a personal appearance in the record department of Rich's, one of Atlanta's largest department stores. In exploiting this appearance, which had Hal personally autographing his records which were purchased at that time, the store placed 4 by 6 sheets announcing the appearance on every floor of the store for five days prior to his showing-up. In addition, the store ran a 30-inch newspaper ad in *The Sunday Constitution* plugging the Kemp appearance at the store and his records. The day after his store stand Rich's followed with a double space ad plugging Kemp platters and tying up with the RCA-Victor combination machine. Another dealer, Bame's, Inc., on his own, carried a 10-inch ad opening day announcing the latest Kemp records, figuring the interest stimulated in the appearance was a natural for him to cash in on.

And at every performance at the Roxy Kemp further helped to push the sale of his Victor platters, since he has the famous little Nipper trademark painted boldly on the head of his bass drum.

Net results of this making capital on Kemp's personal were threefold. Firstly, the box office at the Roxy hiked upwards; secondly, Atlanta became a lot more record-conscious, and thirdly, sales of Kemp records jumped for all Atlanta dealers.

* * *

David O. Alber is concentrating on store tie-ups in the interests of maestro Johnny Green, with emphasis on the window display to catch the attention of passers-by. Alber has broken down the barriers at Steinway's in New York, arranging for Green's enlarged photo to be displayed in the Fifth avenue window. Heretofore, piano shop stuck to portraits of the concertizing ivory-pounders. Is also working out a deal with the Liberty music shops to devote an entire window to Johnny's Royale records. The Davega stores are also cooperating in this respect.

—M. H. Orodenker.

New Lancaster Dansant

LANCASTER, Pa., Feb. 10.—This college town gets another terp palace. Philip, Rupp, Claude Krammes and Mason Cannon joining hands to give dancers the Campus Club. Policy calls for nightly operation, with local tooters getting the call.

The Song Sensation of 1940 That Will Start a New Dance Craze
THE
ZIP ZIP ZIPPER DANCE
Introduced by Gene Krupa
Arr. by Paul Weirick
and
The New Ballad Hit
LAST NIGHT IN HEAVEN
Arr. by Mario Del Bianco
MERRITT PUBLICATIONS
111 West 57th Street, New York City
SEND FOR Orchestrations Today.
50 Cents Each.

WINDOW CARDS
FLASHY COLORS
Special Dance Posters for St. Patrick and Easter Dances, two and three colors, at only $4.50 per hundred. Write for Free Samples and Catalog.
BOWER SHOW PRINT FOWLER, IND.

PHOTO REPRODUCTIONS
IN ALL SIZES.
100 8x10, $5.75—50 for $3.25.
Write for Complete Price List.
MOSS PHOTO SERVICE
155 W. 46th St., New York City.
References: MCA, GRA, William Morris, RCA Victor, Etc.

TRAVEL . . . SAVE MONEY
Comfort sedans in all cities. Private cars daily. Stage expense plan. Special rate to units.
30 W. 34th St., New York City
Pvt. cars, register with us.
ATLANTIC AUTO TRAVEL BUREAU.
LOngacre 5-1770

ARRANGEMENTS
That Make Any Combination Swing by Customs Orders or Copies. Send $3.00 for Latest of "I May Be Wrong" for Trumpet, Clarinet, Tenor and Rhythm Section. A special get-acquainted offer.
HENRY ARMAN
740 W. MARKET ST., LIMA, OHIO

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

A

Aces, Four: (City Club) Erie, Pa., nc.
Adkins, Pats: (Ernie's) NYC, nc.
Alberti, Jules: (Pelham Heath Inn) Westchester, N. Y., nc.
Alberto: (Belmont) Miami Beach, Fla., nc.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Andre, Fabian: (Ambassador East) Chi, h.
Angelo: (Bertolotti's) NYC, nc.
Angulardo, Ed: (Earl Carroll) Los Angeles, nc.
Armstrong, Louis: (Cotton Club) NYC, nc.
Arnaz, Desi: (La Conga) NYC, nc.
Arnheim, Gus: (Muehlebach) Kansas City, Mo., h.
Astell, Billy: (Wilds) Soo, Mich., h.
Ayres, Mitchell: (St George) Brooklyn, h.

B

Baker, Bruce: (New Kenmore) Albany, N.Y., h.
Bardo, Bill: (Nicollet) Minneapolis, h.
Barnet, Charlie: (Lincoln) NYC, h.
Barnette, Al: (Million-Dollar) Kansas City, Kan., nc.
Barrett, Jackie: (Jimmie's) Miami, nc.
Barron, Blue: (Edison) NYC, h.
Barry Bros.: (Top Hat) Union City, N. J., nc.
Bartal, Jeno: (Piccadilly) NYC, h.
Basie, Count: (Hamilton Park) Waterbury, Conn., 18.
Bass, Paul: (Chateau Moderne) NYC, nc.
Baum, Charles: (St. Regis) NYC, h.
Berigan, Bunny: (Brunswick) Boston, h.
Bestor, Don: (Tower) Kansas City, Mo., 16-22, t.
Biltmore Boys: (Philadelphia) Phila, h.
Blanco, Pedro: (Embassy) Phila, nc.
Bleyer, Archie: (Earl Carroll) Los Angeles, nc.
Bonick, Lewis: (Fox and Hounds) Boston, re.
Bono, Richard: (Statler) Cleveland, h.
Booris, Al: (Tremont-Plaza) Boston, re.
Borr, Misha: (Waldorf-Astoria) NYC, h.
Bragale, Vincent: (Dempsey-Vanderbilt) Miami Beach, Fla., h.
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.
Braslow, Irving: (Dutkin's Rathskeller) Phila, re.
Brigode, Ace: (Merry Garden) Chi, b.
Brown, Pete: (Onyx Club) NYC, nc.
Brown, Nub: (Club Imperial) Detroit, nc.
Bruno, Anthony: (Latin Quarter) Boston, nc.
Bundy, Rudy: (Aragon) Cleveland, b.
Burton, Benny: (Bill Green's Casino) Pittsburgh, nc.
Bush, Eddie: (Seven Seas) Hollywood, nc.

C

Calloway, Cab: (Club Brownie) Fort Lauderdale, Fla., 17, nc.
Cancilla, Harry: (Atlanta-Biltmore) Atlanta, h.
Canry, Fernando: (Club Little) NYC, nc.
Carlin, Johnny: (Kugler's Arcadia) Phila, re.
Caruso, Marty: (Belmont) Miami Beach, Fla., nc.
Cassel, Allyn: (Century Room) Tulsa, Okla., b.
Cavallero, Carmen: (Statler) St. Louis, h.
Chandler, Hal: (La Mule) Los Angeles, c.
Charles, Don: (The Howdy Club) NYC, nc.
Chester, Bob: (State) Hartford, Conn., 16-20, t.
Childs, Reggie: (Rustic Cabin) Englewood, N. J., ro.
Chiquito: (El Morocco) NYC, nc.
Clinton, Larry: (Roosevelt) New Orleans, h.
Clyde, Harold: (Paradise) Joplin, Mo., nc.
Cole, Melvin: (Harry's New Yorker) Chi, nc.
Coleburn, Carl: (Matteoni's) Stockton, Calif., nc.
Coleman, Emil: (Ciro's) Hollywood, Calif., nc.
Collins, Jay: (Sherman's) NYC, re.
Conti, Eddie: (Marty Burke's) New Orleans, nc.
Continentals, The: (Monte Carlo) Chi, re.
Contreras, Manuel: (Henry) Pittsburgh, h.
Corea, Eric: (Village Barn) NYC, nc.
Coyle, Sheik: (Anthony Wayne) Hamilton, O., h.
Cromwell, Chauncey: (Stuyvesant) Buffalo, h.
Crosby, Bob: (New Yorker) NYC, h.
Crusaders, The: (Congress) Chi, h.
Cugat, Xavier: (Colony Club) Chi, nc.
Cummins, Bernie: (Van Cleve) Dayton, O., h.

D

Dailey, Duke: (Famous Door) NYC, nc.
Danders, Bobby: (Gay '90s) Chi, nc.
Datska, Yasha: (New Russian Art) NYC, re.
Davis, Paul: (Marlin's Tavern) Lima, O., nc.
Davis, Rookie: (Joe Deluca's Red Mill Inn) Merchantville, N. J., nc.
Davis, Eddie: (Larue's) NYC, re.
Davis, Johnny "Scat": (Colonial) Dayton, O., t.
Del Rossi, Alfred: (Morgan's Hall) Camden, N. J., b.
Delmar, Jerry: (McGee's Club 15) Phila, nc.
Demetry, Denny: (Club Royale) Detroit, nc.
De Rosa, Tommy: (Club Holland) NYC, nc.
Dibert, Sammy: (Powatan Club) Detroit, nc.
Dienno, Joe: (Benny the Bum's) Phila, nc.
Donahue, Al: (Armory) Durham, N. C., 16-17; (Strand Theater) Cumberland, Md., 18-19; (Empire Ballroom) Allentown, Pa., 20.
Doneck, Peter: (Horseshoe Bar) NYC, cb.
Dorsey, Jimmy: (Madrid Ballroom) Louisville 14; (Palmer House) Chi 17.
Drummond, Jack: (Variety Club) Albany, N.Y., nc.
Duffy, George: (Child's Spanish Gardens) NYC, re.
Duke, Jules: (Tutwiler) Birmingham, h.
Duranda: (La Conga) Hollywood, nc.

E

Eby, Jack: (Royal Palm) Miami, nc.
Eldridge, Roy: (Manhattan Center) NYC.
Ellington, Duke: (Regal) Chi, t.
Ellis, Joe: (Queen Mary) NYC, re.
Engel, Freddy: (Circle Inn) Latham, N. Y., nc.
Erwin, Lee: (Old Vienna) Cincinnati, re.

F

Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.
Fiddlers Three: (Robidoux) St. Joseph, Mo., h.
Fielder, Johnny: (Plaza) San Antonio, h.
Fields, Shep: (Windsor) Bronx, N. Y., 15-21, t.
Fisher, Buddy: (Trocadero) Evansville, Ind.
Fisher, Freddie: (Blatz's Palm Gardens) Milwaukee, nc.
Fisher, Mark: (Nappo Gardens) Chi, nc.
Fiske, Dwight: (Savoy Plaza) NYC, h.
Flindt, Emil: (Paradise) Chi, b.
Foley, Frank: (Rendezvous) New London, Conn., re.
Fomeen, Basil: (Belmont Plaza) NYC, h.
Foster, Chuck: (Biltmore Bowl) Los Angeles, nc.
Francis, Benita: (Oasis) Seattle, nc.
Frasetto, Joe: (Benny the Bum's) Phila, nc.
Freedley, Bob: (Troc) NYC, nc.
Primi Jr., Rudolph: (Deshler-Wallick) Columbus, O., h.
Freeman, Bud: (Kelly's Stables) NYC, nc.

Orchestra Routes

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

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

G

Gagen, Frank: (Statler) Cleveland, h.
Gaillard, Slim: (Sherman) Chi, h.
Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
Garber, Jan: (Victor Hugo's) Hollywood, Calif., nc.
Garr, Glenn: (Syracuse) Syracuse, h.
Gasparre, Dick: (Terrace Club) Miami, nc.
Gaston: (Monte Carlo) NYC, cb.
Gates, Bill: (Log Cabin Inn) Cedar Grove, N. J., nc.
Gerard, Gerry: (Schneider's Tavern) Cleveland, nc.
Gilbert, Jerry: (Cawthon) Mobile, Ala., h.
Glass, Billy: (Pastor's) NYC, nc.
Godoy Conga Band: (Leon & Eddie's) NYC, re.
Golden, Neil: (Belmar) Miami, Fla., h.
Goodman, Benny: (Stanley) Pittsburgh, t.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Gordon, Gray: (Arcadia) NYC, b.
Graff, Johnny: (Anchorage) Phila, nc.
Gray, Glen: (Carolina Theater) Spartanburg, S. C., 14; (Ambassador Theater) Raleigh 15; (Univ. N. C.) Chapel Hill, N. C., 16.
Green, Johnny: (Benjamin Franklin) Phila 17, h.
Green, Barney: (Pontchartrain Bar) Detroit, c.

H

Hagenor, Herb: (Warwick) Phila, h.
Hahn, Al: (Coronado) St. Louis, h.
Hall, Sleepy: (Alban's Hofbrau) St. Albans, L. I., nc.
Hamilton, Bob: (Majestic) Long Beach, Calif., b.
Hamilton, George: (Beverly-Wilshire) Los Angeles, h.
Hamp, Johnny: (Ansley) Atlanta, h.
Harris, George: (Bradford) Boston, h.
Harris, Ken: (French Lick Springs) French Lick, Ind., h.
Harris, Phil: (Wilshire Bowl) Los Angeles, re.
Hauck, Happy: (Chez Ami) Buffalo, nc.
Hawkins, Erskine: (Savoy) NYC, b.
Hayton, Lennie: (Raymor) Boston, b.
Henderson, Horace: (510 Club) Chi, nc.
Herbeck, Ray: (Biltmore) Dayton, O., h.
Herman, Woody: (Sherman) Chi, h.
Herth, Milt: (Golden Gate) NYC, b.
Hill, Tiny: (Madura's) Hammond, Ind., b.
Himber, Richard: (Pierre) NYC, h.
Hite, Les: (Golden Gate) NYC, nc.
Hoagland, Everett: (Waldorf-Astoria) NYC, h.

Levant, Phil: (Gibson) Cincinnati, h.
Little, Little Jack: (Univ. Ind.) Bloomington, Ind., 17; (Morrison Hotel) Chi 18.
Lombardo, Guy: (Cocoanut Grove) Los Angeles, h.
Long, Johnny: (Chez Ami) Buffalo, nc.
Lopez, Vincent: (Palace) San Francisco, h.
Lorch, Carl: (Lookout House) Covington, Ky., nc.
Lowe, Bert: (Lenox) Boston, h.
Lucas, Clyde: (Statler) Detroit, h.
Lunceford, Jimmie: (Sweet's Ballroom) Oakland, Calif., 15; (Auditorium) San Francisco 16; (Palm Grove Ballroom) Oroville 17; (El Campanil Theater) Antioch 18; (Rainbow Gardens) Fresno 19; (Auditorium) Bakersfield 20; (Sweet's Ballroom) Sacramento 21; (Civic Auditorium) San Jose 22; (Auditorium) Stockton 24; (Sweet's Ballroom) Oakland 25-26.
Lyman, Abe: (Royal Palms) Miami, Fla., nc.

M

McClean, Jack: (Trianon) Chi, b.
McCune, Bill: (Carlston) Washington, D. C., h.
McGill, Billie: (Wonder Boat) Detroit, nc.
McHale, Jimmy: (Westminster) Boston, h.
McIntire, Dick: (Hula Hut) Hollywood, nc.
McIntire, Lani: (Lexington) NYC, h.
McKinney, William: (Plantation) Detroit, nc.
McLean, Connie: (Kit Kat) NYC, nc.
McRae Bros.: (Havana Casino) Buffalo, nc.
McShann, Jay: (Continental) Kansas City, Mo., nc.
Madriguera, Enric: (Jung) New Orleans, h.
Mckay, Coyle: (Saks Show Bar) Detroit, nc.
Maleville, Buddy: (Del Monte) Oroville, Calif., h.
Mann, Milt: (Casa Blanca) Woodside, L. I., nc.
Manone, Wingy: (Kelly's Stables) NYC, nc.
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.
Marcano, Grupo: (El Chico) Phila, nc.
Marcelino, Muzzy: (Wilshire Bowl) Los Angeles, nc.
Mario: (Pastor's) NYC, nc.
Mario, Don: (Music Bar) NYC, nc.
Marsala, Joe: (Fiesta) NYC, b.
Martin, Eddie: (Arcadia) Detroit, b.
Martin, Freddy: (Chase) St. Louis, h.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Marton, Don: (St. Regis) NYC, h.
Martone, Johnny: (Music Box) Omaha, nc.
Masters, Frankie: (Roosevelt) NYC, h.
Mathey, Nicholas: (Casino Russe) NYC, nc.
Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.
Maus, Stewart: (Capitola) Capitola, Calif., h.

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

Hollywood Serenaders: (Wofford) Miami Beach, Fla., h.
Holmes, Herbie: (Adolphus) Dallas, h.
Holmes, Miller: (Gym) University, Miss., b.
Hose, Al: (Park Lane) NYC, h.
Hopkins, Claude: (Golden Gate) NYC, b.
Howard, Hal: (Trianon) Ocean Park, Calif., b.
Huarte, Julian: (Marta's) NYC, cb.
Huggins, Dave: (Berkley Carteret) Asbury Park, N. J., h.

I

Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J

Jackson, Jimmie: (Paradise) Chi, b.
James, Harry: (National Park College) Forest Glen, Md., 17.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Bill: (Cozy Corner) Detroit, nc.
Jones, Emperor: (Brick Club) NYC, nc.
Joy, Jimmy: (Greystone) Detroit, 14,16,17, 19, b.
Juneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick: (Aragon) Chi, b.

K

Kaaihue's, Johnny, Royal Hawaiian Quartet: (Gibson) Cincinnati, h.
Kay, Don, & Charmettes: (Club Frontenac) Detroit, nc.
Kay, Herbie: (Cleveland) Cleveland, h.
Kaye, Sammy: (Commodore) NYC, h.
Keith, Carl: (Primrose) Newport, Ky., cc.
Kellem, Milton: (Delmonico's) Phila, nc.
Keller, Leonard: (Bismarck) Chi, h.
Kelley, Frank: (Open Door) Phila, nc.
Kendis, Sonny: (Athletic Club) Detroit, nc.
Kent, Erwin: (Shalimar) Newark, N. J., c.
Keys, Van: (San Carlos) Pensacola, Fla., h.
King, Gerry: (Village Brewery) NYC, nc.
King, Russell: (Steve's) NYC, nc.
King, Henry: (Plaza) NYC, h.
Kirby, John: (Trocadero) Hollywood, Calif., nc.
Kish, Joe: (Vine Gardens) Chi, nc.
Klyde, Harvey: (Chateau) Chi, b.
Korn Kobblers: (Darling) Wilmington, Del., h.
Krupa, Gene: (Meadowbrook) Cedar Grove, N. J., cc.
Kraus, John: (White Way) Atco, N. J., h.
Kuhn, Dick: (Astor) NYC, h.
Kurtze, Jack: (Child's) Syracuse, re.

L

Lake, Sol: (606 Club) Chi, nc.
Lang, Teddy: (Swing) NYC, nc.
Lande, Jules: (St. Regis) NYC, h.
Lane, Jimmy: (Mandalay) Los Angeles, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Sid: (Hi-Hat) Chi, nc.
Lang, Lou: (White) NYC, h.
Lansberry, Hal: (Show Bar) Forest Hills, L. I., c.
Lanza, Joe: (Penn-Atlantic) Atlantic City, h.
Lapp, Horace: (Royal York) Toronto, Ont., h.
Lazin, Charles: (Club Oasis) Detroit, nc.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
Lemish, Bert: (Stampa) Phila, nc.
Leonard, Bob: (Sports Circle) Hollywood, nc.
LeRoy, Howard: (Ohio) Youngstown, O., h.

Malneck, Matty: (Paramount) NYC, t.
Melvin, Jack: (Club Bali) Miami Beach, nc.
Messner, Johnny: (McAlpin) NYC, h.
Messner, Dick: (Barnard College) NYC 16.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Glenn: (Pennsylvania) NYC, h.
Miller, Fritz: (Ritz-Carlton) Atlantic City, h.
Mills, Dick: (Nat Supper Club) Amarillo, Tex., nc.
Molina, Carlos: (La Conga) NYC, nc.
Monchito: (Stork Club) NYC, c.
Monroe, Vaughn: (Dempsey - Vanderbilt) Miami Beach, Fla., h.
Mooney, Art: (New Kenmore) Albany, N.Y., h.
Moore, Carl "Deacon": (Aragon) Cleveland 14, 16, 19, 21, 23, 24, b.
Morgan, Russ: (Carlton) Jamaica, N. Y., 15-18, t.
Morris, George: (Whirling Top) NYC, nc.
Morton, Ray: (Warwick) NYC, h.
Moye, Doug: (Ship Ahoy) New Rochelle, N. Y., nc.
Munro, Hal: (Lowry) St. Paul, h.
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murray, Charlie: (Stork Club) NYC, nc.

N

Nelson, Ozzie: (Blackhawk) Chi, nc.
Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., b.
Noble, Leighton: (Statler) Boston, h.
Noble, Ray: (Beverly-Wilshire) Los Angeles, h.
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

O

Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Oliver, Fred: (Warwick) NYC, h.
Oliver, Eddie: (Hollywood Beach) Hollywood, Fla., h.
Olsen, George: (Biltmore) NYC, h.
Osborne, Will: (St. James Theater) Asbury Park, N. J., 15; (Waldorf-Astoria Hotel) NYC 16; (Menorah Temple) Brooklyn 17; Amherst (Mass.) College 23.
Ovando, Manuel: (Dempsey's) NYC, re.
Owens, Harry: (Roosevelt) Hollywood, h.

P

Pablo, Don: (Palm Beach) Detroit, nc.
Page, Paul: (Pla-Mor) Kansas City, Mo., b.
Palermo, William: (La Marquise) NYC, nc.
Panchito: (Versailles) NYC, nc.
Pancho: (La Martinique) NYC, nc.
Pani, Nick: (Coronado) St. Louis, h.
Pastor, Tony: (Roseland-State) Boston, b.
Patterson, Roger: (Yacht Club) Phila, nc.
Perry, Ron: (Bossert) Brooklyn, h.
Petti, Emile: (Savoy-Plaza) NYC, h.
Pierre: (New Russian Art) NYC, nc.
Pineda, Juan: (Monte Cristo) Chi, re.
Powell, Teddy: (Southland) Boston, c.
Prager, Col. Manny: (Radisson) Minneapolis, h.
Prima, Louis: (Hickory House) NYC, nc.
Pullo, Ben: (Joyland) Boston, nc.

Q

Quartell, Frank: (Colosimo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

R

Ramos, Ramon: (Ambassador) NYC, h.
Randolph, Jack: (Jungle) Trumbull City, O., nc.
Rapp, Barney: (Barney Rapp's) Cincinnati, nc.
Rasmussen, Don: (Metz) Wausau, Wis., nc.
Ravel, Don: (Dixie Lee's Old South) NYC, nc.
Ray, Bernie: (Black & Gold) Holyoke, Mass., b.
Raymond, Nicki: (Coq Rouge) NYC, nc.
Read, Kemp: (Stonebridge) Tiverton, R. I., h.
Reader, Charles: (Versailles) NYC, nc.
Reichman, Joe: (Peabody) Memphis, h.
Renard, George: (Greenwich Village Casino) NYC, nc.
Resh, Benny: (Bowery) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Rinaldo, Nino: (885) Chi, nc.
Ritz, Case: (Ritz) Bridgeport, Conn., b.
Roberts, Bill: (Cosmopolitan) Denver, h.
Robie, Chet: (Ye Olde Cellar) Chi, nc.
Rodrigo, Nano: (Havana-Madrid) NYC, nc.
Roesch, Al: (Village Garden) Atlantic City, c.
Rollini, Adrian: (Piccadilly) NYC, h.
Roth, Eddie: (Alabam) Chi, nc.
Rudy's: (Gypsy Camp) NYC, cb.
Ruggiero, Larry: (Montparnasse) NYC, nc.

S

Sabin, Paul: (Ritz-Carlton) Atlantic City, h.
Sachs, Coleman: (Pickwick Yacht Club) Birmingham, Ala., h.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sanders, Roy: (Delmar) Galveston, Tex., nc.
Saunders, Red: (Club DeLisa) Chi, nc.
Savitt, Jan: (Empire) Allentown, Pa., 14, b.
Schreiber, Carl: (Pershing) Chi, 15, 18, 22, b.
Schroeder, Gene: (The Pirates Den) NYC, nc.
Scoggin, Chic: (Heidelberg) Jackson, Miss., h.
Scott, Ivan: (Trocadero) Hollywood, nc.
Scotti, William: (Park Lane) NYC, h.
Senators, The: (Pelican Club) Palm Beach, Fla., nc.
Sharkey, Bill: (Troc) NYC, nc.
Shelton, Dick: (Trocadero) Evansville, Ind., nc.
Sherman, Maurie: (Wesport Beach Club) Los Angeles 17.
Sherr, Jack: (9 o'Clock Club) NYC, nc.
Siry, Larry: (Mon Paris) NYC, nc.
Sissle, Noble: (Diamond Horseshoe) NYC, re.
Smith, Dude: (Sevron) Phoenix, Ariz., nc.
Smith, Otis: (Wind Mill) Natchez, Miss., nc.
Sousa III, John Philip: (Paxton) Omaha, h.
Stabile, Dick: (Essex House) NYC, h.
Stefano's Hawaiians: (Beachcomber) NYC, nc.
Steiber, Ray: (El Dumpo) Chi, nc.
Stern, Sammy: (Oasis) Detroit, nc.
Stipes, Eddie: (Bank Bar) Toledo, O., nc.
Straeter, Ted: (Pete's Monte Carlo) NYC, nc.
Stuart, Gene: (Rainbow) Miami, nc.
Stuart, Nick: (Mark Hopkins) San Francisco, h.
Sudy, Joe: (Bath Club) Miami, Fla., nc.
Sullivan, Joe: (Cafe Society) NYC, c.
Sylvio, Don: (Bertolotti's) NYC, nc.

T

Tan, Jimmie: (Kaufman's) Buffalo, nc.
Tanella, Steve: (Willowmere Inn) Union City, N. J., nc.
Teagarden, Jack: (Hood College) Frederick, Md., 17.
Terry, Frank: (McVan's) Buffalo, nc.
Thomas, Hark: (Commodore) Detroit, nc.
Thompson, Lang: (Benjamin Franklin) Phila, h.
Tisen, Paul: (Commodore) NYC, h.
Thoma, Wit: (El Tivoli) Dallas, nc.
Tovaro, Pedro: (Henry) Pittsburgh, h.
Trace, Al: (Ivanhoe) Chi, nc.
Trovato, Salvatore: (New Yorker) NYC, h.
Trumbauer, Frank: (Roberts) Muncie, Ind., h.
Tucker, Orrin: (Palmer House) Chi, h.
Tucker, Tommy: (Murray's) Tuckahoe, N. Y., ro.

U

Underwood, Allan: (Deckerle's) Evansville, Ind., nc.
Unell, Dave: (Club Alabam') Chi, nc.

V

Varallo, Johnny: (President) Atlantic City, h.
Varrell, Tommy: (Barrel of Fun) NYC, nc.
Varzos, Eddie: (St. Moritz) NYC, h.
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.
Venuti, Joe: (Colonial) Detroit, t.
Vocalions: (Marine Grill) Detroit, nc.

W

Wald, George: (Brown) Louisville, h.
Wallace, Don: (Vesta Del Lago) Wilmette, Mich., nc.
Wallace, Anne: (Sherman's) San Diego, Calif., nc.
Walters, Lee: (Albans Hofbrau) Addisleigh Park, L. I., re.
Wardlaw, Jack: (Jefferson Standard Club) Greensboro, N. C., 15; (Marshall Field Valentine Ball) Fieldale, Va., 16; (Sedgefield Country Club) Greensboro, N. C., 17; (Univ. Md. Military Ball) Baltimore 21.
Warney, Leo: (Monte Carlo) NYC, nc.
Warren, Arthur: (Boca Raton Club) Boca Raton, Fla., nc.
Wasson, Hal: (Club Seville) Grand Rapids, Mich., nc.
Watson, Leo: (Onyx) NYC, nc.
Watts, Kenny, & His Kilowatts: (Kelly Stables) NYC, nc.
Weeks, Ranny: (Netherland Plaza) Cincinnati, h.
Weller, Curt: (Embassy) Phila, nc.
Welk, Lawrence: (Rice) Houston, h.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
Wharton, Dick: (Bellevue-Stratford) Phila, h.
Whiteman, Paul: (Strand) NYC, t.
Widmer, Bus: (Riverside Park) Phoenix, Ariz., b.
Williams, Sande: (Astor) NYC, h.
Williams, Griff: (Stevens) Chi, h.
Williams, Hod: (Rainbow Grill) Hollywood, Fla., nc.
Wilson, Teddy: (Golden Gate) NYC, b.
Winton, Barry: (Rainbow Grill) NYC, nc.
Witkowski, Franciszek: (Polish) NYC, re.

Y

Young, Ben: (Northwood Inn) Detroit, nc.
Young, Roland: (Lombard's) Bridgeport.

Z

Zahler, Al: (Log Cabin) Trenton, N. J., nc.
Zarin, Michael: (Roney-Plaza) Miami Beach, Fla., h.
Zikes, Leslie: (Chez Ami) Buffalo, nc.
Zinder, Max: (Del Rio) Peach Cross, Hagerstown, Md.
Zollo, Leo: (Benny the Bum's) Phila, nc.

OUT-OF-TOWN OPENINGS

"Thanks for My Wife"

(Selwyn)
CHICAGO

A comedy in three acts, presented by Bobby Crawford and William Friedlander. Written by Joseph Carole and Alan Dinehart. Directed by Mr. Friedlander. Cast includes Alan Dinehart, Glenda Farrell, Lyle Talbot, Sheila Bromley, Jack Smart, Austin Fairman, Archie Robbins and Madora Keene.

The story revolves around Dinehart, hardened syndicated columnist who is determined to straighten out matters for the good between Talbot, his playwriting friend, and Miss Farrell, Broadway actress who married Talbot to further her own ambition in the theater. By taking advantage of his position he threatens to expose Miss Farrell's past unless she place the stage in secondary position and favor her amiable husband rather than her $400 pooch. Once this is accomplished the reformed Miss Farrell gives Dinehart a dose of his own medicine and binds him with his pretty secretary, whom he loved all these years anyway.

While the above synopsis may not indicate it, the farce, tho familiar in nature, furnishes a hilarious evening of entertainment. The play is punctured with healthy laughs and the cast, topped by veterans of the stage and screen, is highly capable.

Dinehart is master of all situations and has seldom been seen in a funnier role. Miss Farrell handles her lines expertly, as does Talbot. Both are admirably cast. Miss Bromley is the suitably explosive secretary, pacing thru her scenes with marked self-assurance. Austin Fairman enacts the role of Miss Farrell's angel and admirer with proper balance. The remainder of the cast is equally good in minor roles.

What the customers will be commenting on after curtain time, however, are the bright lines and laughs generously sprinkled thruout the play.

Sam Honigberg.

"A Passenger to Bali"

(Shubert Theater)
NEW HAVEN, CONN.

A play by Ellis St. Joseph, staged by John Huston in settings by Lawrence L. Goldwasser. Presented by Montgomery Ford, with a cast including Walter Huston, Colin Keith-Johnston, William Harrigan and Cecil Humphreys.

This is an elaborately mounted treatise dedicated to the proposition that there is a fascination about that which a man hates that is apt to grow to proportions completely engulfing his reason. Such is the fate of the captain of the S. S. Roundabout, sailing the Southern Pacific when a flying dutchman makes himself an unwelcome passenger.

The audience at the premiere was unable to figure it out, but Walter Huston's performance as the evil one was so compelling that nearly a dozen curtains were taken.

The settings and atmosphere are very effective. Mr. Huston's friends will find it compensating, but there will be others who will find it verbose and greatly overwritten.

There are no women in the cast, altho there is an opportunity to bring a few on. *Passenger to Bali* appears to be a good selling title, and the play has definite Hollywood possibilities, since there are various shore activities discussed that could be brought into a screen version. As a play, confined to the ship, it runs to talk rather than motivating action.

J. B. Tuthill.

'Column' Philly Click Despite Bad Notices

PHILADELPHIA, Feb. 10.—*The Fifth Column*, closing a fortnight run at Forrest Theater tonight, did better at the box office than local dramatic criticisms and follow-up comment would indicate. The Hemingway saga, with Franchot Tone in the lead, pulled a nice $17,500 for its first week and held on for an okeh $15,500 for the second. Local drama chiefs could muster no enthusiasm for either the play or its players. *Column* was second of the American Theater Society subscription plays, which means about $4,000 for the house.

Streets of Paris follows Monday (12) for at least two weeks, depending on biz.

Locust Theater stayed dark this week when *Kiss the Boys Goodnight* dropped to $5,700, at $1 top, for its third week ending last Saturday (3). Play did a socko $7,900 in its second week and was figured to linger until *The Little Foxes* comes in Monday (12) for a fortnight. *Foxes* will be the third in the ATS series, and will get further financial assist from the Philadelphia Forum, local concert and lecture series, which takes over the entire house for the first two nights the second week. *Key Largo*, originally inked in for the Forrest, switches to the Locust to follow *Foxes* for two weeks on February 26.

Theater Talk

By SHERLING OLIVER

Lines and Business:

Last week brought regrettable confirmation of the frequently heard aside that talent in the theater is less important than whom you know.

It is possible for one mountebank exhibition to destroy years of effort toward bringing the theater to a dignified and rightful place in the intellectual life of our times.

Prompts and Cues:

He will tell you he's going to throw your face in the garbage can and give you a new one—and do it. We've known him for years as an amiable and pleasant fellow keenly interested in the theater. The other day we dropped by his studio and discovered that, thru research and practice, he has made himself one of the best authorities in the country on stage make-up. He has solved the problems of scores of leading players. He is equally good on glamour-phizz or horror-puss, and enjoys it as much as you do when one of his faces goes places. His name, EDDIE BENZ.

Bits and Pieces:

THE ROCKETTES are reading *The Nazarene*, but that doesn't stop them getting sore when you call them ballet girls. . . . A new place to dine that you will thank us for mentioning is the Studio Club in Mt. Vernon, N. Y. It started quietly several years ago in an artist's studio and has outgrown itself three times, but it's still quiet. Four huge open fireplaces, an electric organ, exceptional food and drink at modest prices, waiters with, believe it or not, a sense of humor, and a clientele of ladies and gentlemen. (You're wrong. We paid for our meal.) . . . RUSSEL RHODES, who used to act, is staff reporter on *The New Haven Register* as well as feature writer for *The Herald-Tribune* drama page. . . . OLLIE BARBOUR, summer director at Mt. Kisco, is making eyes at television. . . . IAN KEITH, still touring Australia, is coming back soon. . . . BILL MOWRY and BLAKE JOHNSON, who last year operated at Bass Rocks, are reported building a new summer theater at Magnolia, Mass. . . . There was no part for DAVID ORRICK in *Two for the Money*, so he's keeping office hours for the GILKEY-MACY firm. . . . LILI VALENTY, the Polish star, is now an American citizen. . . . Another one-act play theater took it on the nose because of bad choice of plays. And there are so many good ones. The current avid yen of the public for horror pictures suggests a Grand Guignol playhouse. It might prove a not too expensive starter for one of the ambitious young groups.

MARY LEE SETTLE, one of the mainstays of BOB PORTERFIELD'S Barter Theater, was married the other week to RODNEY DOUGLAS JAMES WEATHERBEE, of J. Walter Thompson's London office. . . . At the Modern Museum's exhibit of Italian old masters: Verrochio's bronze statue, *David*, is posed in the middle of a swish-hand on the left hip, with little finger arched, no less. There may be a tip to actors in that the finest painters used less pigment. Downstairs a sweet young thing was searching for a word to describe Juan Gris' surrealist *Chessboard*, and finally came up with, "I think it's very apropos!" . . . EFRAM ZIMBALIST JR., son of the violinist and the late ALMA GLUCK, is studying for the stage at the Neighborhood Playhouse. He's handsome. . . . BOB BUCKNER is reported to have finished two acts of a play on Aaron Burr. . . . Lines on a 15th century sun-dial: "The warmth of the sun for pardon; The song of the birds for mirth. You are nearer to God in a garden, Than anywhere else on earth."

HALL SHELTON will produce *The American Princess*, a Continental musical comedy. Book by BORIS DE TANKO, music and lyrics by CARLO and SANDERS. . . . Despite denials, our spy No. 31 reports ORSON WELLES and JOHN HOUSMAN have definitely split. . . . HENRY LEWIS, of the WILLIAM MORRIS office, is offering *Victory Tavern*, by BEN BENGAL, author of *Plant in the Sun*, and *What If They Hadn't?*, an intimate musical by ALEC WILDER and WILLIAM ENGVICK. LEWIS is also helping MILDRED WEBER with casting. These two are confident their client, EDMUND O'BRIEN, will soon be a star. . . . THE REVUERS, recently a feature at the Rainbow Room, are making recordings of a satirical operetta which they wrote and are thinking about as a stage production. . . . *Worth a Million*, with a cast loaded with movie and social names, may be headed for a long road tour before coming in. . . . ELAINE BARRIE may go into *My Dear Children* February 15, which is JOHN BARRYMORE'S birthday. . . . They say EVELYN WAHLE'S movie tests are sensational. She does the maid in *Margin for Error*, and very well too. . . . The movies have cut down on long-term offers to stagefolk, and are offering one-picture deals. . . . The big laugh in *Geneva* was when ERNEST BORROW, playing Mussolini, turns to MAURICE COLBOURNE, playing Hitler, and yells, "My understudy!" . . . *Tonight's the Night* (film) is making out-of-town actors homesick. Two-thirds of it is laid in the Lambs' Club.

This column no print Confucius Say. . . . It doesn't matter, but if it's true as the blitzspeed cameras tell us that a golf ball is in contact with the head of the club only 1-500th of a second on a normal swing, what's the good of a follow thru? . . . PEGGY WEBSTER is back from the Coast. Did our prognostication lay an egg? . . . Flu is wrecking picture and radio schedules out west. . . . LYMAN BROWN has authored an original radio serial. Its title is self-explanatory, *Famous Stage Doors*, and no one should know better than LYMAN. . . . ALBERT J. WEISBROD has purchased *M Is for the Million*, by HENRY K. MORITZ. . . . At a radio broadcast the other night a group of husky young sailors from the Coast Guard were enjoying themselves without forgetting the dignity of the service. Preparing to leave, one turned to another and created a sensation by saying, "Will you make love to me?" In Coastguardese it means pulling the blouse collar down smoothly under the pea jacket. . . . NANCY COCHRAN, Boston socialite, has an excellent chance of replacing CELESTE HOLM in *Time of Your Life*, which is grossing more at the Guild Theater. Celeste is headed for *Another Sun*. . . . Always a pioneer in theatrical ideas, TOM CRACRAFT has something big this time. According to those who should know, his all-electric orchestra marks the biggest advance the field of music has ever known. It can produce almost uncountable tones never before heard by the human ear. NBC is quite excited over its possibilities.

True Story:

In a current musical the cast stood jittering in the wings the other night watching a knife-thrower throw knives at—and carefully miss—his wife. She'd had her husband served with papers in a separation suit just before going on for the act.

See you next week.

Producers Vote on Wire Ticket Plan

NEW YORK, Feb. 10.—Members of the League of New York Theaters are being polled, via letters sent out Wednesday (7), on their willingness to accept proposal for distribution of theater tickets by the Postal Telegraph and Western Union offices. League's board is favorably disposed toward the plan.

As described to the members, plan is this: Each WU or PT office in Greater New York would have a direct line with box office, so that any person going into any of the offices, or in some cases telephoning in, could have the telegraph clerk ascertain seats available at box office. Customer would pay cash at telegraph office, which in turn would deduct a 10-cent charge before remitting to box office. Cost of direct wire would have to be borne by the theater. Plan in no way would interfere with allotments to brokers, since business would be confined to quota theaters are required by code to keep at the box office. Public would continue to pay just box-office prices.

Review Percentages

(Listed below are the decisions of dramatic critics on the eight general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with eight "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

"The Taming of the Shrew"—100%

YES: Waldorf *(Post)*, Watts *(Herald Tribune)*, Mantle *(News)*, Atkinson *(Times)*, Lockridge *(Sun)*, Anderson *(Journal-American)*, Coleman *(Mirror)*, Whipple *(World-Telegram)*.

NO: None.

NO OPINION: None.

* * *

"Two for the Show"—75%

YES: Atkinson *(Times)*, Coleman *(Mirror)*, Anderson *(Journal-American)*, Waldorf *(Post)*.

NO: None.

NO OPINION: Watts *Herald-Tribune)* Mantle *(News)*, Lockridge *(Sun)*, Whipple *(World-Telegram)*.

Philly Playgoers Organize To Get More, Better Shows

PHILADELPHIA, Feb. 10.—Socialites have organized a campaign to bring more and better shows to this city. With Luis J. Villalon as executive secretary, the Theatergoers' Council has been formed "to assure a stronger, better theater for Philadelphia."

Villalon is currently on a speech-making tour of the local and suburban women's clubs, making a plea to those interested in the legit theater to "help in returning Philadelphia to the drama map." He cites three reasons why the theater here has been dying on its feet—the lack of diversity in the plays presented, the high cost of tickets to "tryouts" which proved disappointing and the short runs of really outstanding plays.

Council has the support of the Shubert management of the Forrest and Locust theaters, only remaining legit houses. It is at present distributing literature in the theater lobbies.

Council's eventual force is still nebulous, but it hopes to muster enough support to practically subsidize the local legit season. Initial reaction of main liners indicates that the council stands an even chance to click.

BROADWAY RUNS

Performance to February 10, Inclusive.

Dramatic	Opened	Perf.
Geneva (Miller's)	Jan. 30	15
Juno and the Paycock (revival) (Mansfield)	Jan. 16	31
Key Largo (Barrymore)	Nov. 27	88
Life With Father (Empire)	Nov. 8	110
Male Animal, The (Cort)	Jan. 9	39
Man Who Came to Dinner, The (Music Box)	Oct. 16	136
Margin for Error (Plymouth)	Nov. 3	115
My Dear Children (Belasco)	Jan. 31	14
Philadelphia Story, The (Shubert)	Mar. 28	367
See My Lawyer (Adelphi)	Sept. 27	158
Skylark (Morosco)	Oct. 11	142
Taming of the Shrew, The (Alvin)	Feb. 5	8
Time of Your Life, The (Guild)	Oct. 25	126
Tobacco Road (Forrest)	Dec. 4, '33	2629
Two on an Island (Broadhurst)	Jan. 22	24
When We Are Married (Lyceum)	Dec. 25	56
Musical Comedy		
DuBarry Was a Lady (46th St.)	Dec. 6	78
New Hellzapoppin (Winter Garden)	Dec. 11	72
Pins and Needles (Windsor)	Nov. 27, '37	952
Streets of Paris, The (Majestic)	June 19	271
Too Many Girls (Imperial)	Oct. 18	124
Two for the Show (Booth)	Feb. 8	4

New Plays on Broadway

Reviewed by Eugene Burr

ALVIN

Beginning Monday Evening, February 5, 1940

THE TAMING OF THE SHREW

(Limited Revival)

A comedy by William Shakespeare, starring Alfred Lunt and Lynn Fontanne. Directed by Harry Wagstaff Gribble. Setting designed by Carolyn Hancock, built by Vail Construction Co., and painted by Triangle Studios. Costumes designed by Claggett Wilson and executed by Eaves Costume Co. and Pulliche. Press agent, Joseph Heidt. Stage manager, George Greenberg. Assistant stage manager, Charva Chester. Presented by the Theater Guild, Inc. (in association with John C. Wilson), for the benefit of the Finnish Relief Fund.

Christopher Sly ..... Richard Whorf
A Lord ..... Philip Bourneuf
First Huntsman ..... Gilmore Bush
Second Huntsman ..... Cameron Mitchell
Third Huntsman ..... Brooks West
Bartholomew, a Page ..... Donald Buka

ACTORS IN THE PLAY

Lucentio ..... Alan Hewitt
Tranio ..... Norman Stuart
Two Townswomen ..... Sharon Curran, Grace Coppin
Pantaloon ..... Charles Bowden
Baptista ..... Sydney Greenstreet
Gremio ..... Francis Compton
Hortensio ..... Byron McGrath
Bianca ..... Fay Baker
Katherine ..... Lynn Fontanne
Biondello ..... Alex Courtney
Petruchio ..... Alfred Lunt
Grumio ..... S. Thomas Gomez
Widow ..... Edith King
Maid ..... Grace Coppin
Curtis ..... Edith King
Servants to Petruchio:
Nathaniel ..... Gilmore Bush
Joseph ..... Ralph Nelson
Gregory ..... Robert Downing
Philip ..... Brooks West
Cook ..... Gordon Mills
Haberdasher ..... Cameron Mitchell
Tailor ..... Charles Bowden
A Pedant ..... Wm. Le Massena
Vincentio ..... Victor Thorley
Officer ..... Ralph Nelson
A Prisoner ..... Cameron Mitchell
Hostes ..... Harry Be Ger, Don Morrell
A Singer ..... Alex Courtney
A Dancer ..... Sharon Curran
Choir Boy ..... Ralph Nelson

ACROBATS: Harry Be Ger, Don Morrell, Eddo Porto.

DWARFS: Freddie Goodrow, Ray Holgate, Ray Shultz, Charles Silvern.

The Action Takes Place in the House of a Noble Lord.

On Monday night at the Alvin Theater the Darby and Joan of the drama (colloquially known as Alfred Lunt and Lynn Fontanne) brought their somewhat hectic version of *The Taming of the Shrew* back to New York, under the sponsorship of the Theater Guild, in association with John C. Wilson. The engagement is announced as limited to a single week, and the proceeds of all eight performances will go to the Finnish Relief Fund, thus creating the probably unprecedented spectacle of a solid week of benefits.

The play as it is done by the Lunts is a frank burlesque of the Shakespearean script, with the inclusion of material from the earlier *Christopher Sly*, with acrobats bouncing all over the stage until you can hardly tell the difference between them and the actors (except that the actors bounce a bit harder), with horse-play the dominant note of the evening, and with Mr. Lunt taking a page from the book of John Barrymore by stopping the show when late arrivals come in, lining up the cast at the footlights, waiting for the latecomers to get settled, and then replaying the scene for their benefit. It is doubtful, tho, that the crowds will find it as funny as the Barrymore antics—because, you see, you're always disappointingly sure that Mr. Lunt knows what he's doing.

Your reaction to the performance will probably depend upon the mood you're in, your attitude toward Shakespeare and the flexibility of your standards of acting.

In any case, tho, their noble and generous gesture will undoubtedly earn for Mr. Lunt and Miss Fontanne the undying gratitude of American share-croppers, migratory workers, slum dwellers, underprivileged children, starving actors, vocational disease victims and others—all of whom will be overjoyed to learn that the two stars subscribe to the obvious truism that a foreign sufferer not only suffers more than a native sufferer, but is also worthier of aid. The Lunts will also earn the gratitude of those great humanitarians who similarly feel that the innocent non-combatants of one warring nation suffer more than the innocent non-combatants of any other warring nation. And—in sober truth, I'm afraid—they will also earn the gratitude of all those, in the highest political places and elsewhere, who for their own ends are trying to edge our nation nearer and nearer to the frightful abyss of war.

BOOTH

Beginning Thursday evening, February 8, 1940.

TWO FOR THE SHOW

A revue with sketches and lyrics by Nancy Hamilton and music by Morgan Lewis. Staged and lighted by John Murray Anderson. Dances directed by Robert Alton. Sketches directed by Joshua Logan. Settings and costumes designed by Raoul Pene Du Bois. Settings constructed by T. B. McDonald Construction Co. and painted by Triangle Scenic Studio. Costumes executed by Eaves Costume Co. Press agent, Fred Spooner. Stage manager unredited. Orchester under the direction of Ray Kavanaugh. Orchestrations by Hans Spialek and Don Walker. Presented by Gertrude Macy and Stanley Gilkey.

CAST: Eve Arden, Richard Haydn, Eunice Healey, Nadine Gae, Alfred Drake, Tommy Wonder, Betty Hutton, Keenan Wynn, Brenda Forbes, Frances Comstock, William Archibald, Willard Gary, Robert Smith, Richard Smart, Kathryn Kimber, Austine McDonnell.

Just about a year ago the Gertrude Macy-Stanley Gilkey production of *One for the Money* flashed across the theatrical sky and was immediately hailed as one of the smartest and brightest little revues ever to dazzle the Broadway yokels. Written for the most part by Nancy Hamilton, who wields a waspish typewriter, and acted out by a small, young and ingratiating cast headed by Miss Hamilton herself, it was almost as good as everyone said it was. Now Miss Macy and Mr. Gilkey are following up with *Two for the Show*, built along the same general pattern. Its chief fault is that it lacks most of the satirical sting of *One for the Money*; it also has no single number that reaches the infectious heights of its predecessor's see-saw finale, but none the less it is much the better of the two shows. It is brighter, faster, more consistently on a silken-smooth entertainment level, less self-consciously sophisticated and possessed not only of more talent but also of a better framework for that talent's display. If the Macy-Gilkey series continues to show comparable improvement, next year's *Three To Get Ready* will be the best revue ever produced.

Miss Hamilton has again written the sketches and lyrics—with something less of the wasp in her typewriter this time—but this year she is not appearing in person, leaving most of the chores that she would probably have assumed in the immensely capable hands of Eve Arden. It is a wise decision; Miss Hamilton is a pleasant enough performer, but the typewriter rather than the stage is her metier, while Miss Arden does outstanding work. Always a magnificent trouper, she outdoes herself in this—and she is capably aided by almost all of the 15 other lads and lasses in the cast, many of whom are graduates of *One for the Money*.

There is really a huge amount of talent packed into the glittering confines of the little revue. For one thing, Eunice Healey, always an excellent dancer, here does the finest work of her career, ranging all the way from tap to toe dancing, and doing all of it superbly. On her terrific tap number she stopped the show cold—but cold—on opening night, and that, my friends, is something. And rating right with her is Nadine Gae, a graduate of the previous show, who is also an amazingly accomplished dancer and who is probably the loveliest girl now on the stage. At least there's none lovelier for this reporter's money. Her dancing is breathtakingly beautiful, she has charm and personality in heart-warming abundance, she reads lines nicely—and the film field is even crazier than I think it is if it doesn't snap her up immediately.

The male dancing contingent is easily comparable. Tommy Wonder, who has always been sensational, remains sensational in this, doing his own terrific routines and scoring heavily in others too, while Willard Gary contributes one excellent tap number and William Archibald proves himself an outstanding dancer in a Calypso item and exciting ballroom routines.

Comedy, in addition to that beautifully handed out by Miss Arden, is handled by Richard Haydn, the droll fellow who last year in the Noel Coward show imitated the mating cry of a fish that can be heard only by a Norwegian elkhound. This year, among many other hilarious chores, he gives out cooking recipes featured by rice pudding with a dash of talcum powder. It gives, he says, a sort of nutty flavor—a statement to which I think no one will take exception. Also helping with the comedy are Keenan Wynn, son of Ed, an excellent young comedian in his own right, and Brenda Forbes, a lass with a rubber face who was also in *One for the Money*.

Chief singing assignments fall to Alfred Drake, this corner's favorite Broadway troubadour, and Frances Comstock, both from last year's edition, aided by Richard Smart, a large stiff lad whose home is not yet on a stage, and Kathryn Kimber, the only puzzle in the cast. Miss Kimber is said to have received her training in radio—and she shows it. Moments of rest are peppered thru the show by Betty Hutton, that blond Roman candle, who is terrific when she's allowed to run wild, and minor assignments are capably filled by Robert Smith and Austine McDonnell.

The material is consistently gay and entertaining, and it's consistently made to seem even better than it is by the consummate work of John Murray Anderson, who conceived and staged the show; Robert Alton, who directed the dances, and Joshua Logan, who directed the skits. Time after time a number that is really just a cute tune is given a sock effect by its superlative presentation. And there are quite a number of cute tunes—and some that are more than that—with lyrics by Miss Hamilton and music by Morgan Lewis. More than merely cute, for example, are the lovely second-act opening and the tremendously effective *Rose High the Moon*, with its magnificent staging that rates it as the top revue interlude of the season.

Raoul Pene Du Bois' sets and costumes are smooth, glittering and in perfect taste, as is all the rest of the show. Perhaps the revue lacks that indefinable spark of something or other that spells box-office success for a musical; I wouldn't know about that. But it certainly gave at least one spectator a superlatively entertaining evening.

AMERICAN ACADEMY OF DRAMATIC ARTS
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From Out Front

By EUGENE BURR

Last week we were talking hereabouts of the difference between the artist, sincerely striving to create beauty with his eyes fixed only upon the distant verdict of Time, and the little noisy soul who fumbles with brushes or pens or chisels or it may be playscripts in an effort to attract attention—and the difference, too, between the artist and those artisans who sincerely take as their subjects the passing problems of a day or a century, and then feel, rather pitifully, that they have been giving service to art.

Rereading (for the first time in almost three years) one of the earlier books of that greatest of living English poets, Lord Dunsany, I came upon some pertinent comment. The book is his *Fifty-One Tales*, that collection of marvelous, tiny cameos, each as brief as it is beautiful; and the first three paragraphs of the one called *The Raft-Builders* bear upon the subject:

"All we who write put me in mind of sailors hastily making rafts upon doomed ships.

"When we break up under the heavy years and go down into eternity with all that is ours, our thoughts like small lost rafts float on awhile upon Oblivion's sea. They will not carry much over those tides, our names and a phrase or two and little else.

"They who write as a trade to please the whim of the day, they are like sailors who work at the rafts only to warm their hands and to distract their thoughts from their certain doom; their rafts go all to pieces before the ship breaks up . . . ."

* * *

And not entirely inapplicable to the Broadway scene is the tiny piece called *A Mistaken Identity*. William Saroyan, for example, could read it with profit.

"Fame as she walked at evening in a city saw the painted face of Notoriety flaunting beneath a gas lamp, and many kneeled unto her in the dirt of the road.

"'Who are you?' Fame said to her.

"'I am Fame,' said Notoriety.

"Then Fame stole softly away so that no one knew she had gone.

"And Notoriety presently went forth and all her worshipers rose and followed after, and she led them, as was most meet, to her native Pit."

Then, too, there is the companion piece called *The Assignation*, which may be a comfort, tho of a sorry sort, to authors of plays like *Robin Landing* or *The World We Make* or *Here Come the Clowns*. In it a poet, whom Fame has passed by, pleads with her to accept his chaplets of song.

"And" (says the tale) "Fame turned her back on him and walked away, but in departing she looked over her shoulder and smiled at him as she had not smiled before, and, almost speaking in a whisper, said:

"'I will meet you in the graveyard at the back of the Workhouse in a hundred years.'"

* * *

The Barrymore three-ring circus continues unchecked at the Belasco, bringing gayety to the world at large, gossip to typical moviegoers who never attend the theater and sorrow to the hearts of theater-lovers. It was with no feeling of calm self-confidence that I suggested, in my review of the play last week, that the whole thing was an unsavory display of human bear-baiting, a nauseating opportunity for little souls to make merry and inflate their egos at the expense of a man who had once been one of the Theater's great. After attending a performance, at which customers practically hung from the chandeliers, roaring their approval of pitiful overacting, and egging on a hulk of former greatness to batter itself into more and yet more fantastic representations of the ridiculous, I suspected that my views might meet with little or no support.

Why be a nasty spoilsport who objects when so many merry infants are having such great fun tying a tin can to the tail of a sick and harried hound? Particularly when the hound is rather pathetically mistaking their attentions for affection? And even more particularly when the entire spectacle is being enacted to the lovely accompaniment of coins dropping in a thick and steady stream into the till?

But during the past week, strangely enough, there have been a number of people who expressed agreement. They resented the spectacle of former greatness being turned into a panjaloon for the delight of a mob. They resented the cheap and sleazy ruses by which various stage-med hangers-on have managed to get themselves front-page publicity, even at the expense of the closest and theoretically most sacred personal relationships. They have even resented the fact that several prospective patrons, in a fine spirit of good clean fun, wrote in to critics on the dailies asking them to suggest the days of the week when Mr. Barrymore might be drunkest. Such unreasonably resentful kill-joys are all, it is true, merely theater people; but I am profoundly grateful that there are some of them around.

No true lover of music, I suspect, would favor an operatic performance at which former divas who had lost their voices were put upon the Met stage for the hilarious amusement of the general public. I have never been an admirer of Mr. Barrymore's undoubtedly great acting talents; but I cannot become overjoyed at the spectacle of a man who once represented the greatest glamour of the theater humiliating himself (and the name of the Theater along with him) for the pleasure of any moron who has the price of a ticket.

It is a spectacle that must be deeply resented by anyone who cares even two-pins-worth for the Theater.

Conducted by PAUL DENIS — Communications to 1564 Broadway, New York City

BOOKING PROBLEM BLUES

Delmonico, Philly, Spending More $$

PHILADELPHIA, Feb. 10.—In an attempt to meet the marquee value of names at Jack Lynch's roof and Benny the Bum's, Delmonico's, newest supper spot, inaugurates names Thursday (8) with Ethel Barrymore Colt.

Surrounding show includes Danny White, emsee; Serge Flash, juggler; Corday and Triano, terp team; Florence Hallman, songstress; the Two Jacks, tapsters; Milton Kellem's Ork and the Al Moore musical trio.

Chas. Allen Forms 4-City S. A. Tour

NEW YORK, Feb. 10.—The establishment of a new circuit in South America is announced by Charles H. Allen. Circuit will consist of casinos and theaters in Caracas, Venezuela; Santiago, Chile; Rio de Janeiro and Buenos Aires. First booking will be made at the start of the South American season, which runs from early April to September.

Acts will be guaranteed a minimum of six weeks. Allen has been booking these spots, but this will be the first time that he will weld the bookings into a circuit.

According to Allen, visual and novelty acts register best. Singing acts are acceptable if the chirping is done in French, Spanish or Italian.

Philly Rathskeller Reopening Feb. 16

PHILADELPHIA, Feb. 10.—The Kaliner Brothers have had 40 men working to restore their Little Rathskeller, gutted by fire a few weeks ago. Main room and the Merry-Go-Round Bar are being restored for a Friday (16) beginning.

Show will be headed by the Four Ink Spots, who were originally skedded to open Monday (12) with a surrounding cast, including Al Schenk, emsee; Una Cooper, aero dancer; Marion Joyce, songstress; Nelson and Marsh, terp twosome; Rene Vilion, radium light dancer; Victor Hugo's Ork, and the Pagano Trio, strollers.

Atlantic City's Hotels Get Ready

ATLANTIC CITY, Feb. 10.—Boardwalk hotel men are looking optimistically ahead. Hotel Shelburne is spending thousands of dollars in remodeling the famed old grille.

Entertainment policy won't be set until mid-March.

Walter Finn Moves Into Fox and Hounds, Boston

BOSTON, Feb. 10.—Walter Finn, formerly of the Mayfair, has taken over managerial duties at Eddie Davis' Fox and Hounds Club. Finn has been at the Mayfair for almost two years.

Mickey Redstone, new owner of the nitery, will manage the place for the time being. Redstone bought out Alex Finn last week.

Fox and Hounds is a private club. Spot features Lew Bonick's Ork, but has no floor show except on special occasions.

Cafe Owner and $130 Do a Quick Fadeout

PHILADELPHIA, Feb. 10.—Two armed bandits strolled into Malamut's Cafe and drew pistols on proprietor Herman Schiff, who fainted away behind the bar. Patrons and waiters noted his collapse and went to his assistance. Meanwhile bandits cleaned the register for some $130.

Being revived, Schiff first asked what happened to the bandits. "What bandits?" his rescuers asked, unaware of the robbers' presence.

Temperament!

INDIANAPOLIS, Feb. 10.—Cotts, the magician, working at the Antler's Hotel here, is thankful that the audience doesn't react the same way as the rabbits in his act.

He has found that he must change the animals frequently, since after a while one of them will get bored with the act and pop out of its hiding place at the wrong time. A replacement must then be used.

He denies making rabbit stew out of the fired animals. He claims that he allows them to romp for a time until they lose that blase feeling.

New 20Gs Club In Des Moines

DES MOINES, Feb. 10.—A new nitery, Club 100, operated by David Fidler, opened Thursday (8) with a floor show, dancing and eats. Club, located on Old White Pole road, cost $20,000 to erect.

Floor show will be booked thru Hal Lawrence agency, Chicago, with change every Monday.

Opening acts are Wally Rand, emsee; Louise Shannon, Itonia Bradley and DeRondi and Barry.

Frenchie Graffolier Band is making extended engagement, coming here from Oaks, Minn.

Pennsauken Club Fined

PHILADELPHIA, Feb. 10.—Dragin Inn, roadhouse at Pennsauken, N. J., closed five days last week, due to a five-day liquor license suspension from the State's alcoholic beverage commissioner. Nitery was charged with selling bottled goods below the minimum price scale set up in Burnett's "Fair Trade" agreement. Felix Alexander, vice-president of a corporation operating the spot, was charged with the violation.

Each Club Owner Has Own Likes And Dislikes; Some Are Listed

Continued from page 3)

his El Chico club. The Old Roumanian and Rainbow Inn, both on the Lower East Side, always have a nude or sexy act on each bill, in addition to at least one Jewish singer.

Leon and Eddie's likes spicy acts and novelties. It has played all sorts of animal and outdoor turns. Other 52d street spots usually like girl singers and dancers who have followings and who can mix.

Of the Latin spots, the La Conga is partial to sexy, glamorous-version singers and dancers, while its rival, Havana-Madrid, goes for more authentic Latin entertainmtnt. La Martinique has been partial to ballroom teams, being operated by two ballroom dancers.

Bill Hardy likes veteran entertainers who get over on talent rather than sentiment for his Gay '90s Club. The Versailles is partial to name singers from legit or concert. The Cotton Club always includes in its revues a sexy coochy or voodoo act and a comedy dance team.

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CHICAGO.—Local night club and hotel room operators, too, have their idiosyncrasies about certain types of acts which they invariably use in their shows. Mike Potson, of Colosimo's, is completely sold on European dancing talent and can be sold on such an act even if he has never seen it. So long as the cast boasts of a European background and of engagements on the other side of the Atlantic, that act has a good chance of working in his spot.

Merriel Abbott, producer of the Palmer House revues, favors puppet acts. Very few of her hotel shows are without some kind of a puppet turn, unless none measuring up to her requirements is available when a show is being prepared. Roy Steffen, of the Bismarck Hotel, gives his okeh on dance teams and, as a rule, one is on hand in the Walnut Room bills.

Nudes are always employed at Harry's New Yorker and the 606 Club, but this condition may not always be true of the likes or dislikes of the clubs' respective managers, Charles Hepp and Lou Nathan. To a large measure, nudes get the call here because of the visiting firemen trade which demands such talent.

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PHILADELPHIA, Feb. 10.—A certain type of act is standard at practically every night spot in town, and since most of the club operators do their own buying direct, it's an easier sale when the booker can reach the buyer with the type of act to which he is most vulnerable.

Jack Lynch, who sets the pace for local nitery entertainment at his Hotel Walton Roof, makes it an absolutely must for every show to include at least one dance team and one variety act. It's no sudden impulse that finds Lynch leaning kindly toward the ballroom teams. It all harks back to several seasons ago when Lynch operated the Cafe Marguery at Hotel Adelphia here and the solid click registered by the Chaney and Fox terp team. Ballroom team started the landslide when Lynch found he could hold them over for 39 consecutive weeks and still keep the patrons coming. Fetish for dance duos became so great that at one time Lynch had four different dance teams for the same show.

Insistence on a variety act is based on his insistence of giving patrons a balanced diet for the floor menu, with the result that he'll even use an acrobat or animal act so long as it gives his show the necessary variety blend.

At Benny the Bum's, operator Benny Fogelman shows his partiality to the husky-voiced blue singers of the Francis Faye and Bea Saxon variety. The hotcha and swing singers are no go for Benny's buying, they must be deep-throated and sing the bluesy songs, because that's the type of singing Benny personally likes the best.

Herb Spatola, a new entrant in nitery nabob circles, makes it a must for a pianist singing to his own pianology, male or female, at his Flanders Grill. Seems that's the type of entertainer that goes over best with his patronage.

Most unusual buying habit is that of "Pop" Wilson, operator of a popular West Philadelphia rendezvous bearing his name. "Anybody," is the way Pop puts it, "can bring his grandmother here without feeling ashamed of himself." As a result, in his seven years of operation, there never has been an undraped body on the Wilson floor. And there's a good reason for his reasoning. Altho he puts on a big show, he will have nothing to do with the conventional line of nitery gals. All the acts are straight up-and-down vaudeville, "the kind your mother and dad used to see," Pop gets them from all over the country—weight-lifters, balancers, acrobats, glee clubs, singers, dancers—but never a fan dancer or stomach tosser.

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ATLANTIC CITY, Feb. 10.—It's not a matter of personal tastes in the buying habits of the resort ops. And while none would dare to be quoted, refusing to be "sucker to a left hook," they do confide: "Remember, this is a vacationing resort and in season we get the people from the city. Naturally, we can't give them the kind of entertainment they get in the city all year 'round."

Despite the fact that gadder-abouts can see the bathing beauts all day long here, say the cabaret ops busying themselves polishing the bar glassware awaiting for the Easter openings, "you've got to give them a sexy act. And it just can't be out-and-out nudity. It's got to be smart but at the same time plenty suggestive."

On the male side of performers, a must act is an emsee who is a good mixer, considering that there are not enough Texas Guinans to go around for all. Emsee's ability on the floor counts little, the important thing being how well he could draw the ringsiders into the gaming rooms when the lid goes off.

Club Talent

New York

DANNY HENRY, known as the Prince of Joy; Audrey Thomas and Willie Duke comprise the bill at the Elk's Rendezvous, new Harlem nitery.

IGOR AND TANYA, last seen in the Earl Carroll show, are splitting, with Igor reported joining Grace Poggo in a new act. . . . MATT RILEY, singer, is back in town after a five-week run at Ray Ott's club in Niagara Falls, N. Y. . . . MARTY WHITE, emsee at the Old Roumanian club here, was given a testimonial dinner Wednesday (31) at the club by more than 300 friends, including political, charity and religious leaders. He was given a gold wrist watch. . . . MARY BOLAND and Early Gore joined the line at the Greenwich Village Casino with the new show. Line already had Doris Markell, Terry Lasky, Joan Powers, Dolly Fritz, Molly Pearson and Jean Anthony.

BELLE BAKER tripped on a carpet Sunday (28) and broke her left ankle. The ankle is in a cast and she hopes it will mend within the month.

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Chicago:

SAMMY CLARK is on a scouting trip to New York to dig up new talent for the 606 Club.

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Philadelphia:

NEW SHOW at Jack Lynch's this week brings in Gracie Barrie for the top spot, along with Beth Challis, Cardini, Earl and Josephine Leach, with Grace and Nikko and Jack Waldron holding over. . . . VIC EARLSON returns to Stamp's Cafe. . . . JOHN ELLIOTT, current at Hotel Philadelphian, has signed for Harry Delmar's *Revels*. . . . CHARLES LOCK is now emsee at Di Pinto's Cafe, with Lock and Myers, aero duo, added to the show. . . . MAY JOY is the new singing star at Gay '90s Cafe. . . . AL AND FREDDIE, tap twosome, make their local bow at Lexington Casino. . . . GRACE O'HARA, songstress, and Hazel Williams offering a "girl in the golden globe" novelty, new at the Viking. . . . THE DE MAYOS and their dancing to Dutkin's Rathskeller. . . . SMITTY AND DOT, comedy team, new at Ben Schwartz's Terra Cotta Room.

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Atlantic City:

MERRY-GO-ROUND Bar at Ritz-Carlton Hotel brings in Paul Sabin's Ork, featuring songstress Donna Lee. . . . ANDY AND LEO GROB unshutter their newly renovated Cocktail Bar this week, with Frank Walters, Vaughn Comfort, Bill Ockenlander and Ann Clark. . . . M. BARLOW brings in the King Serenaders for his Tally-Ho Tavern on the White Horse Pike. . . . DANNY McGUIRE gets top billing at Wyoming Cafe. . . . GABLES INN, M. M. Sofroney's roadhouse spot, gets Grace Gordon and Jean Taylor, with Nan DeMar a holdover. . . . JAN KRUPA at the organ console at McGee's Garden Inn. . . . HEADED by the versatile proprietors, Hazel May and Fred Taylor, show at Hazel and Fred's Novelty Wonder Bar includes Al Mele, Carman Grove, Ann Dubuc, Betty Steele, Hazel Lee and Tiny Klein, latter continuing to emsee the proceedings.

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Here and There:

LLOYD AND WILLIS are featuring modern ballet tap at the Mayfair Club, Boston. . . . GLORIA RICH opens at the Mount Royal Hotel, Montreal, February 12, for two weeks. . . . GARLAND AND MARLA closed after 11 weeks at the Roosevelt Hotel, Jacksonville, Fla.

ALICE KAGAN is being featured with Hal Lenaberry's Ork at the Show Bar, Forest Hills, L. I. . . . NINA OLIVETTE AND DMITRI have opened at the Orange Bowl, Miami, Fla. . . . HARRY TAYLOR is appearing with the Five Kewpie Dolls at the Roosevelt, Jacksonville, Fla.

Night Club Reviews

La Martinique, New York

Dario's slick French-Latin atmospheric club opened a new show Wednesday (7) that is pleasing without being exciting.

Outstanding is Danny Kaye, recently in *Straw Hat Revue* and making his local night club debut here. He displays a good singing voice, even tho he shuns straight songs for song-talk special comedy lyrics, enabling him to interpolate Russian and Yiddish dialect and mugging. With Sylvia Fine at the piano, he does a screwball ditty about ladies' hats, with some of the musicians parading in headgear carelessly called hats. His stuttering Russian singer number was amusing, and his soft ballad, *Molly Malone*, provided sharp contrast. The dialect *Dinah* made a punchy encore.

Interesting is Ann Beasley, a handsomp youngster who won one of those deb contests here recently. Gowned attractively and suggesting Katharine Hepburn in appearance and personality, she sang three pop numbers nicely enough. Her lyrics were not always distinct, but the singing voice showed training and is easy to listen to. Has possibilities.

Due to a booking mix-up the other two acts are both Spanish castanet dancers, both of a different type, fortunately. Opener is Mata Monteria, tall, smiling brunet, who is the better dancer of the two but who hasn't developed sufficient showmanship to point up her technique. Closer was Mimi Kellerman, a vivid brunet with an eye-catching figure, who is not a particularly good dancer but who puts over her dancing with a bang. She does acrobatic, spining, actionful numbers interspersed with flirtation gestures and languorous pose. Sexy stuff and very commercial.

Two swell Latin bands provide the dance-loving crowd here with all the solid rhythms they want. The bespectacled cold-looking Pancho leads his smooth Latin band, dishing out the usual variety of Latin tempos with dance-incentive style. And Fausto Courbello, pianist formerly with Xavier Cugat, who brought his new band here December 15, is still here with his lively insinuating rhythms. Some of his rhythm numbers, done with drums alone, make the Conga especially attractive for dancing.

Jimmy Vernon, just back from an appendicitis operation, is managing the club. Maraschino is maitre d'hotel. Ed Dukoff is the press agent.

Dinner from $1.50. Minimum is $1 after 10 p.m. and $3 Saturdays and holidays. *Paul Denis.*

Ambassador East Hotel, Pump Room, Chicago

Ernest Byfield and Frank Bering, operators of the Loop's Sherman Hotel, have developed this room into the ace society cafe around here. It is the nightly gathering place for visiting celebs and the night rounders of the ultra class. Newspaper ads are never used, in order to limit patronage, but all promotion angles are employed to cop the spotlight in the society pages.

As a rule a small distinguished musical combination is used on the band stand, located in the center of the room. Occasionally the entertainment program is augmented with a society singer, such as Maggi McNellis, who has been a recent attraction there.

The new crop on the band stand is freshly plucked from the local musicians' union and fronted by suave Fabian Andre, composer and arranger invading the band-leading field. It is a distinctively styled outfit composed of nine capable musicians who play the tunes, new and old, in acceptable orthodox fashion.

It is filtered music, as compared with brassy competitors, reviving old strains in an individually modern interpretation. Instrumentation includes one sax (doubling on flute), one clarinet, one trumpet, one trombone, guitar, bass, drums and two pianos. Band is equipped with a generous library of classical, original and pop compositions, each embellished with Andre's descriptive arrangement.

Andre is in for a five-month run, spaced for two engagements. Due to an earlier arrangement, Andre will step out March 2 to make room for Matty Malneck, who opens a four-week run.

No cover or minimum except Saturdays, when the minimum is $2.50. Room is open Saturday afternoons for tea dances, proven a successful feature. *Sam Honigberg.*

Carrousel, Miami Beach, Fla.

Benny Fields provides this spot with a reason to attract capacity crowds. The minstrel man with his top-notch song deliveries interested the customers sufficiently to have them demand five encores, after which he begged off.

His sock renditions of *Shadrach, Lullaby of Broadway, Melancholy Baby* and *Your Minstrel Man Goes to Washington* brought on the requests for encores. The old boy hasn't slipped any despite the passing of time. His style is still fresh after all these years.

Another addition to the program, Mary Burton, also has what it takes to sell a number. Miss Burton is of the swingy school and gives out in the Sophie Tucker tradition.

Warren and Bodee continue as holdovers with their pop vocals, and Buddy Walker capably paces the show as emsee.

Peggy Beeman press-agents. *Lee Simmonds.*

Pavilion Caprice, Netherland Plaza, Cincinnati

With the Netherland Plaza back on its own, with the dissolution of National Hotel Management Co., Inc., and with Max Schulman elevated from resident manager to general manager of the hostelry, this swank late-night dine-and-dance chamber kicks up its entertainment budget by adding a three-act floor show to augment the regular name band feature. New policy went into effect February 3, with Ruth Best, local booker, setting the turns.

The Pavilion Caprice, still the only hotel main room in town operating on a full-time basis, has been enjoying gratifying business since the early fall opening, with Henry Busse's recent four-week stretch the chief money-session to date. Busse's Ork has long been a Cincinnati favorite.

This modernistic sanctum gets the bulk of its play from the territory's top carriage trade, drawing both the old and young element. Recent temporary shuttering of Beverly Hills Country Club, class over-the-river dine, dance and play spot, has added measurably to the Pavilion's business.

Aside from its entertainment features, the Caprice makes an asset of its tasty cuisine, its quality libations and its prompt and courteous service. Menu at the supper session carries the a la carte label, with a filling bite available from $1 and up. A $1 minimum prevails nightly, except Saturday, when $2 is low.

In Ranny Weeks and his orchestra, the Pavilion presents one of strongest musical features in months. The combo, now in its third week here, has been drawing good business and much favorable comment. Aside from its solid music, band offers novelty and comedy with its Funnyboners (David Grant, Bunny Coughlin and Cliff Weston), a sophisticated crew with a wealth of good material. The personable Weeks entertains with better-than-average mike warbling.

The floor offering, while not a high-priced layout, makes for pleasing entertainment. Highlighted are Sylvia Rhodes, WLW songstress, in several pop selections; Lee O'Neil, a tapster of the Hal LeRoy type, in a pair of routines, and Doris May, novelty xylophonist. The acts, which appear in the hotel's Restaurant Continentale during the dinner session, will remain on until the Weeks Ork bows out February 22. Griff Williams' Ork and a new floor show come in February 23.

Presiding over the Pavilion in showmanly fashion are Peter Maurice and Toni Lamare, both of whom are instrumental in making the spot a favorite rendezvous of name acts showing hereabouts. Richard Elsner is catering manager, and Jean Bishop continues to look after the press lads. *Bill Sachs.*

Club Versailles, Hollywood, Florida

An added starter to the Miami area bistro whirl is the Club Versailles. Johnny Rose and Harris Leveson opened it on the spur of the moment and have done a fine job in reappointing the room and choosing their show. Credit for the show should go to booker Lew Webb.

The word "intimate" seems to have been designed especially for the room, which is just that and then some. There's a cozy, night club air about the place which customers love—that pleasantly crowded feeling whereby you can see the luggage under the other guy's eyes even tho he's sitting across the room.

The show consists of Sammy Walsh, Elaine and Barry and Caryl Gould. Walsh is a slow-speaking emsee who is funny. He is a crowd pleaser who manages to sing well, dance well and gag well. His punch is a burlesque on Fred Waring's glee club, with the musicians and waiters assembled on the floor for the background. His laugh version of *Ol' Man River* is finely done.

Elaine and Barry, dance team, work in unusual style which makes them a great bet to watch. Ballroom routines are different and they're good-looking and clever.

Caryl Gould, clean and fresh-looking kid with a new-to-the-business look, sings. She has a pleasing vocal quality and sells efficiently.

Judd Grange's Orchestra (a nom de plume for four of Dick Gasparre's men, plus two locals) plays for show and dancing. Between sets, George Kalman's gypsy trio works. Kalman plays beautiful violin. *Lee Simmonds.*

Walnut Room, Bismarck Hotel, Chicago

This smart restful room, drawing its main patronage from the middle aged, conservative strata, calls for sweet bands, and Leonard Keller, "tone poet of the violin," fits in perfectly. A favorite here, Keller returns after an absence of three years with a nine-piece outfit that dispenses ear-soothing, danceable music. Lorraine Barre, band vocalist, has an excellent voice, pleasing personality and is pretty. On his last engagement at the Walnut Room Keller was booked for four weeks but remained a year.

The Jane Hadley Dancers, five lovelies in abbreviated costumes, open the show with a series of fast and intricate tap routines. Graceful, well trained and highly decorative, the quintet does a job that wins approval.

The Duffins, comedy dance team well known around Chicago, have a distinct and pleasing novelty in their Doll Dance. The girl is an amazing contortionist as well as a mistress of the grotesque. Her tumbling, splits and comedy antics, together with Matt Duffin's expert tossing about, astonish and entertain. Sure-fire hit.

Keller chose *Ay, Ay, Ay*, Argentine ballad, as his initial solo and was roundly applauded. Handles the bow expertly and gets full tone value.

Tung Pin Soo (Al Wheatley), magician in Chinese make-up, with a woman assistant, offers a series of baffling tricks of sleight-of-hand, including lighted cigarets, card manipulation, disappearing rooster and others.

The Jane Hadley Dancers in full skirts and picture hats, assisted by the Duffins, close the show on a sprightly note.

Betty Gray, organist, entertains on the Hammond electric during intermission. *Nat Green.*

Travelers Club, Wilkes-Barre, Pa.

This anthracite region club turned to local talent for a show, with Eddie Romers, emsee, being the only outsider.

Dance team of Aileen and Bobby opened with an entertaining tap routine which was well received. Their jitterbug specialty earned plenty of applause, the pair encoring with a tap waltz.

Jule Oliver, another local product, came thru chanting *After You're Gone*, which was easy on the ears. Her fine rendition of *Between the Devil and the Deep Blue Sea* and her encores of *Oh, Johnny, Oh*, further proved her ability.

Rogers, who is a Ted Lewis style emsee, used a few dated gags and then was fair in his rendition of *Buddy, Can You Spare a Dime* in a dramatic setting.

Jimmy Matzer and orchestra supplied the musical entertainment. *Milton Miller.*

The Barn, Warwick, R. I.

Located on the site of Jim Smith's Inn, one of Rhode Island's best known eating places of bygone years, razed by fire five years ago, the Barn is the newest large night club restaurant here.

Built at a cost of $25,000, the interior is swankily rustic. Opened December 21, it has been getting particularly heavy play from older patrons, with Saturday nights drawing the younger element. Reported as having good financial backing, place is being operated by Marion O'Brien and Thomas Scanlon, both new to the night club field.

Layout includes a main dining room with adjoining cocktail room and horseshoe bar. Can accommodate 500 if necessary, 300 comfortably.

Only entertainment offered since opening is music by Bill Arnold (formerly at New York's Loon & Eddie's) directing five-piece band. Orch composed of Herb Talan, piano; Armand Ragusta, drums; Jimmy Burke, guitar and melophone; Bob Fallon, sax; Joe Gibbons, bass and arranger. Arnold also plays trumpet. Mary Stevens, brunet singer, works with band seated on platform and warbling into low mike in a languorous but cute Helen Morgan manner. She also circulates thru cocktail lounge, with Burke

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accompanying on guitar. Band works in overalls week nights, using hillbilly tunes and cowboy ballads in ther repertoire of "sweet" dance tunes, as a bow to the establishment's name.

With no dancing permitted before midnight Sundays in Warwick, club is trying out an act or two on those nights. Frank and Peggy Cole, Rhode Island magicians, broke in first on a six-Sunday contract February 4, working out about eight minutes on floor. Pair makes nice appearance and has pleasing personality. Male is performer, with his young wife assisting him, following her production from cabinet at opening of act. Turnover box for silk production, synthetic silks, silk vanish tube and rice bowls are included in act's routine. Opening night performance was marred by poor lighting and lack of musical rehearsal with orchestra.

Dollar minimum in dining room at all times, with no cover or minimum at bar and in cocktail lounge.

Charles A. RossKam.

Crisis, New York

Marie Dumont's intimate club on Sheridan Square is still drawing its share of business and is currently using four entertainers.

Kay Dare is outstanding here. She is a young woman strumming a guitar and singing everything from gypsy airs to spicy songs and dialect lyrics. She has the most extensive repertoire of songs for intimate table delivery we have ever heard, and her guitar strumming is excellent.

Harriett Britton, tall statuesque soprano, displays a good voice and delivery with musical comedy numbers and pops. Olga Sylvan is back at the piano, rippling out accompaniment for the singers and showing a sure hand at classics as well as pop tunes. Jimmy Ringer, good-looking fellow, lends a tenor voice to ballads, making a pleasing impression.

And Marie herself gets away from her greeting duties long enough to sing *My Man, My Bill* and *My Heart Belongs to Daddy* with rolling eyes and special movements.

Paul Denis.

St. Moritz Hotel, Cafe de la Paix, New York

Martha Brolle is the new singer here and she makes a solid impression. She is a tall, handsome and dignified brunet singing such numbers as *Funiculi, One Fine Day, Make Believe* and *My Hero* in big soprano voice without using a mike. Hers is a showy style in which the trained voice runs up the high notes nicely, but without much expression. She clicked handsomely.

Betty Bradley, band vocalist, works in the floor show, doing a couple of good numbers, especially *Oh, Johnny, Oh.* Fawn and Jordan, ballroom team, offered a tango, fox-trot, a jazzy minuet and a rumba-conga combination. They work well, highlighting their routines with stunts and holding interest all the time. They also handle the Champagne Hour between the dinner and supper shows, demonstrating various dances and then having patrons come up for a spin and then competing for applause. Winner gets a bottle of champagne and the runner-up a box of candy.

Eddie Varzos Band, in its fifth consecutive month, is still doing a swell job playing for the show and the dancing. The combo plays sweet stuff, but plenty danceable, and mixes a lot of Continental tunes in with the usual pops, standards and Latin tempos.

Paul Denis.

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"Balalaika" Hits Top In Nation's Music Boxes

NEW YORK, Feb. 10.—*At the Balalaika*, from MGM's musical picture, *Balalaika*, is the top tune being played this week in the nation's automatic phonograph network.

For further details of this song's sensational rise in the phono machines, in addition to other leading and rising numbers, turn to page 66 and the Record Buying Guide in this issue of *The Billboard*.

Rathskeller, Hotel Gibson, Cincinnati

This spacious basement bistro, hatched with the repeal of prohibition, loses none of its appeal as the years progress. It's still one of the most popular dine and dance spots in the downtown sector, due chiefly to its good food and drinks at popular prices and its comparably good entertainment features. The Rathskeller begins its day with breakfast at 6 a.m., with closing-up time coming at 2:30 a.m. Dinners are scaled from 75 cents, with luncheon and supper prices geared proportionately. There's no minimum or cover except Saturdays, when $1 minimum prevails.

On the entertainment end the popular room gives 'em bands of a name or semi-name caliber and two acts at the dinner and supper sessions, with MCA and Phil Tyrrell, of Chicago, splitting on the bookings. For the edification of the dancers the Rathskeller currently sports Phil Levant's Orchestra, a crew of sweet music makers, now in its second week with two more to go. On its second night in (3) the Levant gang played to the best business the room has experienced since New Year's.

In addition to a good brand of dance music, Levant Ork boasts several good voices in Herb (Schnickelpuss) Walsh and Red Fields, who handle the comedy chores, and Don Gordoni, who gives out on the more romantic stuff. Gale Robbins, band's femme canary, was out with the flu.

With Gordoni emseeing, and in capable fashion, floor show offers first Terry and Walker, mixed team, who scored a fair measure of success with their screwy singing and eccentric and burlesqued dancing. They pack ability but they need stronger material.

Dorain and Ellis, lyric soprano and tenor, registered solidly with their warbling of the semi-classics, including selections from *Showboat; Sweet Mystery of Life*, from *Naughty Marietta; Italian Street Song* and *Cost Cosa*. The youthful pair make a wholesome appearance, and their quality singing won them several call-backs.

The Rathskeller's overseer is Gene Jaeger, headwaiter, with press agent duties in the hands of Charles Gillett, who formerly served in a similar capacity at the Netherland Plaza here.

Bill Sachs.

Torch Club, New York

In the absence of an ork the entertainers here give continuous performances. There's no floor show in the usual sense of the word. Instead the performers take the spotlight at the behest of Jimmy O'Brien and give. This arrangement is conducive to the club's studiously maintained informality.

O'Brien proves to be a fine broth of an emsee who makes himself familiar to all the patrons and does his entertainment turn at intervals. He does mainly airs of the auld sod. His pipes pass muster and his delivery is personable.

Lilyan Dell is a looker who pours her heart into a song commendably. Since the pianist accompanying her may be any one of the three on hand for the purpose, she cannot do special arrangements. Her two chorus delivery is nevertheless effective.

Music is by the Joe Lane Trio, with Lane baritoning. His pipes are effective, but his delivery needs more polish. Benny Martini at the piano and Charley Gale fiddling complete the threesome.

The two piano team of Frank Proeba and Charley Bourne put on a good visual as well as aural show. The pair kibitz during their renditions, which provides ringsiders with laughs. They play no set arrangements but fall into a pattern, with either doing the lead. When caught they started on the *William Tell Overture*, apparently for their own amusement, and wound up giving this classic some hot licks.

The press agenting is by George MacMurray.

Joe Cohen.

El Chico, Miami Beach, Fla.

El Chico is now offering the Hollywood Sweethearts, the first all-femme musickers to hit the Beach since Rita Rio's crew played the French Casino several years ago.

Owners George Wells and Paul McCastland, prior to the booking, figured they'd make a slight sacrifice in music quality but would make up for it via the draw power of the girls. The boys were pleasantly surprised, however, when the Hollywood Sweethearts proved an even better draw than they expected—and were able to turn out highly danceable music.

The second band is rumba and led by Don Quintana. They've been here about 18 months and look good for life.

Lee Simmonds.

Bartlett Club, Rochester, New York

Altho it is not in the downtown district and does not go out of town for its talent, this club probably draws the biggest crowds in town. The no cover, no minimum policy has been a great asset in the building up of the club.

The main drag in the show when caught Wednesday (7) was the opener, Kay Sharon, local girl, who drew three encores with her version of *Dem That Dream*, tho she could have done much better if she had let her hair down a little and not turned her act on and off so abruptly.

Nolan and Darling did well in their tap number, a jitterbug with a little apache thrown in—at least the young lady landed on the floor several times.

Emsee Little Joe Little gave an impression of how Ted Lewis would dance if he could dance to *When My Baby Smiles at Me*.

Holy Smoke and *Confucius Say* brought on Proff Picard, who drew top-notch rating, playing his hot marimba and added to it the bumpkin costume and general tomfoolery.

The show was ably backed by Bill Albert's Orchestra, who has been doing a great job at the drums, giving the talent the right support. Band is destined for bigger things.

Howard Palmer.

SUGAR'S DOMINO

(Continued from page 4)

theaters they remind him of the revenue he will lose by the loss of film theater advertising—either by telling him point blank that he will have to behave—or else by pulling the advertising for a week or two without explanation. Just to give him a taste of what it means to lose their business. This has been done for as far back as we can remember. The important angle in connection with the current flourishing of the practice is that everybody who is interested in any way in the revival of living entertainment must recognize this as a powerful weapon that can be used in a country that boasts of a free press.

The weekly issues of *The Billboard* thru the medium of new items appearing in the pages of the Vaudeville Department prove more convincingly than can be done in a one-shot harangue that vaudeville policies prosecuted with showmanship, with unstinting capital and sometimes with an overdose of the former and very little of the latter can be sucessful and can breed similar projects. We should not take too seriously what they tell us about vaudeville being tried under ideal conditions and flopping; about a dearth of talent; about names that draw being unavailable because of their exorbitant salary demands and about vaudeville being as archaic a form of entertainment as gaslight mellers. These premises are false, and the deplorable thing is that those who present them know they are false. And up until now they have been getting away with it. Of course, vaudeville has failed to distinguish itself as a box-office magnet in certain situations. That does not mean that stage shows are not wanted in most situations in the country. Nor does it mean that the public is so accustomed to getting its entertainment from the glamour cans that it can no longer tolerate the transition to the crudities of the stage. By the same token, all of us know that such films as *Gone With the Wind, Grapes of Wrath, Goodbye Mr. Chips* and *Pygmalion*, which we regard as jewels on the diadem of Hollywood, have already done so and will continue to flop in certain towns.

If we wait long enough Hollywood itself—aside and apart from government suits and the Neely Bill—will lead the way towards a revival of living entertainment. They need the stage shows to stabilize their grosses, to develop their talent for the screen and for many other reasons. But it will not be necessary to wait that long, however. Living entertainment will come back with a real bang as soon as men with money frozen in banks come to the realization that profits are to be made in the flesh business; as soon as the unions of actors, stagehands, musicians and other craftsmen affiliated with the theater get hep to the fact that their Roman holiday is over and they ought to do something to save the hen that lays golden eggs—and as soon as newspapers all over the country demonstrate by actual example what they mean when they blast about freedom of the press every time they raise their voices against an injustice, an abuse and a racket that has no effect whatever on their advertising lineage.

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S557	Shamrock—With Pipe	.90
S556	Shamrock—With Hat	.90
S553	16 Inch Blowout	1.00
S554	7 Inch Paper Horn	.95
S551	Min. Hats—6 Styles	1.25
S552	Flat Crepe Paper Hat	1.25
S592	Metallic Horn	2.00
S593	32 Inch Blowout	2.75
S594	Wood Horn Assortment	3.50
S560	Min. Metallic Hats	3.50
S565	Medium Metallic Hats	6.75
S594	Full Size Metallic Hats	9.90
S590	20 Inch Shaker Horn	4.20
S551	A-1 Crepe Paper Hats	3.00

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Detroit's Single Vaude House Seeks Names as Biz Falls

DETROIT, Feb. 10.—Gross for the Colonial Theater dropped to between $3,500 and $4,000 with a stage show of caliber but lacking name value last week. House should do nearly double this for a good week.

Drawing power of a short vaude show, a five-piece stage band and two B pictures has apparently been demonstrated as very low in this town. Despite the famine of stage talent no other local houses are offering stage shows.

Study of the good weeks for the Colonial proves that spending a couple thousand extra for a stage show is easily justified by the returns. Ray Schreiber, house owner, apparently believes this, too, as he left the middle of the week, accompanied by his associate, William Graham, and booker Sol Berns for New York to buy names. Joe Venuti opens today for three days and Schreiber is trying to get Dorothy Lamour and the Three Stooges.

Main difficulty at the Colonial has seemingly been a lack of consistent name shows. The average acts on the bill are well received, particularly if they are good vaudeville numbers, such as novelty acts. Reception of singers, unless they have good crowd appeal, is likely to be unfavorable.

Miami Beach Class Spots Now Earthy

MIAMI BEACH, Fla., Feb. 10.—Down to earth this year are the Patio Moresque and Palm Island clubs. Especially the latter, which has changed its tag to the Swiss Chalet, cut out covers and name acts and hired a pair of local bands. The spot, however, has lost none of its charm and beauty.

The Patio Moresque is no longer fussy in choosing customers either.

Top show spots of the Beach are Jack Dempsey's, Club Continentale and the Belmont. The latter has been toying with the idea of a February booking of Sophie Tucker.

Spots with less seating capacity, but with highly watchable shows, are Mother Kelly's, Roadside Rest and the Nut Club.

Strictly music prevails at the Five o'Clock, where there are three bands, Walter Feldkamp, Jose Tomasio and Don Alfonso; El Chico has a pair in the Hollywood Sweethearts and Don Quintana's rumba outfit; Carrousel offers Eddie MacDonald's Orchestra and Manuel's Rumba Kings.

Playhouse, Winnipeg, Folds After 2 Months

CHICAGO, Feb. 10.—Max Freed's Playhouse Theater in Winnipeg closed Friday (26) temporarily, after operation of a little over two months. House was booked by Leo Salkin, of the William Morris Agency here, and used an average of four acts weekly, augmented by comparatively old pictures.

At first Freed relighted the house with a policy of screen shorts and acts, playing only evenings and Wednesday and Saturday matinees. No profit resulted from either set-up.

Freed plans to reopen the house around March, with John Boles as the initial attraction. His brother, Joe Freed, will continue as house manager.

Only flesh competition in Winnipeg is the Beacon, which operates with a low admission policy and books talent out of Minneapolis.

Club Now Jitterbug Spot

WILKES-BARRE, Pa., Feb. 10.—The Club Mayfair at near-by Yatesville, which has been operating under new management since last September, has turned into a jitterbug place and is now featuring barbecues and music from an automatic music machine.

DANCE CHECKS Also Known as IDENTIFICATION TAGS. For Women—on wrist. For Men—on coat lapels. Cannot be removed without defacing. Per 1000 . . . . $3.50
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933 Broadway, New York, N. Y.

Use Personal Ads To Hypo Night Club Biz

BOSTON, Feb. 10.—Smartest exploitation gag in months was pulled this week by Paul Bromley, of the Marionette Room.

During the week, ads appeared in the personal columns of local sheets, ostensibly from tiffing sweeties. Thursday (1) ad read: "JACK—I shouldn't do this, but I do love you. Don't come to my house or telephone. Come to the Marionette Room of the Hotel Brunswick tonight. I'll be waiting for you at table 25. Love, BERTHA."

Seated at table 25 all night were two members of Hermine's midgets, currently playing the spot.

Philly Fay's Drops Strips for Names

PHILADELPHIA, Feb. 10.—Fay's Theater, only full-week stand in town, which has been bringing in burly strip names to head house-produced revues, will drop the strippers for semi-names. Policy changes February 22, with Erik Rhodes in the top spot and Edith Rogers Dahl set for the week after.

House uses a stock chorus of 16 and has been using four to five standard acts in addition to the strip star. Units are produced by Sidney Stanley, house manager, with the revue almost intact going from here to the Towers in Camden, N. J.; Capitol in Lancaster, Pa., and other houses in the territory booked by Eddie Sherman, who books Fay's as well.

Frank Wolf Quits Vaude

PHILADELPHIA, Feb. 10.—Frank Wolf, vaude booker for many years here, closes shop this week. Links with the Warner circuit here, taking over the managership of the center-city Center Theater, straight film house. Also shelves his booking agency partnership with Benny Fogelman, who operates Benny the Bum's nitery here.

Glenbrook Club Adds Show

GLENBROOK, Conn., Feb. 10. — The Moosehead night club here, recently renovated, has changed orchestras, booking in Georgie Kay and his Syncopaters, and has also added a floor show twice nightly, booked thru Charlie Sine.

TA Sets Up Philly Branch in UEA Tie To Curb Benefits

PHILADELPHIA, Feb. 10.—What is believed to be the panacea for the benefit show abuses here was effected yesterday in the New York Theater Authority adding Philadelphia under its jurisdiction. Arrangement was completed today between Alan Correll, TA head, and Tom Kelly, executive secretary of the United Entertainers' Association, local indie performers' union not affiliated with either AGVA or APA.

TA branch will be set up here next week, with Richard Mayo in charge, and arrangement calls for the TA to collect 15 per cent of the take on all benefits for non-charitable organizations, with the TA having the final say on local performers appearing at all benefit shows. And with TA already having control over the New York acts brought down to the local niteries, feeling is that it will have a complete whip over the benefit racket situation, which has been a chronic sore here for many years.

Bringing the TA here was practically by request, out-of-town acts sending the distress call last week when they were forced to do as many cuffo shows on the outside as on the nitery floor. Leading local niteries signified their intention of co-operating, and welcome the entrance of TA here to stamp out the vicious benefit racket, which had gotten completely out of control here.

Norfolk Houses Try Units

NORFOLK, Va., Feb. 10.—The Granby is currently experimenting with vaude units. A series of shows have been playing there, the first of which was *Manhattan Revels*, which included Loretta Gray, Andrews Dewald and Madeliene, Ruskin and Norman, Johnny Galvin, Reidinger Brothers, Wayne Sisters and Danny Dennis.

At the Wilder Circuit's Newport Theater, *Varieties of 1940* was the attraction, with acts consisting of Pat and Stan Stanley, Gaye Dixon, Buddy Lewis, Jackson and Clifford, Shannon and Mein, Roselle Brown and Six Yacht Club Boys.

CIRO RIMAC'S band flash went into the State, Hartford, last week followed by a repeat at Loew's State, New York, February 15 week. Rimac will feature new Samba songs and rhythms for his State repeat.

The Broadway Beat

By GEORGE SPELVIN

WHILE Redd Evans was emseeing the show aboard the New Amsterdam on a cruise to Havana the boat began to rock violently. The attention of the passengers was naturally taken away from the show; so when the rocking stopped and the show resumed Redd sadly proclaimed, "This is the first time that I've ever laid an egg at a 45-degree angle." . . . There's a script now making the rounds about Florida crackers, written by a Florida housewife who knows nothing at all about either the big city or show business, according to the young actor who brought the script north for her (and he swears this is true), she didn't want to make it three whole acts long, because then it might be too long for anybody to bother to read it; and she didn't want to put in too many characters—because it might be hard to find that many actors. . . . The day the Surf Club burned down George MacMurray, p. a. for the spot, got himself a new account. It was the Torch Club. . . . Eleanor Holm and Eleanor LaManna, the lass who is scheduled to head next summer's Aquacade, are polishing up their ice skating at the Gay Blades rink three times a week. Billy Rose is mulling the idea of staging a combination water and ice show, and the girls are getting ready just in case.

* * *

YOU-WOULDN'T-fool-the-public-would-you Dept.: Broadcasts on Groundhog Day took a new twist this year. Three Mutual stations had Groundhog Day programs, and two of them, including WOR, put on honest-to-goodness live groundhogs—which make no noise whatsoever. You try to figure it out. But one Mutual station boldly announced that it would put on the ether a "talking groundhog," no less. This unusual animal, when it was unveiled over the air, made sounds like "Glub-glub-glub!" When the smoke cleared, however, it was revealed that the "talker" was merely a recording that had been cut at one speed and played at a much faster rate. What the record really said was, "Send your dimes to the White House." . . . This piece of hoke is all pinned on WOR's Jerry Danzig.

* * *

BLONDIE, in a short while, won't be the only comic-strip character to have attained the somewhat parious dignity of feature pictures. Columbia has bought the feature film rights to Russ Westover's Tillie the Toiler from King Features Syndicate, and a series of Tillie films is on the way. . . . My-Last-Good-by Dept.: The inimitable press-agenting team of Irving Lehrer and George Lottman has split again (for the third or fourth time) . . . Arthur Ravel, maestro at El Morocco, apparently has more sense than some of the socialites who provide him with bread and butter; he has all of his dough invested in a chicken farm in New Jersey, and he attends to the farm personally. You can make your own cracks about his being used to eggs, clucks, broilers and fried chickens. . . . La Conga landed a full page of seven photos showing patrons doing the conga in the February 4 *Sunday News*. . . . The new chef down at The Place, who used to work at the Waldorf, the Brevoort and the Fifth Avenue before he made the Village trek, insists that his name is Ernest Daone—not Dionne.

Vaudeville Notes

LOWE-HITE AND STANLEY, after finishing out a string of theater and club dates in the Chicago area, head for the East this week for more theater work, opening at the Strand, New York, February 23, for a two-week stay. . . . NELLIE MARGERITE SWEET, 8-year-old singer and whistler of Pontiac, Mich., is en route to Hollywood for a screen test. She is playing her way westward in private clubs, booked by her grandad, I. J. Richison. . . . THE BERNARDS, after several years in Europe, have combined with the Freday Girls and are being prepared by the Clifford Fischer office, New York, for vaude dates. The act is current at Murray's Club, Tuckahoe, N. Y. . . . THE ROSSELANOS returned to the Cocoanut Grove, Boston, January 22.

NORVAL BAPTIE is now the pro skating instructor at the Chevy Chase Ice Palace, Washington, one of the largest sports centers in the area. . . . RUDY (RED) NICHOLS is emsee at the Egyptian, Delta, Colo. . . . THREE STOOGES begin a 12-week tour, with Omaha as the starting point. Eddie Laughton again accompanies them as straight man.

BUSTER ROSE (Emanuel Rosenzweig), vaude performer, has gone into politics and is a candidate for a Democratic county committee post in the Bronx, New York.

OLE OLSEN, of *Hellzapoppin'* in New York, is bowing as a night club impresario, having taken over the former Fifth Avenue Tavern, New York, and renaming it the Four Forty Club. . . . VAN AND ARVOLA, after eight weeks on the Bert Levey Circuit, are now working night spots in the San Francisco area.

EDDIE GARR played the Olympia Theater, Miami, Fla., week ago last, followed by dates at the Colony Club, Palm Beach, and the Hollywood Hotel in Hollywood, Fla. . . . STANLEY FIELDS, film player, who formerly was a vaude partner of Frank Fay, has been booked into the Golden Gate, San Francisco.

PROFESSOR CHILENO, formerly of the Four Chilenos, Spanish dance act, is a recent arrival in this country. He will spend some time teaching Castilian routines at the Lattimore Studios, New York. . . . DE QUINCEY AND GIVENS opened at the State-Lake, Chicago, on the bill headed by the Dead End Kids January 26.

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

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Vaudefilm Grosses

B'way Slows Up; But Strand Draws 47Gs, Roxy 42Gs

NEW YORK.—Broadway vaudefilm grosses last week were spotty, with the Strand doing the best business with solid picture draw, *The Fighting 69th*, for the week ended Thursday (8), *69th* and Paul Whiteman's band did $47,000, considered very good for a second week. Pic and stage layout pulled $52,000 the first week, and is in for a four-week booking.

Roxy did a good $42,000, way over the previous take of $29,000, for the week ended Thursday (8), with St. Clair and Day, The Briants, Max and His Gang, Maysy and Brach, the Variety Singers and pic, *Little Old New York*. Previous low take of 29 grand was made with *Brother Rat and a Baby* and stage show. Show holds over a second week.

Paramount for week ended Tuesday (6) grossed $24,000. Show was in its third week, only replacement being the band—Bob Chester going out in favor of Enoch Light. Pic was *Remember the Night*. *Night* and Chester's ork and the show took a good $44,000 and $31,000 for the first and second weeks. New show, which opened Wednesday (7) will do an estimated gross of $37,000 for the week with pic, *Geronimo*, and the Van Alexander and Matty Malneck orchestras.

Loew's State dived to $17,000 for the week ended Wednesday (7), with Emery Deutsch band, Cinda Glenn, Lane Brothers, Phil Regan, Pritchard and Lord and pic, *Kiss Me Again*. State's previous gross was one of its best in recent weeks —$28,000, with *Destry Rides Again* and Benny Fields, Harris, Claire and Shannon, Rae and Davis, Will and Gladys Ahern and The Bricklayers.

Music Hall did fairly well on the show's second week, ended Wednesday (7), with a gross of $70,000. Pic was *Shop Around the Corner* and flesh included Paul Haakon, Harrison and Fisher and Shefter and Brenner. First week's gross was $86,000. New bill which opened Thursday (8), is doing just fair business with *Swiss Family Robinson* and Jan Peerce, Mary Adams, Duci Kerekjarto, De Angelo and Porter and Audrey Corley on the stage.

Possibilities

GLEANED 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

JOHN ELLIOTT—singing emsee currently appearing at the Hotel Philadelphian, Philly. His baritone range is rich and robust, and gives body to his musical comedy and classical ballads. Does the announcing and emseeing chores with a great amount of charm, and is as strong on looks as he is on talent.

For RECORDINGS

BEN GREENBLATT—piano rambler heard on WFIL, Philadelphia. Plays in a distinctive style that should have no trouble arresting attention when transplanted to wax. Features neither swing nor sweet, but gives pop and musical comedy tunes a smooth, smart treatment that runs from hot jazz to the symphonic. He has a distinctive personality style.

For VAUDE

OTTO EASON—colored lad now playing burly houses on the Hirst wheel in *Lovely Lassies of 1940* unit, doing a standout tap routine on roller skates. Has nice stage presence and appearance, and does rhythm tap and even the miniature stair routine, all on rollers. A show-stopper when caught. The added novelty of skates makes it easy for him to hold his own as a single.

Vaude Bill Does Well in Spokane

SPOKANE, Wash.—Whether it was because of newspaper confusion regarding the sex of the Four American Beauties or a touch of spring in the air, the Post Street Theater climbed $500 week-end of February 2 to 4 to get back to house average of $1,750.

One newspaper reviewer, who evidently faked his show review, wrote of the funny-looking male quartet: "Among the five well-received acts were the Four American Beauties, a quartet of lissome maids who harmonized on some of the barber shop favorites in a way that had amateur choristers in the audience shouting for more." The Walkmirs, March and Play, Ted and Evelyn Carlton and Herb Shriner shared the billing. *Shipyard Sally* and *Heaven With a Barbed Wire Fence*, on the screen, certainly didn't help.

Weather an Aid To Deecee Takes

WASHINGTON. — With improved weather, downtown houses are promised better business. Warner's Earle, showing *His Girl Friday* on screen and a fourth week on stage for Red Skelton plus new acts, including Emmett Oldfield, Eddie Ware; Gregory, Raymond and Cherie; Betty Bruce, Carol Manners and the Roxyettes, expects $19,500 for the week ending February 14. Last week a second week holdover on the *Fighting 69th* squeezed in $12,000.

Loew's Capitol, featuring *Remember the Night* on screen plus Al Gordon's Dogs, the Three Sailors, the Stadlers, Melissa Mason and the Rhythm Rockets on stage, will gross $17,000. Art Brown, for the week ending 14th, has been borrowed from WOL to play the Wurlitzer organ and lead community singing. Last week, Loew's, showing *The Shop Around the Corner*, grossed $21,500.

Gone With the Wind at Loew's Palace enjoyed another sensational week by hitting $38,000.

Atlas Theater, a neighborhood house, featuring personal appearance of screen star Edmund Lowe for four days, February 9-12, anticipates an excellent $2,600. Lowe is supported by Loretta Dennison, and other acts include Gave Dixon, Motter and Davis and Morey Da Volt. No stage acts last week, however, the Three Stooges are scheduled for next week.

"Dead Enders" Give Dayton Good 81Cs

DAYTON, O.—Business staged a comeback at the Colonial last week with the presence in person of the "Dead End Kids," who gave the house a good $8,100. An increase is expected the next two weeks when Johnny (Scat) Davis and Martha Raye, respectively, head the bills.

Milwaukee Hits 7Gs

MILWAUKEE. — The Riverside chalked up just an average week's business for the seven days ended February 8 with a $7,000 gross. Bill included Steve Evans, Johnny Johnston and Deval, Merle and Lee, the Olympia Boys and Ross and Bennett. Pic, *Mutiny in the Big House* (Mono).

Para Dives to 15G

LOS ANGELES.—Paramount, with *Remember the Night* and Ken Baker Orchestra heading the Panchon & Marco stage show, did $15,300 for the week ended February 7. House average is $18,000.

Previous week, *Geronimo*, with Chief Thundercloud and Leon Navara and ork on stage, did $15,500 also.

Martha Raye Big 15Gs Full Weeker; "Conga" Unit Okeh

SPRINGFIELD, Mass. — Martha Raye unit proved the best drawing card of the season locally when the Paramount Theater grossed unofficially $15,000 week ended February 4. It is the last stage unit the Paramount will present for several weeks. Other shows that played Springfield the past several months have had to contend with the fact that as a rule this city is only a three-day stand and stage shows played to very small houses the other four days. Miss Raye, however, successfully filled the house her entire week. Other three acts in the same unit were the Lazanders, Gracella Dancers and Senor Wences. Jackie Williams was emsee.

The *LaConga Follies* unit produced a better-than-average take at the Court Square Theater, the box office being unofficially estimated at $3,500 for the three days ended February 3. With a Latin American setting for the background, the show features Lupe Juanita, Franco and Lapel, Three Sparks, Baron Lafonde and a 12-girl chorus. Picture, *Those High Grey Walls*.

"Girl Parade" Pulls Fair 78C at Philly Fay; "Spices" 84C

PHILADELPHIA.—Slowing up after a swell start, *The Girl Parade* unit gave Fay's Theater a light $7,800 for the week ended Wednesday (7). Revue headed Marlene in the sex spot, with the vaude line-up including Reynolds and White, Robbins Brothers and Margie, Frank and Peter Trado, Keaton and Armfield and Eleanor Knight. Stage had screen support in *Meet Dr. Christian*, but total take disappointed house manager Sid Stanley.

First three days' biz for *Spices of 1940* augurs a nice $8,400 for the current week, which comes close to the profit ledger and will be plenty good, considering the religious season. Unit headlines Melba, last of the sexy sirens to get top billing here, with vaude portion running Bob Carter and Joe Holmes; Jed Dooley and Company, Joe Bardin and the La Trees. House line of 16 augments *Spices*, *Oh, Johnny, How You Can Love* on screen.

Rhode's 7G So-So At Camden Towers

CAMDEN, N. J.—Beginning of Lent put a crimp in the box-office draw for Erik Rhode's headline at Towers Theater. Topping the *Folies de Paree* unit, $7,000 was only fairish for the straight seven-day stretch ended Thursday (8). Cast included the Lavernes, Paul Winchell, the Three Wiles, Kay Hamilton and the house line of 16 Lonergan Girls. Stage shared with screen's *Henry Goes Arizona*. *Broadway to Rio* unit, headlining Nick Lucas, with *South of the Border* on the screen, opened strong.

Providence Down

PROVIDENCE.—Fay's took a dive the week ended February 1, grossing $5,000 with Polly Jenkins' Plowboys, Mildred and Gus Mulcahy, Bert Walton, Jesse James, the Eno Troupe, and pic, *British Intelligence*. Average is $6,500.

Fay's previous take was seven grand with Byrne Trio, Hickey Brothers and Alice, Gautier's Steeplechase, King Arline and Park and Clifford, plus film, *South of the Border*.

Indpls. Likes Oomph

INDIANAPOLIS.—Lyric did a good $10,300, as against average of eight grand, for the week ended February 2. Stage had *Hollywood All-Girl Oomph Revue* with Marie Wilson, Rita Rio, Toby Wing and Faith Bacon. Pic, *He Married His Wife*.

Average is eight grand.

Buffalo Okeh; Lewis $16,200; Raye $16,000

BUFFALO.—Last week had Ted Lewis and *Seeing Stars* revue in vaudefilmer. *Gone With the Wind* in its second week, in addition to Helen Hayes and Philip Merivale at the Erlanger (only legit house here) — extensive entertainment for this burg. All of these stands made money.

The Buffalo opened to a good house for week of February 9, with Martha Raye's revue, featuring Senor Wences, Jack Williams, Gracella Dancers and the Lazanders, in addition to D'Artega conducting the orchestral ensemble. Pic, *Remember the Night*. Expectations for this show run around $16,000.

Ted Lewis with show and "Muggy" Spanier's combo closed a week's stand at the Buffalo February 8 and rang up a pleasing $16,200. Being almost four grand above average, this gross was considered good, altho was about $3,000 below Lewis' stand at this house a year ago. At that time, however, no competition to speak of attracted spenders elsewhere. Picture was *The Shop Around the Corner*.

Next booking at this house will be Jan Savitt Band and show, opening week of February 16.

The Century clocked a fair enough $12,900 for week ended February 8, with *Seeing Stars* unit, headlining Three Stooges and Gloria Dickson, plus Erwin Glucksman's pit band. Altho several grand below expectations, and a letdown after a record-setting $20,600 take the previous week, the stand was not a loser. Picture was *The Secret Four*.

Operating without vaude week of February 9, the Century expects an average receipt of $8,000 to $9,000, with *The Return of Dr. X* plus *Mexican Spitfire* on the screen.

Gone With the Wind scored well with a take of $49,000 for the first eight days ended February 2. Second week ended February 9 and was supposed to have held up okeh with around $40,000.

They Nearly Made It

KANSAS CITY. — Tower, for week ended February 1, did slightly below its average of $5,000 with Nelson Sisters, Glamour Girls, Elaine Arden and Four McNallie Sisters. Pic was *Cafe Hostess*.

Bolger NSG in Cleve

CLEVELAND.—RKO Palace dived to $11,000, week ended February 1, with Ray Bolger heading the stage show, plus pic, *Green Hell*.

House average is $14,000.

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Appearing Nightly
CAFE SOCIETY, New York City

Vaudeville Reviews

Paramount, New York

(Reviewed Friday Evening, February 9)

Not even two bands will be able to make up for the Paramount's poor screen fare, something called *Geronimo*. The two bands are Van Alexander and Matty Malneck, who contrive to put together a moderately entertaining show.

Alexander's is a swing band and okeh on the jumpola stuff. Arrangements are in the customary noisy swing style, with plenty of brass—enough, certainly, to satisfy the jitterbugs—if not the swing adherents who like it quiet. Alexander is a personable and nice-looking boy and not too stiff an emsee.

Butch Stone, one of Alexander's vocalists, sells his numbers thru strong personality, and the house wanted more of him. One of his tunes, *Hot-Dog Joe*, written by Alexander, has potentialities as a novelty hit. Phyllis Kenny is the girl vocalist.

Frank Paris, who brings out puppets one by one and dances them around the stage, was fairly well received, but the act is not the kind to play de luxers, needing a more informal atmosphere. Puppets include Josephine Baker, Sonja Henie, Mickey Rooney—and the best—a skeleton puppet.

Cass Daley, nut singer, with her mugging, gestures and screwball antics, killed 'em as usual and she had to beg off.

Malneck, with six other men, was another novel sock. The outfit plays swing arrangements of classics, but the novel instrumentation and facile arrangements put the troupe above others. Line-up has fiddle, trumpet, drums, bass, guitar, harp and accordion, last-named played by a chap who can work as a stooge any time. He wears his red hair in a large, luxuriant and forward-billowing crop that is really a beaut. He is also a sock accordionist.

There is also a shag team.

Business so-so. *Jerry Franken.*

Tower, Kansas City, Mo.

(Reviewed Friday Afternoon, Feb. 9)

This week's revue at Barney Joffee's Tower Theater, only local flesh house, is tagged *Southern Smiles*, with backdrops and chorus costumes designed to give a plantation atmosphere.

Dressed in calico and seated on miniature rocking chairs chorus opens show by tapping out rhythm with their feet to the tune, *Rockin' Chair*. After the eight-girl line files off, Don and Bette Lynne dance into the same melody. Couple is billed as "The Story-Tellers of Dance," and acts out a plausible story in pantomime, working out a case of flirtation to the tunes, *Oh, Johnny; Angry*, and *When You Wore a Tulip*. They followed with *When My Baby Smiles at Me*. For an encore they offer *Would'ja For a Big Red Apple?* into which they also incorporate *The Sheik of Araby* and *In the Shade of the Old Apple Tree*.

Barney Grant, emsee, hops on, after bowing out the Lynnes, to introduce Billy Blake, youthful trumpeter, who does so-so imitations of trumpet playing maestro's theme songs, including Henry Busse's *Hot Lips*, Glen Gray's *Smoke Rings* (sweet trombone effect), Louis Armstrong's *Basin Street Blues* and Clyde McCoy's *Sugar Blues*. Lad should employ better mutes for his effects.

Floyd (Wildcat) Chapman, sepia j-bug, taps out sizzling version of *Chinatown* to win a heavy share of applause. Chorus takes its second turn in hoop skirts to *Sleepy Time Down South*. Marion Dingman, blonde, goes over best in this number, working out with Mary Graham Minor, chorus captain.

Herb Six's house ork follows with its own specialties, the first this season. Turn proves to be a blues medley, featuring Sid Smith's vocal on *Beale Street Blues*, with Jack Parks and Ken Richmond standing out, respectively, on hot trumpet and slipborn solos. Outfit measures three brass, three reed and three rhythm.

Emsee Grant strums a guitar while inspersing Joe Miller jokes between verses of a hillbilly chatter. Material is intentionally corny in the Bob Hope manner and wins laughs.

Star of the revue is Ada Brown, sepia songstress, who is accompanied by a Basie-like "rock" pianist, Harry Swanagan. She opens with *Comes Love* and follows with a typical race number, *I'm the Laziest Gal in Town*. For encores she scorches *Some of These Days, Muddy Shores* and *Alexander's Ragtime Band*.

Show closes with her singing of *Jumpin' Jive*, while the chorus surrounds her. Show is produced by Frank Tracy. First day's biz was good, and audience reception was enthusiastic. Pic is Jones Family in *Young as You Feel*.

Bob Locke.

Loew's State, New York

(Reviewed Friday Evening, February 9)

Vaude layout this week is headed by Chester Morris, film player, with *Balalaika* on the screen. House when caught was doing a fair gross.

The Herzogs (5) opened the bill with trapeze work. Rigging includes three trapezes, upon which the femmes work—swinging and performing stunts. Two of the girls also do decorative and acro posing on a rope, the routine done slowly with good control. Thriller of the group, however, is a girl plant who comes onstage to do comedy work on the trapeze, finally working to a sock climax.

The Debonairs, six male dancers, are dressed formal and open singing. First routine is regulation tap precision, but second, a satiric version of the Machine Age, verges into modern ballet and is a sock piece. Turn has comedy and social implications and is an example of what imagination and ideas can do to hype an act. Went off very well.

Kay Thompson, radio singer, delivered four or five numbers, some in swing rhythms and some in torch fashion. Voice has an appealing huskiness, yet is completely feminine. On occasion, however, Miss Thompson seemed to show the effects of a cold, her voice having a slight raspy character. Among others, did *The Answer Is Love* and *How Deep Is the Ocean?*, encoring with a chorus of *Blue Moon*.

Chester Morris, next-to-closing, came on to sound applause. Works by himself, his sketch being that of an actor visiting a moviegoer's home. Morris' remarks and mugging indicate the family talk and result in fair comedy. Manner is very forthright and personable. Closed well.

Donatella Brothers and Carmen, flash act, closed. Two brothers play accordions, a sister does contortion and acro dancing, Madame Donatella plays a tambourine and papa delivers weird music on a shepherd's horn. Turn is an old standard and still has flash value. The musical sessions, with all five doing instrumental work, are best.

Paul Ackerman.

Fay's, Philadelphia

(Reviewed Friday Evening, February 9)

Newest unit revue, *Spices of 1940*, being shaped here for the houses in this territory booked by Eddie Sherman, indie booker, stacks up plenty swellish with a proportionate admixture of entertainment ingredients.

House line of 16 ponies prance plenty smartly. Open with a doll dance, with the shapely legs dressed as dolls to heighten its novelty appeal. Midway, gals cavort in butterfly costume to make the setting for Melba, who headlines with her *Dance of the White Phantom*. It's an eye-appealing ballet bit of butterfly choreography, twirling of the armed wings of flowing chiffon putting the fan-waving to shame in its artistic merits. No epidermis displays at this house, however. House line rings down the rag with Highland rhythm steppings in kiltie costume.

The La Trees, male twosome, first on for equilibrium stuff, solo and collectively, on a rolling barrel prop. Close with a two-all on the balanced barrel. Work well received.

Bob Carter and Joe Holmes tied the show into knots not duplicated by the others. It's a knockabout acrobatic act, with Holmes the slap-happy Joe. Has them practically rolling in the aisles with a hilarious take-off on a wrestling match and a brute burly of a couple of acrobats doing a hand-to-hand routine. Ring in patter, taps, singing and everything but an imitation of Joe Cook imitating four Hawaiians.

Joe Rardin runs the gamut from imitations of musical instruments and auto horns to a James Cagney impersonation. Is a look-alike for the pic star and it's his best bit. Also rings in a cowboy song, which could just as well have been left behind on the prairie. In all, gets over nicely.

Jed Dooley and Co., latter being his props, including a fem valet, breaks the Melba butterfly flutters and finale setting. It's homey patter he dishes out from the handlebars of a bicycle, but he doesn't find his element until taking to the lariat twirling. Is a far echo from a Will Rogers, but the cracker-barrel puns finally sink in and he gets off to a nice hand.

Harry Kahn's musical crew give able support from the pit position. Running time, 55 minutes. Screen supports with *Oh, Johnny, How You Can Love*. Biz good at late supper show.

M. H. Orodenker.

Music Hall, New York

The background of Victor Herbert music gives the show an opportunity to present eye-filling scenes along with airs that are always easy to take. Production is of the usual proportions, with drawing power hypoed by Jan Peerce and Duci Kerekjarto, remembered for their recordings.

Opener is Peerce's rendition of *Ah, Sweet Mystery of Life*, preceded by a hoke recitation which could be easily eliminated. Peerce, in topnotch form, got himself a tremendous hand.

The combined ballet and Rockettes during the next number give the customers an eyeful. The mess setting, with Mary Adams on a high perch to sing the *Invocation* from *Natoma*, is well done. The gals go thru with the Dagger Dance from the same opera to net a nice round of hand patter.

The offering of the Glee Club contains some visual interest with the appearance of Audrey Corley, a drum majoret who knows how to handle a pair of batons. The boys contribute *It's a Great Day for the Irish*, sung effectively. Their costumes are a bit incongruous, since their kilts are associated with the Scotch even if they are of a vivid green. Walk off after supplying background for Peerce and Miss Adams, who sang *Thine Alone*.

Kerekjarto does a neat turn at the fiddle, playing *Kiss Me Again*, and provides background to De Angelo and Porter during their nifty ballroom waltz. This pair is top flight, showing unusual grace in routines that show them off to advantage. They stay on for a fast one-step and get a nice hand.

The finale has the Rockettes presenting *March of the Toys*, which starts out in the stilted wooden soldier style usually associated with this number. They wind up swinging this classic and give the show a sock ending. June Forrest supplies atmosphere for the first part of the routine, soloing to give it cute interest. Good gimmick is in the set, wherein a gigantic toy box is opened. The box contains three shelves each holding a dozen Rockettes. An elevator lowers each shelf.

Pic, *Swiss Family Robinson*. Biz off when caught. *Joe Cohen.*

Palace, Youngstown, O.

(Reviewed Tuesday Afternoon, Friday 6)

Four gals who have gotten sizable publicity because of the tribute paid their charms gang up to make it a bargain day for oomph.

The gals, Toby Wing, blond film eyeful; Marie Wilson, blond film cutie of the lovely-but-dumb-school; Faith Bacon, of fan dance and revue fame, and Rita Rio, torso-tossing brunet, turn on their most energetic brand of heat.

Yet the biggest applause was drawn by Maud Hilton, who pretends to regard oomph as an articulation of gastric instability and coddles the customers for laughs. She was funny and the audience wanted to laugh.

Rita Rio's Band is easy on the ears, and despite the Rio brand of white-hot heat, her sweet-swing novelty is the

MAURICE GLORIA

ST. CLAIR AND DAY

HEADLINING SECOND WEEK

ROXY THEATER, New York

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THREE CARDS

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Princess and Baby

YVONNE

"PSYCHIC WONDERS"

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standout. She can sing a slow number just as well as a hot one.

Faith Bacon's fan dance is just as graceful as a fan dance need be, but the ostrich plumes have lost their electric shock since first put on display. Toby Wing has a set of songs to sing, but they are only mild. Miss Wilson's patter is based on the inspiration of her movie roles and contains few surprises, which is bad, because she was fair enough as a screen comedienne. Sylvia and Clemence and the Four Co-Eds, a comely row of dancers, round out the program.

On the screen was *The Saints Double Trouble* (RKO). *Rex McConnell.*

"Hellzapoppin" Suit Drops Theft Claim

NEW YORK, Feb. 10.—Charges of plagiarism were withdrawn by attorneys for *Hellzapoppin* in their suit for an injunction and an accounting of profits against the vaude unit *Hellsafire*. I. Robert Broder, attorney for the vaude show, in his reply to the demand for an injunction claimed proof that the material used by both shows is now in public domain.

The *Hellzapoppin* lawyers still demand the injunction forbidding the vaude troupe from using that name and ask for an accounting of profits.

Decision has been reserved by Judge Levy, of the New York State Supreme Court.

Americans Playing Clubs in Denmark

COPENHAGEN, Feb. 3.—Larry Vale, American hoofer, and the Frank Jackson Company, sepian entertainers, were on the January bill at the National Scala cabaret. The Spurgats, formerly with the Ringling show, also on the program.

Valaida Snow, American trumpet player, is still in Denmark, appearing recently at a benefit show for the Danish Federation of Artists at the Lorry. The Harlem Dancers, sepian duo, have been dancing last half of January at the Roxy in Aalborg.

Early in January an agreement was concluded between the governments of Denmark and Germany, providing for an exchange of theatrical talent between the two countries.

Coppers Enforce Philly Curfew

PHILADELPHIA, Feb. 10.— A curfew bell is being clanged in downtown clubs by the police between 2:30 and 4:30 a.m. Cooling off the hot spots was instituted Saturday (3) to prevent the "gangster element" from having a place to congregate in the wee hoffs.

No arrests are being made. At each spot each night the officials inform the club it must fold up the orchestra and clean out hats and coats in the checkroom.

Philly Liquor Board Tough on Niteries

PHILADELPHIA, Feb. 10.—State Liquor Control Board continues to play havoc with local niteries, newest to have their licenses suspended being the Jack and Bill Cafe for 30 days and the Seven Stars Inn for 90 days.

Fortunately, suspension doesn't put the performers out, club owners having the privilege of either going to the courts or paying a $10-per-day fine.

Capitol, Wheeling, Out

WHEELING, W. Va., Feb. 10.—Flesh season at the Capitol, which has been the most extensive in recent years, reached its end temporarily last week with the finish of *Broadway Revelations*.

In addition to units, Capitol has been presenting name bands Wednesdays of each week.

ACTS
Available for Night Clubs. Must have late photo and details immediately.
LES SPONSLER
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His Own Rival

NEW YORK, Feb. 10.—Eddie Dukoff, press agent, had three nitery openings this week on successive nights. Spots were La Martinique, with a new show; Brevoort Supper Room and Charlie Barnet at the Hotel Lincoln. Despite this seeming business success, Dukoff kept groaning and complaining.

Asked why, he explained, "It's not tough enough to have competitors—now I have to go and become my own competition."

But so far he hasn't done to himself what many press agents do to their competitors.

Color Schemes Set Night Spot Decors

CHICAGO, Feb. 10.—The modern trend prevails in night club designs and decorations today, declares Hanns R. Teichert, a leading decorator in this area who has designed many important local clubs. The word "modern," he explains, should not be confused with "modernistic."

According to Teichert, the public is more conscious of color schemes than ever before. A new color scheme in a night club is immediately recognized, and comments pro and con are aired. It is therefore very important, states Teichert, to study the demands of patrons and the trends of the times before deciding on the decorations.

Due to the limited number of clubs with foreign atmosphere here, the war has had little effect on clubdom's interior decoration picture.

Teichert reveals that innovations in lighting and architecture have greatly influenced the current trend. The modern style in architecture leaves more room for the decorator, while, because of a recent development in fluorescent lighting which makes it harmless to the eyes, it is used to produce neon-like colors which greatly enhance the general atmosphere of the room. Also a new development in plastics used for murals enables the light to curve around the object and produces as bright an effect on the top as at the foundation.

An individual atmospheric effect is achieved thru different uses of lighting. Brighter colors are employed where dimmed lights are installed and dark colors are combined with brighter lighting effects.

Teichert finds that more privacy is desired in neighborhood spots, whole more cheerful and bright-color combinations are more popular in downtown niteries.

Des Moines Clubs Worried by Probe

DES MOINES, Feb. 10.—Nitery operators again have the jitters, the grand jury investigating liquor smuggling.

Most operators are observing closing hours and all county spots are shuttering on 1 p.m. curfew. Feeling prevails that grand jury probe will result in heat being applied to all forms of night life.

Chez Ami Makes Changes

BUFFALO, Feb. 10.—Chez Ami nitery is switching bands and shows frequently now, contrary to former policy of keeping them on for many months at a time.

John Long and band, who played 1938-'39 winter season at the Statler Terrace Room here, replace Happy Hauck February 12. Arlene Garfield is being added as producer of line and shows.

Jack Grood, manager, reports good business, despite competition by vaude-film houses.

Columbia Club Enlarges

COLUMBIA, S. C., Feb. 10.—Lookout Club has been altered to enlarge its capacity. The spot is owned by Mr. and Mrs. W. B. Brazell and managed by F. E. Spain.

Bill Farmer is on the band stand.

Heller to Bowery, Detroit

CINCINNATI, Feb. 10. — Jackie Heller closed with NTG's *World's Fairest* here Thursday and departed for Pittsburgh to put in two days at his brother Sol's Yacht Club, formerly the Showboat, before moving on to Detroit for an indefinite engagement at The Bowery.

HADDOCK AGVA SEC'Y

(Continued from page 3)

mately acquainted with labor problems.

Haddock denied that AGVA was giving up its jurisdiction of the outdoor division. He claimed that a general reorganization of the Chicago branch was being effected and that Paul Sanders was no longer with AGVA. He gave no reason for his dismissal. He claimed that now that the outdoor season is beginning to show signs of activity, organizers would be sent into the field and every branch of the outdoor division would be organized.

Haddock indicated that Ralph Whitehead's petition to have a charter granted to the American Federation of Actors to organize the manual workers in the outdoor field would be energetically fought by him. He claimed that AGVA has jurisdiction of the non-performing workers on carnivals, circuses and fairs. He said that sometimes there is little distinction between the manual workers and performers in this division, since performers are occasionally called upon to do manual tasks.

It is believed that with Haddock's appointment, plan proposed by SAG for one union of all AAAA affiliates would not be pressed until the Bernard Reis report is completed.

Haddock said that he personally favors the one big union idea, but on the condition that variety performers be given an equal voice in the running of that union.

Haddock is the second AAAA official to come from a non-theatrical source. Edith Christenson, of Chorus Equity, was recruited from the textile industry.

NEW YORK, Feb. 10.—The Variety Actors' Betterment Campaign Committee rapped the appointment of Hoyt S. Haddock to the post of executive secretary of AGVA. It protested on the ground that no one outside the variety profession could be fully in sympathy with the aims of the performer. They also objected to his background as labor relations adviser to the Standard Oil Co. of New Jersey.

The committee reiterated its belief that Ralph Whitehead should head AGVA.

DETROIT, Feb. 10.—Paul Sander, Bob Wilson and Bernie Miller, of the Chicago AGVA office, were Detroit visitors this week. Coming primarily in connection with the Shrine Circus at the Coliseum here, they also examined both the vaudeville and night club situation. Sander was to leave the middle of the week for Chicago, while Wilson and Miller were to stay to complete a survey of the night club situation.

Sander told *The Billboard* that he had contacted Sol Berns, Peter J. Iodice, of Amusement Booking Service, and other local bookers and found them generally favorable toward the entry of the AGVA, while Raymond Schreiber, owner of the Colonial, only local vaudeville house, was also willing to "go along" with the Guild.

No immediate organizing plans were disclosed, but it was assumed that the present "survey" would lead to some positive steps.

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(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

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

A

Adams & Cora (Cocoanut Grove) NYC, h.
Adams, Johnny (Howdy Club) NYC, nc.
Adams, Mary (Music Hall) NYC, t.
Ahern Sisters (Marty Burke's) New Orleans, nc.
Airway Duo (Arcadia) Phila, re.
Alan & Anise (Cotton Club) NYC, nc.
Allen, Roberta (McAlpin) NYC, h.
Allen, Jean (Steve's) NYC, nc.
Allen & Kent (Chicago) Chi, t.
Ann, Andre (Imperial) Detroit, nc.
Alpert, Mickey (Cocoanut Grove) Boston, nc.
Alvaro & Mercedes (El Chico) NYC, nc.
Amador, Michael (Embassy) Phila, nc.
Anderson, Dolores (Rainbow Room) NYC, nc.
Anderson, Agnes (Arcade) Detroit, nc.
Andre & Frances (Hofbrau) Camden, N.J., nc.
Andrea, Andree (Cadillac) Phila, nc.
Apollon, Dave (Riverside) Milwaukee, t.
Archalee (Minuet) Chi, nc.
Arden's, Donn, Artist Models (Lookout House) Covington, Ky., nc.
Argentina Mia (Club Gaucho) NYC, nc.
Armstrong, Joe (Stamp's) Phila, nc.
Arnez, Desi (La Conga) NYC, nc.
Arnold's Barnyard Frolics (State Hospital) Massillon, O., 14; (Belden School Aud.) Canton, O., 15.
Avon Sisters (Gibson) Cincinnati, h.

B

Babett, Mossman & Force (Bamboo Gardens) Washington, D. C., nc.
Bachelors, Four (Biltmore) NYC, h.
Baclanova, Olga (Plaza) NYC, h.
Badis, Sam (El Dumpo) Chi, nc.
Bailey, Bill (Stamp's) Phila, nc.
Bailey, Billie (Mayflower) Washington, D.C., h.
Bailey Sisters (Shalimar) Newark, N. J., nc.
Baird, Raymond (Chicago) Chi, t.
Baker, Bonnie (Palmer House) Chi, h.
Baldwin & Bristol (Roosevelt) Jacksonville, Fla., h.
Ballero, Marc (Mayfair) Boston, nc.
Banks, Sadie (Old Roumanian) NYC, nc.
Barclay, Irene (Barney Gallant's) NYC, nc.
Barr, Weldon (Cave Club) Vancouver, B.C., nc.
Barr, Ball (El Dumpo) Chi, nc.
Barr & Estes (Shubert) Cincinnati, t.
Barrie, Joan (Dutkin's Rathskeller) Phila, nc.
Barron, Judy (Embassy) Phila, nc.
Barry, Tom (Queen Mary) NYC, nc.
Barry, Fred & Elaine (Continentale) Miami Beach, nc.
Barry, Prince & Clark (Stork) Phila, nc.
Batchen, Birdie (Palumbo's) Phila, nc.
Bates, Lulu (Diamond Horseshoe) NYC, nc.
Barton, James (Versailles) NYC, nc.
Beauclaire, Pierre (Parisien) NYC, nc.
Beckwith, Babs (Pierre) NYC, h.
Bell, Rex (Murphy's) Cleveland, nc.
Belle, Anna (La Cava) NYC, nc.
Belmont, Bella (Purple Derby) Phila, nc.
Bennett, Ethel (Old Roumanian) NYC, nc.
Berke, Irving (Rainbow Inn) NYC, nc.
Berkes, Bela (Algonquin) NYC, h.
Bernard, Ben (Bill's Gay '90s) NYC, nc.
Bernard, Lil, & Flo Henrie (Alabam) Chi, nc.
Bernhardt & Graham (Casino Copacabana) Rio de Janeiro, nc.
Berun, Ruth (State-Lake) Chi, t.
Bessinger, Frank (Radio Franks) NYC, nc.
Blaine, Vivian (Shalimar) Newark, N. J., nc.
Blake, Jimmy (Walton) Phila, h.
Blake, Bill (Tower) Kansas City, Mo., t.
Blakstone, Nan (Le Ruban Bleu) NYC, nc.
Blair, Joan (Biltmore) NYC, h.
Blanche, Jean (Colonial) Dayton, O., t.
Blondell, Mae (Westminster) Boston, h.
Bodan, Margot (Gypsy Camp) NYC, nc.
Boeck, Al "Rags" (Fox) Bakersfield, Calif., 13-14; (Liberty) San Francisco 16-22, t.
Bolger, Ray (Chez Paree) Chi, nc.
Bon-Aire Trio (Roosevelt) Pittsburgh, h.
Bonick, Lewis (Fox & Hounds) Boston, nc.
Borg, Inga (Hi-Hat) Chi, nc.
Bosboer, Dora (Russian Kretchma) NYC, nc.
Boweryettes (Bowery) Detroit, nc.
Braggs, John (Steve's) NYC, nc.
Brantley & Linda (Village Barn) NYC, nc.
Brett & Young (Joyland) Boston, nc.
Brianis, The (Roxy) NYC, t.
Brill & Bell (Frontenac) Detroit, nc.
Brooks, Peggy (Howdy Club) NYC, nc.
Brooks, June (Colosimo's) Chi, nc.
Brooks, Helen (Royal Box) NYC, nc.
Brown, Ada (Tower) Kansas City, Mo., t.
Brown, Ethel (Alabam) Chi, nc.
Bruce, Betty (Earle) Washington, D. C., t.
Brucettes (Lookout House) Covington, Ky., nc.
Bruder, Rudy (Weber's Hofbrau) Camden, ro.
Bruno, Anthony (Latin Quarter) Boston, nc.
Buck & Bubbles (Cadillac) Phila, nc.
Buckmaster, John (Algonquin) NYC, h.
Burke, Irene (Swing Club) NYC, nc.
Burton, Mary (Continentale) Miami Beach, nc.
Burton, Effie (Alabam) Chi, nc.
Burton & Kaye (Colosimo's) Chi, nc.
Byrd, Muriel (Belmont Plaza) NYC, h.

C

Caballeros, Los (El Gaucho) NYC, nc.
Caldwell, Edith (Statler) Boston, h.
Calgary Bros. (Chicago) Chi, t.
Callahan Sisters (Ansley) Atlanta, h.
Camp, Rae (Parakeet) Phila, nc.
Cappella & Beatrice (Royale) Detroit, nc.
Cardello (Palumbo's) Phila, nc.
Carleton & Juliette (Chase) St. Louis, h.
Carlisle, Una Mae (Mammy's Chicken Farm) NYC, nc.
Carlisle, Charlie (Bowery) Detroit, nc.
Carlton, Kay (Yacht Club) Phila, nc.
Carpenter, Imogene (Weylin) NYC, h.
Carr, Billy (606 Club) Chi, nc.
Carroll, Helene (Lexington) NYC, h.
Carroll Sisters (Troc) NYC, nc.
Carroll, Janet (Latin Quarter) Boston, nc.
Carroll, Helen (Latin Quarter) Boston, nc.
Carter & Bowie (Barney Gallant's) NYC, nc.
Carter, Rochelle (Swing Club) NYC, nc.
Carson, June (Nappo Gardens) Chi, nc.
Carter, Billy (Blue Lantern) Detroit, nc.
Casanova, Don (Cuban Casino) NYC, nc.
Cascade, Billy (Bertolotti's) NYC, nc.
Caswell, Fran (Parakeet) Phila, nc.
Cerf, Alyse (606 Club) Chi, nc.
Chandler, Grace (Pat Toole's) Wilkes-Barre, Pa., nc.
Chaplin, Mildred Harris (Colosimo's) Chi, nc.
Chasen, Chic (Lido Club) NYC, nc.
Child's, Solly, French Follies (Fox Theater) Bakersfield, Calif., 13-14; Modesto 15; (Liberty Theater) San Francisco 16-22.
Christi & Hanai (Vine Gardens) Chi, nc.
Clifford, Pete (Kit Kat) Miami Beach, nc.
Clair, Marcella (Whirling Top) NYC, nc.
Clare, Lola (Dutkin's Rathskeller) Phila, nc.
Clarissa (Latin Quarter) Boston, nc.
Clarkson, Crystal (Steve's) NYC, nc.
Claudet, Marguerite (Ohio) Youngstown, O., h.
Coeda, Betty (El Dumpo) Chi, nc.
Cohan, Mary (Mon Paris) NYC, nc.
Cole, Johnny (Mayfair) Boston, nc.
Cole, Lester, & Debutantes (Shubert) Cincinnati, t.
Cole, Frank & Peggy (Barn) Warwick, R. I., nc.
Collegians, The (Paramount) Newark, N. J., t.
Colligan, Billy (Trocadero) NYC, nc.
Colomo, Aurelia (Weylin) NYC, h.
Colt, Ethel Barrymore (Delmonico's) Phila, re.
Connolly, Frances (La Marquise) NYC, nc.
Conway & Parks (Kit Kat) NYC, nc.
Cook, Ralph (Harry's New Yorker) Chi, nc.
Cook, Welby (Bowery) Detroit, nc.
Corbett & Loraine (Chez Ami) Buffalo, nc.
Cordano & Corinne (Harry's New Yorker) Chi, nc.
Corday & Triano (Delmonico's) Phila, re.
Cordoba, Lolita (La Conga) NYC, nc.
Corley, Audrey (Music Hall) NYC, t.
Cornell, Alice (Colony Club) Chi, nc.
Cortez, Mapy (The Beachcomber) NYC, nc.
Cortez, Flores (Frances) Kokomo, Ind., h.
Cortez, Barbara (Steve's) NYC, nc.
Cosmos & Anita (Palumbo's) Phila, nc.
Costello, Diosa (La Conga) NYC, nc.
Cotts, Magician (Antlers) Indianapolis, h.
Courtney, Leonora (Swing Club) NYC, nc.
Covert & Reed (Warwick) NYC, h.
Craig, Reginald (Earl Carroll's) Hollywood, nc.
Craven, Frank (Bill's Gay '90s) NYC, nc.

D

D'Acosta, Lina (Le Ruban Bleu) NYC, nc.
DeAngelo & Porter (Music Hall) NYC, t.
D'Arcy, Ethel (Macfadden Deauville Pools) Miami, Fla.
Dagmar (606) Chi, nc.
Daley, Cass (Paramount) NYC, t.
Dalton, Jack (Circle Bar) Kankakee, Ill., nc.
Dancey, Johnny (Cozy Corner) Detroit, nc.
Daniels, Muriel (Westminster) Boston, h.
Dansonettes (Powatan) Detroit, nc.

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

Dare, Joan (606) Chi, nc.
Datska, Jascha (New Russian Art) NYC, nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Davis, Helen (Samye Van) Brooklyn, nc.
Davis, Glory (Stuyvesant) Buffalo, h.
Day, Gloria (Stanley) Pittsburgh, t.
De Angelo & Porter (Ambassador) NYC, h.
Dead End Kids (Shubert) Cincinnati, t.
Dean, Shirley (Lookout House) Covington, Ky., nc.
Debonairs (Loew's State) NYC, t.
Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc.
DeFlores, Felipe (Rumba Casino) Miami Beach, nc.
Degenau & June (White) NYC, h.
DeKarlo, Sergio (Versailles) NYC, nc.
De La Conde, Zedra (Havana-Madrid) NYC, nc.
De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
De Leo, Don (Bal Tabarin) NYC, nc.
DeMarco, Isobel (Alms) Cincinnati, h.
De Mayos (Dutkin's Rathskeller) Phila, nc.
DeNova Twins (Gay '90s) Chi, nc.
Del Carmen, Maria (Club Gaucho) NYC, nc.
Del Gray Girls (Imperial) Detroit, nc.
Dell, Gloria (Nappo Gardens) Chi, nc.
Delmar, Armand (Morocco) Detroit, nc.
Del Rio, Diane (Latin Quarter) Boston, nc.
Dennis & Sayers (Westminster) Boston, h.
Denzler, Richard (Vine Gardens) Chi, nc.
Dering, Rosemary (Chicago) Chi, t.
DeVries, Sharon (State-Lake) Chi, t.
DeWolfe, Billy (Dempsey-Vanderbilt) Miami Beach, h.
Diane & Doree (Gay '90s) Chicago, nc.
Doone, Valerie (LaCava) NYC, nc.
Dolphe, Ray (Westminster) Boston, h.
Donahue, Walter (Mayfair) Boston, nc.
Donatella Bros. & Carmen (Loew's State) NYC, t.
Donnelly, Harry (Bill's Gay '90s) NYC, nc.
Dooley Twins (Gold Coast) NYC, nc.
Dorita & Valero (El Chico) NYC, nc.
Dorsay & Diane (Red Mill) NYC, nc.
Dovell, Virginia (Gay '90s) Chi, nc.
Dowling, Elaine, Girls (Colosimo's) Chi, nc.
Doyle, Helen (Yacht Club) Phila, nc.
Dracken, Russell (Wakefield's) NYC, nc.
Drew, Charley (Taft) NYC, h.
Drigo, Rod, & Francine (Teatro Nacional) Havana, Cuba, t.
Drupska, Dania (Radio City) NYC, mh.
Drysdale, Grace (Park Plaza) St. Louis, h.
Dubrow, Herb (Walton) Phila, h.
Duc, Dorothy (La Marquise) NYC, nc.
Duchess, Evelyn (31 Club) Astoria, L. I., nc.
Duffins, The (Bismarck) Chi, h.
Dunbar, Dixie (Drum) Miami, Fla., nc.
Dupont, Doris (Hi-Hat) Chi, nc.
Dupont, Bob (Colonial) Dayton, O., t.
Duquesnes (Bowery) Detroit, nc.
Durant, Diana (Club 15) Phila, nc.
Durkin, Nellie (Brown Derby) NYC, nc.
Dustman, Edith (Book-Cadillac) Detroit, h.
Duville, Jacqueline (Palumbo's) Phila, nc.
Dwyer, Gertrude (Samye Van) Brooklyn, nc.

E

Earl, Pearl (Steve's) NYC, nc.
Earlson, Vic (Stamp's) Phila, nc.
Eberle, Bob (Pennsylvania) NYC, h.
Edward & Angela (Silver Lake Inn) Clementon, N. J., ro.
Elaine & Barry (Club Continental) Miami, nc.
Eleanor (Silver Lake Inn) Clementon, N.J., ro.
Ellin, Marita (Trocadero) NYC, nc.
Elliott, John (Philadelphian) Phila, nc.
Embassy Boys (Biltmore) Atlanta, h.
Emil & Evelyn (Weber's Hofbrau) Camden, ro.
English, Kay (Samye Van) Brooklyn, nc.
English, Ray & Edith (Lotus) Washington, D. C., nc.
Enrico & Novello (Colony Club) Chi, nc.
Ernie & Orie (Kit Kat) NYC, nc.
Errolle, Martha (St. Moritz) NYC, h.
Estelle & LeRoy (New Yorker) NYC, h.
Estes, Del (Minuet) Chi, nc.
Evans, Fred, Girls (Chez Paree) Chi, nc.
Evans, Bobby (Cotton Club) NYC, nc.
Everett & Conway (Post Street) Spokane, t.
Everhardt, Chet (Royale) Detroit, nc.

F

Fagan, Nulsy (Hughes 1-11 Club) NYC, nc.
Fanslau, Connie (606) Chi, nc.
Farrell, Bill (Place Elegante) NYC, nc.
Fawn & Jordan (St. Moritz) NYC, h.
Fay & Wellington (Westminster) Boston, h.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Fayne & Foster (Lotus) Washington, D.C., nc.
Fazioli, Bernie (Cocoanut Grove) Boston, nc.
Fears, Kay (Diamond Horseshoe) NYC, nc.
Fields, Leon (Roadside Rest) Miami, Fla., nc.
Finnell, Carrie (606 Club) Chi, nc.
Flash, Serge (Delmonico's) Phila, re.
Flashe & Bunda (Leon & Eddie's) NYC, nc.
Fontasia (Rumba Casino) Miami Beach, nc.
Forrest, June (Music Hall) NYC, t.
Foster, Gae, Girls (Roxy) NYC, t.
Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
Fraksen (Waldorf-Astoria) NYC, h.
Foy, Charley (Grace Hayes Lodge) Hollywood, nc.
Frances-Allis Dancers (Benny the Bum's) Phila, nc.
Frances & Madeleine (Round Room) NYC, nc.
Francis, Benita (Oasis) Seattle, nc.
Franey, Dot (Book-Cadillac) Detroit, h.
Franklin, Cass (Top Hat) Union City, N.J., nc.
Franz, Ernst, Continentals (Place Elegante) NYC, nc.
Frazee Sisters (Continentale) Miami Beach, Fla., nc.
French, Eleanore (1 Fifth Ave.) NYC, re.
Furman, Eddie (Brown Derby) NYC, nc.
Futran, Edmourd (Bal Tabarin) NYC, nc.

G

Gaconi, Norbert (Algonquin) NYC, h.
Gainsworth, Marjorie (Walton) Phila, h.
Gale, Betty (Shelton) NYC, h.
Gale, Alan (Stork Club) Phila, nc.
Gale Sextette (Bowery) Detroit, nc.
Gale, Patsy (El Dumpo) Chi, nc.
Gambel, Inez (Alabam) Chi, nc.
Garcia, Lucio (La Conga) NYC, nc.
Gardner, Marcelle, & Wilia Runyan (Minuet) Chi, nc.
Gary, Gwen (Book-Cadillac) Detroit, h.
Gautier's Bricklayers (Chicago) Chi, t.
Geddis, George, & Pal Rowdy (Circle Bar) Canton, O., nc.
Gerrits, Paul (Pal) Cleveland, t.
Gerrity, Julia (Friars Inn) NYC, nc.
Gifford, Moya (Biltmore) NYC, h.
Gilbert, Ethel (Gay '90s) NYC, nc.
Gibson, Virginia (Embassy) Phila, nc.
Gilford, Jack (Cafe Society) NYC, nc.
Gilroy, Bill (Seven-Eleven Club) NYC, nc.
Ginster, Lena (Murphy's) Cleveland, nc.
Giovanni (New Yorker) NYC, h.
Glamour Girls (Walton) Phila, h.
Glover, Ralph (Seven-Eleven Club) NYC, nc.
Glover & Lamae (Palmer House) Chi, h.
Golden Pair, The (Nixon Cafe) Pittsburgh, re.
Golden Gate Girls (Madison) Baltimore, nc.
Goldie, Jack (Friars Inn) NYC, nc.
Gomez, Vincente (Le Ruban Bleu) NYC, nc.
Gordon & Olivia (McVans) Buffalo, nc.
Gordon, Rosaline (606) Chi, nc.
Gordon's Racketeers (Capitol) Washington, D. C., t.
Gotthelf, Manny (Morrison) Chi, h.
Gould, Carol (Club Bali) Miami, nc.
Granoff, Bert (Neptune) Washington, D.C., nc.
Grauer, Bernie (Bill's Gay '90s) NYC, nc.
Gray, Barbara (Silver Dollar) Baltimore, nc.
Green, Barney (Ponchartrain) Detroit, nc.
Green, Margie (Belmont) Miami Beach, nc.
Green, Bennett (Mother Kelly's) Miami, Fla., nc.
Greer, Jane (Spatola's) Phila, re.
Gregory & Raymond (Earle) Washington, D. C., t.
Grey, Winnie (Chateau Moderne) NYC, nc.
Grey, Betty (Bismarck) Chi, h.
Grove, Carman (Wonder Bar) Atlantic City, nc.
Guerlaine, Annette (La Cava) NYC, nc.
Gwynne, Jack, & Co. (Shubert) Cincinnati, t.

H

Haddon, Harriette (St. Regis) NYC, h.
Hadley, Jane, Dancers (Bismarck) Chi, h.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hale, Chester, Girls (Palace) Chi, t.
Hale, Chester, Troupe (National Casino) Havana, nc.
Hall, Cliff (Bellevue-Stratford) Phila, h.
Hall & Hart (Queens Terrace) Woodside, L. I., nc.
Hallman, Florence (Delmonico's) Phila, re.
Handler, Shirley (Colosimo's) Chi, nc.
Hang-Chu, Prince Lia (Park Central) NYC, h.
Harmon, Murray (Coq Rouge) NYC, nc.
Harmon, Paul (Wm. Penn) Pittsburgh, h.
Harmon, Ginger (Chez Paree) Chi, nc.
Harrington, Pat (Club 18) NYC, nc.
Harris, Russ (Baker's) Jacksonville, Fla., nc.
Harris, Marcia (Rainbow Inn) NYC, nc.
Harrison Sisters (Biltmore) NYC, h.
Harrisson, Spike (Bill's Gay '90s) NYC, nc.
Hartley, Elsie (Place Cafe) NYC, nc.
Hartman, Grace & Paul (Colony) Palm Beach, nc.
Hasburgh, Rabana (Radio City) NYC, mh.
Havin, Bee (Blue Lantern) Detroit, nc.
Hawaiians, Three (La Cava) NYC, nc.
Hayes, Peter (Grace Hayes Lodge) Hollywood, nc.
Hayworth, SeaBee, Revue (Broadway) Fayetteville, N. C., 14; (Carolina) Wilson 15; (Gem) Kannapolis 16; (Carolina) Lumberton 17.
Heart, Rene (Silver Dollar) Baltimore, nc.
Heasley Twins (St. Regis) NYC, h.
Heat Waves, Three (Queens Terrace) NYC, nc.
Heath, Helene (Walton) Phila, h.
Heffer, Hal (Spatola's) Phila, re.
Helene (Royale) Detroit, nc.
Henderson, Dolly (Steve's) NYC, nc.
Hendricks, Marcella (Astor) NYC, h.
Henrique & Adrienne (Cadillac) Phila, nc.
Henry, Dorothy (Leon & Eddie's) NYC, nc.
Herbert, Hayes & Ginger (Ansley) Atlanta, h.
Herne, Patricia (Chateau Moderne) NYC, nc.
Herzogs, The (Loew's State) NYC, t.
Hildegarde (Hollywood Beach) Miami, Fla., nc.
Hill, Dorothy, Ballet (Chicago) Chi, t.
Hilliard, Jack (Benny the Bum's) Phila, nc.
Hillock, Frances (Club Gaucho) NYC, nc.
Hoffman, Eugene (Vienna) NYC, nc.
Holiday, Billie (Ernie's) NYC, nc.
Hollenbeck, Mysterious (Westway) Baltimore, t.
Hommert, Johnny (885) Chi, nc.
Honey Family (Shubert) Cincinnati, t.
Hope, Glenda (Royal Box) NYC, nc.
Hope, Pat (Woodruff) Watertown, N. Y., h.
Horvath, Louis (Gypsy Camp) NYC, nc.
Hot Shots, Four (Earl Carroll's) Hollywood, nc.
Hoveler, Winnie, Girls (Harry's New Yorker) Chi, nc.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Howard, Ann (Royal Box) NYC, nc.
Howard & Corita (Cozy Corner) Detroit, nc.
Hunter, Grady (Mayflower) Jacksonville, Fla., t.
Hutchins, Harriet (Queen Mary) NYC, nc.
Hutton, Marian (Pennsylvania) NYC, h.

I

Ignatenko, Serge (Russian Kretchma) NYC, nc.
Ink Spots (Paramount) NYC, t.
Isles, Stephen (Gay '90s) NYC, nc.
Ivers, Kay (Lenox) Boston, h.

J

Jackson & Nedra (606 Club) Chi, nc.
Jackson, Stone & Reeve (Troc) NYC, nc.

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James, Anita (Imperial) Detroit, nc.
Jamie (Cadillac) Phila, nc.
Jamison, Bonnie (St. Paul) St. Paul, h.
Jarvis, Sammy (Book-Cadillac) Detroit, h.
Jason, Jay (Morocco) Detroit, nc.
Jean, Mitzi & Sarana (Palumbo's) Phila, nc.
Jeanne, Mlle. (New Yorker) Chi, nc.
Jenkins, Polly, & Her Plowboys (Gates) Lowell, Mass., t.
Joel & Annette (606) Chi, nc.
Johnny & George (Maxim's) NYC, nc.
Johnson, Lucille (Diamond Horseshoe) NYC, nc.
Johnson, Patsy (Nomad) Atlantic City, nc.
Johnson, Dorothy (New Yorker) Chi, nc.
Jones, Marion (State) Columbus, O., re.
Jones, Owen (Leone's) NYC, re.
Jones, Darlene (Stamp's) Phila, nc.
Joy, Vi & Adelaide (St. George) Brooklyn, h.
Joyce, Connie (Belmont Club) Miami Beach, nc.

K

Kali, Chandra, & Javanese Dancers (Villa Venice) Miami Beach, Fla., nc.
Kalmus, Bee (Belmont Club) Miami, nc.
Karavaeff, Simeon (Russian Kretchma) NYC, nc.
Kayaloff, Volodin (Casino Russe) NYC, nc.
Kay, Katya & Kay (Pal) Cleveland, t.
Kaye, Phil (Nomad) Atlantic City, nc.
Kaye, Irene (Queen's Terrace) Woodside, L. I., nc.
Keane, Linda (Raymor) Boston, b.
Keller, Greta (Algonquin) NYC, h.
Keller Twins (Palumbo's) Phila, nc.
Kellerman, Mimi (Bradford) Boston, h.
Kellogg, Lucille (Chevalier's) NYC, nc.
Kemper, Charles (Lido) NYC, nc.
Kennedy, Chic (Lookout House) Covington, Ky., nc.
Kerekjarto, Duci (Music Hall) NYC, t.
Kerr, Jack (Fourteen) NYC, h.
King, Charlie (Gay '90s) NYC, nc.
Kirby, Dana (Queen Mary) NYC, nc.
Klein, Tiny (Wonder Bar) Atlantic City, nc.
Knight, Gay (El Dumpo) Chi, nc.
Kowalska, Luba (New Russian Art) NYC, nc.
Kraus, Charlotte (Wiener Flaker) NYC, re.
Krechmer, Billy (Jam Session) Phila, nc.
Kretlow, Muriel, Girls (Hi-Hat) Chi, nc.
Kruger, Jerry (Mother Kelly's) Miami, Fla., nc.

L

Lang, Den (Village Barn) NYC, nc.
Lambert, Preston (Royale) Detroit, nc.
Lane, Joyce (Drum) Miami, Fla., nc.
Lane, Loretta (Bertolotti's) NYC, nc.

(See ROUTES on page 35)

Magic

By BILL SACHS
(Communications to Cincinnati Office)

MAL B. LIPPINCOTT typewrites that business in the Carolina sector has been good despite the fact that the territory recently experienced its coldest weather in 35 years. Lippincott recently had as a visitor at Rock Hill, S. C., Henry Hudson Davis, agent for Virgil the Magician. . . . LEASTON MAGICAL REVUE, now playing in and around Toledo, O., is piloted by Al Jewell, until recently manager of the Heigle Theater, Ottawa, O. . . . COLUMBUS, O., Magic Club, headed by Syl Reilly, journeyed to Newark, O., February 5 to put on a show at the Elks' Club for the benefit of E. J. Moore, who is still confined at a Newark hospital as the result of injuries sustained in a fall several months ago. Event pulled a full house, with the following participating in the program: Richard Elbon, Syl Reilly, Jack Thomas, Earl Pogue, Joe Gregory, Dr. Carroll Ritchey, Paul Williams, R. W. Hull, Wayland Waltman and Guy Stanley. . . . EVANS BROWN, musical magician, who has played the Detroit area the last three months, jumped into Cincy to play the Rialto Theater Sunday, February 4, opening the following night at the town's Cat and Fiddle for a week stand. In a visit to the desk Brown infoed that he's set in the Middle West for some time to come. He returns to Chula Vista Resort, Wisconsin Dells, Wis., July 15 for the summer. . . . HARLAN TARBELL plays the Hartman Theater, Columbus, O., February 17, at which time he will be guest of the Columbus Magic Club at a dinner at the Nell House there. . . . R. W. MOSELEY, of Elgin, Ill., alarmed at what he believes is a case of flagrant expose, shoots us a clipping from *The Chicago Herald-American*, commenting on Paul Rosini's appearance at the 885 Club in the Windy City and which reads in part: "And between shows he gets around the tables to explain, right under your eyes, just how every trick is done." Moseley can calm his fears. Rosini isn't the type of magish who has to depend upon expose methods to pull publicity. The "explaining" of his tricks has as much effect upon the 885 patrons as so much double talk.

* * *

HUNTINGTON, Omaha conjurer, stopped off at the desk Monday of last week (5) between high-school dates in the Cincinnati area. Booked by Ray Newton, of Nation Program Service, Des Moines, Huntington began his tour of knowledge boxes last September and is set until June. After a few more dates in Indiana and Ohio, Huntington heads for the Michigan country. He has no complaints on business. . . . BRANDINO has temporarily shelved his magic turn and is presently haunting the Alabama country with a midnight ghost show under the name of El-Gall. He has just resumed his bookings after laying off for a few days due to the heavy snows in that section. . . . LECKVOLD THE MAGICIAN, who has been playing schools, theaters and clubs in Eastern Washington since January 15 under the management of Will Mutch, infos that the territory is fair, altho not as good as it is in the fall months, when the farmers have gathered their crops. . . . WHEN BOB NELSON, of the Nelson Enterprises, and his heart, Margaret Gammon, are married in Columbus, O., February 17, they'll hit out immediately for a three-week honeymoon in Florida. . . . LOS ANGELES Society of Magicians was the guest of the Pacific Coast Showmen's League in L. A. January 29, with the magi doing their stuff for the show boys. Those who showed their wares were Bill Bailey, George W. Putnam, Arthur Valli, Frank Fewins, Jack Wilson, William Van Berkel, Ernest Mickie and Dr. Gaynor. . . . DAVID FOGO has been playing private clubs in the Detroit area the last two months. . . . HELEN DOMZALSKI, daughter of Walter H. Domzalski, Detroit attorney-magician, recently put on a show for three nights with her dad at Harper Hospital, that city, where she is training to become a nurse. Helen does a mental and marionette act.

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CHORUS GIRLS
WANTED AT ONCE!
CAPITOL FOLLIES
SAN FRANCISCO, CALIF.

Hirst Unit Review

Let's Go

(Unit 15-B)

(Reviewed at Troc Theater, Philadelphia, Thursday Evening, February 8)

This newest for Hirst should roll merrily along. It's appropriately titled *Let's Go* and burlesque is ripe to give show business another Abbott-Costello team in the unit's Max Furman, funnyman, and Murray Leonard, straight.

Furman produced the unit, with Johnny Kane handling the scenes, and it's rare to find these days a comic being able to hold his own above the competition from the strippers. He is a clown with mannerisms and mimicry that stamp him as surefire levels higher than burlesque. Doesn't have to resort to the gutter for his material, and finds new life in the aged lines. Neither does he resort to trick make-up, merely goggling a la Bobby Clark and having a like attribute of being able to be funny on the walk-on.

Wowed 'em here, with the superlatives being just as well in order for his stately and suave straight, Murray Leonard.

Overshadowed by Furman, latent possibilities of Dick Richards, show's second comic, have not the show-easing they deserve. But his lunacy in derby hat, frock coat and chalk phiz make-up stamps him as a very capable funny-maker. Is definitely a coming comic clicker. Gets conventional straight support from Bobby Burns, who also adds unforgiving tenor warbling to the production scenes. Alma Malben is the saucy soubret, with May Martin and Boo LaVon, strippers, talking as such in the sketches.

Still another show-stopper deserving of special attention is Beryl Cuffe, who embellishes the ballet bits and turns in a sock acrobatic solo that's big-timey in every twist for *Heart Beat*, unit's best production number, with scenery and costuming for the 16 gals being just as big-timey. Miss Cuffe's routine is packed with back-bending and sitting-on-face thrills.

Orlando, accordion specialty, puts the ducat-buyers in a happy frame of mind with the right song selections. Gives 'em *Oh Johnny, Beer Barrel Polka* and such.

Strippers May Martin, Boo LaVon and headlining Dian Rowland disrobe in that running order. Each is an artist at this sort of thing and rank with Miss Rowland's hackadaisical bumpsadaisicals.

Merrick Valinote's musical crew hadn't as yet mastered the score at this late show of the week. Biz plenty good on all three floors when caught. Hinda Wassau next in. *M. H. Orodenker.*

Midwest Unit Review

Ellis-Clexx Unit

(Reviewed Friday Evening, February 2, at the Grand Theater, Canton, O.

Quite a let-down from last week's offering at this house. While principal talent is fair and the opening a bit better than the average, program lacked the speed of former offerings of the Midwest Circuit. About the only redeeming feature is Kitty Ellis, billed as the top disrober, who lives up to her advance notices and saves the troupe from being a complete flop. A couple more units like this one and the box office will miss a lot of the regular customers.

From the parting of the first curtain it looked like a real show, for the chorus went thru a snappy routine. Parker Gee, singer and the best to come here this season, added punch with his *God Bless America*, with the line on for a swell military drill. Number registered heaviest applause of the evening. The rest of the show was uninteresting, the bits being old and remainder of the chorus numbers very ordinary.

Harry Clexx, top-billed comic, managed to get a few laughs with his double talk, the schoolroom scene being about the funniest. Looney Lewis gave him only fair support. Joseph Lyons proved a capable straight man, and Parker Gee helped a lot to put over the gags.

Miss Ellis, platinum blond, is a smooth worker and loses little time once she was in the spotlight. Sharing honors with her are Marie Voe, who depends on her muscles to put her over, and Vickie Davis, a pleasing red-head. Connie Matthews offers two excellent specialty dances.

Chorus, 10, revealed a couple of new faces this week. Gals on all posing numbers are stripping to the waist. Jack Davis' Band continues in the pit, with Bill Gieb doing nicely with the vocals, which helps the chorus numbers a lot.

Business Friday night just fair, with weather still plenty cold.

Rex McConnell.

Burlesque Notes

(Communications to New York Office)

New York:

MARLANE, featured on the Hirst Circuit, will have cause to remember her Newark week, January 29 to February 3, when she suffered loss by theft from her apartment of money and street attire. . . . REGGIE DUVAN, dancer with same show, out of the cast thru a heavy cold, also during Newark date. Tess Noel shipped from New York to fill in. Diane King also battled with a cold but did not lay off. Week before in Bridgeport, Conn., Joy St. Clair was forced to bed with a slight touch of grippe and was replaced by Terry King, doubling from the chorus. . . . LOU APPLEBY, operator of the Casino, Toronto, a visitor last week. . . . EDDIE (NUTS) KAPLAN, comic, opened at the Gaiety February 2, relieving Charles (Peanuts) Bohn, who left to start rehearsing for a new Shubert musical. Also new at the Gaiety were Dorothy Lawrence, from the Triboro, and Pat Joyce. Lois DeFee and Marlene, originally slated to open February 2, came in February 9 instead. *UNO.*

* * *

CHICAGO:

JOE LYONS and LOONIE LEWIS are closing on the Midwestern Circuit at the Casino Theater, Toronto, February 15. . . . NATOMA opened on the same circuit, same theater, February 9 . . . MAXINE DeSHON closed on the Midwestern Circuit at Cincinnati February 8. . . . THE THREE LUNATRIX are dissolving partnership. Jack Lopez and Jimmy LaMarr are going to Florida, while Al Rio will continue working in burlesque with his wife, Dorothy Wahl. They are opening in stock. . . . BERNIE AND WALKER, Marion Rogers, Bob Dyer, Billie Homes, Joyce Breazelle and Mae Brown doing their stuff at the Rialto the week of February 9.

* * *

From All Around:

HINDA WASSAU jumped from Boston to Baltimore as added attraction and followed with a week in Washington. . . . BERNIE MILLER replaced Clyde King on Hinda Wassau show at Washington last week. . . . JEAN MODE, strip on Wassau-Binder & Rosen show, celebrated with a backstage birthday party in Washington February 6. . . . VALARIE PARKS flew back from Miami, Fla., to appear in Newark as added attraction week of February 4. . . . TINY DINAU, chorus captain on Mannie King Show, left it in Washington for a vacation in Miami, Fla. . . . BINDER AND ROSEN, who are not due back in New York for another eight weeks, have signed to make several movie shorts upon their return. . . . JOE BROWN, of Paterson, N. J., is now presenting the Jacobs Bros.' concessions at Gayety, Baltimore. . . . LES SPONSLER, SCOTTY FRIDELL and ALEXIANNE are currently playing club dates in Baltimore and Washington. . . . MILDRED DEVOE, former featured woman in burlesque and for the last 18 months mistress of ceremonies at the Casa Grande, Cincinnati nitery, has left the hospital and is recuperating from her recent serious illness at her apartment at 24 E. Eighth street, Cincinnati. . . . WALT COLLINS, after touring the Midwest burly houses, has opened as house singer at Dewey Michael's Palace Theater, Buffalo, for an indefinite stand. . . . CHARLEY GROW, Carrie Pinnell's ex-hubby, is now whipping the ivories at the Kirby Hotel, Muncie, Ind.

DeFee-Watson Show Tops Corio Record

BRIDGEPORT, Conn., Feb. 12.—The *Town Scandals* show at the Loew-Poli-Lyric Theater last week, with Lois DeFee and Billy Watson's Beef Trust girls as extra attractions, broke house records, according to Manager Lester Al Smith, even surpassing Ann Corio by over $275. Take for the week was $7,500.

Nat Mercy Show Opens New Orleans Stock Date

NEW ORLEANS, Feb. 10.—Nat Mercy's *Broadway Revue* has opened a stock date at the Lafayette Theater here. Show consists of 18 performers, with Dorothy Lane specialty dancer and chorus producer.

Others in the show are Jessie Clark, featured singer; Nat Mercy and Leo Monti, comics, with Bill O'Brien straight. The chorus consists of Marian Russell, Sanna Miller, Kay Kamba, Dot Passon, Vera Mason, Lorraine Davis, Juanita Hardy and Lois Pierson. Charlie Clark is in the pit. The house does three shows daily.

Phil Rosenberg Bookings

NEW YORK, Feb. 10.—Phil Rosenberg's bookings: For the new Hirst Circuit show, *Revels of 1940*, which opens tomorrow at the Troc, Philadelphia, Hinda Wassau, George Murray, Happy Hyatt, Connie Ryan, Joan Mayo, Eileen Dale, Aloha and Renard and Marcia. Eileen Hubert, dancer, joins in Union City, N. J., February 18.

For February 11 opening, Jack and Polly Golden and Wade and Wade in Boston, and Rubberneck Holmes in Pittsburgh. Conti and Little for Newark, February 18. Clay Lee at the Republic, and Lili Dawn at the Ettinge, yesterday.

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AND
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HEADING STRAIGHT
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Daniels Acquires Van Arnam Tenter

OPA LOCKA, Fla., Feb. 10.—The tent show formerly owned and operated by John R. Van Arnam under the title of *Radio Funmakers* has been acquired by George G. Daniels, of Ogdensburg, N. Y., according to an announcement made here this week by Roy Roberts, for a number of years manager of the Van Arnam attraction. Daniels will operate the outfit under the name of Van Arnam Tent Show.

Show is now in winter quarters here, where Daniels is putting the equipment in shape. He will reorganize the entire personnel, Roberts announces.

As usual, the show will begin its annual trek northward toward the State of Maine around April 1. Show's policy has not been mapped for the coming season, but it is believed that it will be a revue-type show.

Roberts will be with Daniels on the new organization.

New Orleans Good For Dixie Queen

NEW ORLEANS, Feb. 10.—Docked in a choice spot here, Al Cooper's Dixie Queen Showboat is enjoying increasing business, with the company presenting one bill a week. Now in its second week here, boat is slated to remain for at least six more.

In the Dixie Queen cast are Bush Burichter, character comedy; Trixie Maakew, character comedy; Turner Depenbrink, general business; Norene Depenbrink, leads; Conway Cruz, leads; Virginia Goodman, piano; Lynn Kenton, ingenue; Philip Pine, juvenile, and Norman Cooper, characters.

The floating theater played several one-nighters in the Louisiana bayous before coming here. The craft experienced tough going en route here, being blown from side to side in the narrow Coastal Canal and also in the new Basin Canal.

Jimmie Hull Seriously Ill

BEAUMONT, Tex., Feb. 10.—Jimmie Hull, well-known Texas tent show owner and manager, is seriously ill with pneumonia at the home of his sister, Mrs. C. A. Ganoug, 2674 Hazel street here. His condition this week was such that he was unable to receive visitors. His wife, Tiny, is at his bedside.

Letters Still Pour in On Old "Tom" Show Days

Jackson, Mich.

Editors *The Billboard*:

In recent issues of *The Billboard* quite a bit has been said in regards the old *Uncle Tom's Cabin* shows. One very clear in my memory but of which no mention has been made is the old Tad Harmount Tom, which came from somewhere around Middletown, O., presented a fine appearance, gave a good show and left a good reputation.

The last year this show was out, I believe, was around 1929. At that time the show was all motorized and playing to good business. I am quite sure this was the last Tom show of any importance to play Michigan.

P. C. FISHER.

New Hope, Pa.

Editors *The Billboard*:

Answering those who have written in about *Uncle Tom's Cabin*, I wish to state that Harry L. Palmer, my former husband, took a Tom show thru New England many years ago and made money.

I was with Leon Washburn's No. 1 show. I played Marie and Eliza. Queen Palmer played Eva. Then I joined the Al Martin show, which Charles Ackerman managed. Queen doing Eva and I doing Ophelia.

I also trouped with the Russo & Holland Tom many years ago. The band and a colored drum corps were features on these. Eva rode in a coach once owned by Mr. and Mrs. Tom Thumb. I worked with Jennie Treasham, Dad Barnum, Ed Espey, a colored Uncle Tom and a good one, and many others. Daisie Markoe, the world's greatest Topsy, was my mother-in-law. Mrs. Frankie Gonzalez, a great Aunt Ophelia, was Daisie's mother. They have both passed on.

ELLIE DEAN PALMER.

Racine, Wis.

Editors *The Billboard*:

I received great pleasure reading C. E. Duble's article regarding Tom shows. In 1919, I was orchestra leader on the Tom that he refers to—Beaver & Kelley's two-car show. Let me say that this was the most pleasant season I ever had, and I trouped for over 35 years. We had the best of food, I hired my own musicians and we had a fine orchestra, playing all the standard overtures, including *Bridal Rose* and *Bill Tell*.

I understand Mr. Kelley, the genial showman who cooked the fine steaks for us, has passed on. I do not know where Mr. Beaver is. The last I heard of him he was over on the Ringling show. I am enjoying good health and, altho I get the fever when the tents begin to go up, all I do is visit. Let me add, as Mr. Duble stated, why not a good Tom show with band and orchestra; but where would we find enough old timers?

EARL W. BARR.

Tulsa, Okla.

Editors *The Billboard*:

I believe a Tom show, if properly billed and managed, would be a success, as many of the present generation have never had an opportunity of seeing the grand old favorite.

The Harvall Tom show, mentioned by Clyde J. White, was organized by J. W. Harpstrite and William Veto Valentine, and ran nine successful seasons. It was the first truck show to cross the Rocky Mountains. Business in Montana, Wyoming, Idaho, Washington, Oregon and California was phenomenal. So many people were turned away at Moscow, Ida., that the next town was canceled. No other play has the drawing power of the grand old historical drama, which has brought tears and laughter to millions.

Other successful Tom shows were Dickey & Terry; Burke, Harrington, Stetson, Stowe; Al Martin, Pete Chunn and others.

P. G. FRANKLIN.

Evansville, Ind.

Editors *The Billboard*:

I read T. I. Fuhl's article regarding "Tom" shows. I can say the same—I always got my salary on them. Fahl and I had a tent show playing the lots in Evansville in 1926. We put on "Tom" on Friday nights and we got more business with it than we did on any other two nights. We would have made a one-nighter out of it but our baby was small and we were afraid to move the child every day. We hope to put a Tom on the road this summer with band and orchestra. I believe the kids will go for a "Tom" show, and there is only one way to find out and that is to put one out.

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Rep Ripples

MONTE NOVARRO, who closed recently with "Seabee" Hayworth's North Carolina circle to frame his own unit show, infos that he's closing the latter to frame a magical musical revue with Arthur King, magician. New troupe will tote, besides Navarro and King, two assistants, 10 girls, a five-piece ork and two novelty acts, Monte says. Chee Chee LaMarr will produce the line. . . . J. J. GILDAY, formerly of the *Nip and Tuck Revue*, is advancing a feature picture in school auditoriums thru New England. . . . The AMADEO BROTHERS have a talking picture show appearing in schools in the Cape Cod district of Massachusetts. . . . CARL WHYTE, well-known rep show pianist, until recently with the stock burly at the Joy Theater, Dallas, is playing a Northside night club in Chicago. . . . J. L. DEMAREST, late of Tate & Demarest, is framing a small 16mm. picture and mystery show at Salem, Ore. . . . THE THREE REVELERS have migrated to Florida, where they are booked in hotels with their dramatic and specialty turn. . . . FRANK CAGGAN is still on the Vim Herb Hi Neighbor Program over Station WFBC, Greenville, S. C. . . . CAL AND BONNIE WEST, the last nine seasons with Billy Wehle's Billroy Comedians, are registering nicely with their thrice-weekly program over WLW, Cincinnati, in a serial in which they are known as Clem and Maggie. They also appear with the WLW Boone County Jamboree at Emery Auditorium, Cincinnati, each Saturday evening.

* * *

LEW BELMONT and Deacon Albright, currently playing schools, halls and clubs in and around Evansville, Ind., to fair business, plan to put out an *Uncle Tom's Cabin* troupe this summer, using band and orchestra and playing one-nighters. . . . ALLEN KLASSEN, who recently concluded his fourth season as agent for the Justus-Romain Show, is spending the winter in Florida. Writing from West Palm Beach, he says: "Not many rep people here, but plenty of carnival folks. Since the cold snap has passed the weather has been plenty swell. Fishing is fine. This spring will again see me with one of the Midwestern reps." . . . . LEE McDANIEL postals that business continues okeh for the Old's Mighty Minstrels, playing schools and theaters in South Carolina, with Mayesville as the base. McDaniel is piloting the outfit. . . . PAUL NYSON, formerly of the Oregon Players, has a dance band in Fresno, Calif. . . . CHARLES HARRIS pencils that he recently spied Frank Kuba, Maurice Myers and Forrest Brown, all well known in the rep game, doing their stuff with the Myers portable picture outfit at the high school auditorium in Ottoville, O. . . . KURTZ BROTHERS, former tent and hall show operators in Western Canada, will forsake that branch of the business to enter the carnival field the coming season. . . . EARL WEATHERFORD, now playing Southern houses with his company, plans to move under canvas in Georgia just as soon as the weather permits. According to reports, he'll have everything new on the rag opry this season. "Snowball Billy" Rimmer will be with the show on its under-canvas trek.

46th YEAR

The Billboard

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Vol. 52 FEBRUARY 17, 1940 No. 7

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

14 Teams, 1 Solo Get Under Way in Ross' Tucson Show

TUCSON, Ariz., Feb. 10.—Hal J. Ross and his army of contestants invaded this city at the close of the Phoenix show, opening in the Riverside Auditorium here February 8 to a near-capacity audience. Contest is reviewed three times daily over Station KTUC. Don King and his Californians furnish the music.

Contestants are Cloris Wears and Joe Nalty, Jackie Parr and Marge Clark, Johnny Bowman and Opal Perdig, Royal Miller and Ethel Johnson, Johnny Makar and Peggy Jackson, Jerry Doyle and Bernardine Gains, Mario Allesandro and Joan White, Tommy Loring and Bobbie Jeffries, Joe and Margie Van Raam, Bill and Maxine Steele, Roy Myers and Dorothy Turner, Jack (Dead Pan) Kelly and Juana Gene Gaines, Benny (Schnozzle) Roth and Toni Morris, Clyde Hamby and Angie Oger and Bobby Sells.

Others on the staff include Monte Hall and Lennie Page, emsees; Dick Robinson, artist; Johnnie Hubbard, dietitian; Pop Van Raam and Tom Day, trainers, and Jane Shannon, featured chirper and entertainer.

Coliseum Walkie Hangs On; Six Teams Hit Final Drive

CHICAGO, Feb. 10.—At the end of 138 days of competition, the Coliseum walkathon here has six teams left. They are Eddie Tomkins and Bernice Pike, Bozo Gilardi and Jo Jo Sperach, Hughie Hendrixon and Chad Alviso, Itsy Bacharach and Jennie Busch, Jack Glenn and Helen Caldwell and Roma Terry and Jack Duval. Bozo Gilardi was one of the winners in last year's contest, and Jack Duval and Angie Oger carried off top honors two years ago.

Jim Farrell and Jim Coffee are putting the kids thru two 15-minute sprints each night and keeping them going right around the clock. Emsee duties are being handled by Chuck Payne, Phil Murphy and Eddie Brown. Chuck also handles the broadcasts over Station WIND.

Wrestling in mud by two of the girl contestants has proved popular, and Fox Movietone recently filmed the event. Last week Hughie Hendrixson and Jack Glenn engaged in a grudge race, with Jack being declared the winner.

HAL J. ROSS' Phoenix, Ariz., show went 1,147 hours, according to Lloyd M. (Diamond Jim) Williams, who says that Harry Hamby and Helen Tyne pulled down the top prize money of $600.

* * *

ERIC LAWSON writes from Brooklyn: "Just a line to let some of my friends know that the endurance field has seen the last of Eric Lawson. I have no regrets to express about the marathon game, in general, and had many happy hours and enjoyed every minute I spent while walking. I am now working as a guard in a bank on Wall street."

* * *

CHI NOTES: Frankie and Alice Donato have been staying here since the close of the Freeport, Ill., contest. . . . RUTHIE CARROLL went into the ice at the Rainbow Garden walkie recently, staying for 23 minutes. . . . THE FOLLOWING ADDITIONS have been made at the Rainbow Garden show: Ernie Barnard was brought in from the West Coast to become head judge; Romeo Paso came along to act as trainer; King Brady joined the emsee staff, replacing Smitty Inman.

* * *

DANIEL GAMBA and Leola Straub, contestants, decided that their ballroom partnership wasn't permanent enough, so February 4 they trucked right on down to the altar in Norristown, Pa., the bride's home, and made the thing permanent. They are now at Leola's home. Gamba is a midget feature with endurance shows.

* * *

AL ZUCKERMAN cards from Wellsten, Mo., that he has opened a taxi tango palace there and has 25 walkie girls working for him, with Joe Costello and Lou Mantone emseeing. The Royal syncopators are playing. Al wonders what's become of Moon Mullins, Helen Caldwell and Toots Miller.

* * *

JOE BANANAS queries from Chicago as to the whereabouts of Larry Cappo, as he has those 600 Indian head pennies for him and doesn't know where to mail 'em.

Roadshowman Works All Angles To Increase Business, Earnings

NEW YORK, Feb. 10.—Roadshowmen interested in increasing their earnings will do well to consider the non-theatrical operations of David Golde. He has shown programs at meetings of Girl Scouts, Campfire Girls, Boy Scouts, business men, in night clubs, schools, churches, lodge halls, cafes, at roller rinks, exhibits, summer camps and dances. He is also the DA Lodge Sound Pictures Co.

Golde's interest in films dates back several years, but his work in 16mms. is only two years old. He has made money as a roadshowman, and, what's more, the work is also his hobby.

Started With Silents

In 1938 he purchased a silent projector and began showing films at Boy and Girl Scout meetings for the fun of it. The troopers didn't know what program they were going to see Golde set up his projector. They watched because they had come to know that his shows were good. Friendships grew, as did business. Members of the audience requested certain shows. Right here Golde got the idea that he could make money from a thing that was fun to him.

Beginning soon he will show a film on printing twice a day for two weeks. He secured this booking as part of a book publisher's program to commemorate a century of printing, and an executive has promised to use his influence in getting additional bookings from other publishers.

Shows Ski Films

Thru his contacts with the Scouts, he secured work from the Manhattan Council to show skiing pictures at troop gatherings. Recently he put on a series of shows before business meetings to raise funds for the Scout Foundation.

He has also turned the roller rink bug to his own venture, showing *The Rink* with Charles Chaplin for a skating club gathering. The film, with a running time of 25 minutes, was shown at a social held after the skating. The club paid the bill.

On another occasion he took a booth at a bazaar, paying the usual rental. He put on a 30-minute program and charged 10 cents. The church sponsoring the event took part of the take, but the gesture resulted in Golde's getting work from the church a little later.

Downs Sales Resistance

In securing night cub work the sledding was a bit difficult. To overcome this Golde made the proposition of putting-on an audition. If the nitery owner thought it worth while he was to be paid for the show and get additional dates. The roadshowman says this plan has never failed.

While rural school shows are far from being mints, they do more than pay for the trouble, Golde contends. Since he is busy in late afternoons and evenings with regular bookings, this field supplies profitable work. It also is in keeping with his youth work.

Golde has a formula for selling his shows. He has a mimeographing machine that he bought secondhand for $30. A sales letter to organizations sells his work, and then he uses circulars which he prints himself for 20 cents per 100 to sell the show to the people. When he approaches a social club regarding a booking he knows exactly how he will offset arguments against his plan. One answer he generally gets is that movies would not take up an entire evening. His reply is that he has a turntable that he will bring along for an hour's dancing before the films are shown. It is hard to reject a proposition like this.

Urges Showmanship

Golde is of the opinion that roadshowmen who lack repeat bookings do not go about their work in showmanlike fashion. When he enters a place the people often have the idea that he is there to show "toy pictures. When he sets up a 6 by 9 screen they realize that real movies are to be shown.

16mm. Tarzan Headquarters

12 CHAPTER SERIAL—8 REEL FEATURE.
Low Rentals You Can Afford To Pay.
EASTIN 16mm. PICTURES CO.
DEPT. B1. DAVENPORT, IOWA

16MM SOUND PROJECTORS
BARGAIN CHEAPER THAN RENTING
BRAND NEW WELL KNOWN MAKE
Complete Cash Price $159.00 Liberal Terms
AUDITORIUM SIZE — GUARANTEED
Write BOX D-24, The Billboard, Cincinnati, O.

New and Recent Releases

(Running times are approximate)

SKI REVELS, released by Castle Films. winter's greatest thrills in the snow-covered hills and mountains of the world. Beginners and champions in a riot of racing and ski revelry. Scenes made at St. Moritz, Banff and Lake Placid. Running time, 10 minutes.

MEN AND DUST, released by Garrison Films, Inc. Factual film dealing with silicosis and tuberculosis-stricken tri-State lead and zinc mining area (at the juncture of Kansas, Missouri and Oklahoma). Commentary by Lee Dick. Running time, 20 minutes.

BIG DOINGS, released by Nu-Art Films, Inc. Fourth in a series of Ethel Meglin's Famous Acrobatic Wonder Kiddies. Features young artists and a juvenile orchestra. Running time, 10 minutes.

NEW SLOVENSKO, released by Dnipro Film Corp. Film of Slovakia in peace and war. Uncensored scenes of the old and new governments. Filmed by K. Lisiuk. Slovak language film. Running time, 120 minutes.

COSSACKS IN EXILE, released by Dnipro Film Corp. Based on S. Artemovsky's operetta *Zaporozhets za Dunayem*, which was first played in St. Petersburg in 1863 and a 1,000th time at Lwiw in 1936. Vasile Avramenko elaborated this operetta into a film. Music by Antin Rudnicky. Running time, 120 minutes.

RELIGIOUS FEATURES
16MM. SOUND 35MM.
Thine Is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ).
OTTO MARBACH, 630 Ninth Ave., N. Y. City.

SPECIAL RENTAL RATES
"BALI," "Sophie Tucker," other Peggy Films. Religious Subjects for Lent, $1.50 per Reel. FEATURES, SHORTS. Special Get Acquainted Rates.
Mogull's 59 W. 48th St., New York, N. Y.
16mm. Sound Reel as Low as 75c

THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN,
198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

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25-27 Opera Place.

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...ove, Mrs. E. C., 9c
...nn, L., 6c
...patrick, G. T., 16c
...eeman, Mrs. John, 18c
...nt, Arthur E., 16c
Larson, Lenore, 10c
Morris, Helena, 9c
O'Brien, Geo. F., 17c
O'Conner, Frances, 10c
Reed, A. N., 6c
Stets, Kyle N., 6c
Thompson, Phil B., 10c
Vale, Chas., 9c
Warren, Joe, 6c
Washburn, Jack, 3c

Women

...aron, Marjorie
...aron, Shirley
...ams, Sisters
...bott, Phyllis
...ams, Mrs. G. C.
...ams, Mrs. Justina
...ams, Peggy
...ams, Verna
...ile, Allie Mae
...rson, Marie
...len, Florence
...len, Jean
...len, Mabel
...en, Vickie
...derson, Mrs. Homer
...derson, Margie
...drews, Mrs. Dudley
...drews, Mrs. Gladis
...drews, Margaret
...ger, Lucy
...len, Gladys
...ker, Mildred
...iley, Elizabeth
...rr, Mrs. Ruby
...ns, Crystal
...ker, Betty
...rker, Mrs. Daisy
...llou, Mollie
...rrick, Mrs. Ford
...se, Mrs. Jessie
...smer, Eva N.
...ll, Anna
...ll, Mrs. Lela
...ll, Mrs. Oscar Ida
...ltshaw, Gladys
...nett, Mrs. Louise
...nson, Jolly Rose
...ntly, Maggie
...ntley, Rose Brown
...rnhardt, Juanita
...rland, Mrs. Harry
...tary, Mrs. Viola
...ark, Peggy
...aine, Dorothy
...anchard, Mrs. Polly
...ooker, Mrs. J. T.
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Carter, Boots
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Cleo, Princess
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Cole, Alta Mae
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Crane, Mrs. Hazel (Dingo)
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Cunningham, Mrs. Faith
Cunningham, Kay
Curtis, Mrs. Edna
Cyr, Mrs. Maxine
D'Arcy Girls
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Darles, Mary Jane
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Davis, Mrs. Ruth
Day, Mrs. Agnes
Day, Donna
Daye, Betty
DeCamp, Clarice
Dellabate, Mrs. Ernest
Delmar, Larue
Delmarr, Jayne
Delorey, China
Deming, Hellen
Deshon, Doral Dina
Desmonde, Mrs. Mae
Dixon, Mrs. Whitey
Dodson, Margaret
Douglas, Mrs. Cy
Draper, Polly
Duval, Peaches
Duffle, Anna
Dutcher, Mrs. Jean
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Dyer, Mrs. W. W.
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Ebert, June
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Hamilton, Joy
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Thomas, Gracie
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Thomas, Rose
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Young, Mrs. Leona

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Abbott, Noel Lee
Ablis, Leo
Abney, Thomas Louis
Adair, John
Adams, A. N.
Adams, Dr. C. D.
Adams, Frank J.
Adams, Gordon
Adams, Mike
Adams, Ned
Adams, Roy E.
Adams, Tom
Adams, Tony
Adolph, Clarence
Agee, John R.
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Akbar, Mr.
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Albert, Geo. R.
Alberts, Nathan
Alexandria, Chas (Poets)
Alexander, Jack
Allen, Rocker
Allen, Eddie

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Anderson, Wm. H.
Anderson, Willis
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Andrews, Edw. C.
Andrews, James
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Angle, Doc
Anifson & Milan
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Anthony, Milo
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Apley, R. H.
Apollon, Dave
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Archer, Vernon (Whitey)
Arlington, Bud
Armour, Wm. Tiny
Arnheim, Gus
Arnold, Jack
Arthur, Dude
Arthur, Theodore
Astrologow, James
Ataran, Mr.
Atkins, Amos
Atkins, Geo.
Aulger Bros.' Show
Aune, Fredrick Jos.
Austin, Dick
Austin, Gene
Austin, H. C.
Austin, Thomas
Avalon, Robt.
Avery, Bill
Avery, Tommy
Aveleigh, Jack
Ayres, Johnny
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Backer, Earl D.
Backman, Teddy
Bahnsen, Wm.
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Baker, G. L.
Baker, Red
Bales, Pete
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Banta, Harry
Barber & Patterson
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Barnett, Chester Bo Bo
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Barrell, Bobbie
Barrett, E. C.
Barry, Arthur
Barry, Geo.
Barry, Jimmy
Barton, Geo. (Animal Acts)
Barton, Jos. G.
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Bauer, Donald
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Bell, Jack
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Bender, Wm. P.
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Bozzell, William E.
Bozon, Tom
Bradley, A. C.
Bradley, Everett
Branahan, Albert
Branden, Dick
Branson, Johnnie
Bray, Billy
Bray, E. P.
Breaden, Jim
Bree, Chet
Breese, Del
Brenn, Harry R.
Brennan, Mickey
Brenner, Eddie
Bridges, H. E.
Briggs, Bert
Briggs, Robt. (Bob)
Bringer, F. G.
Broadway, M. R.
Brockway, Joe
Brook, C. L.
Brooks, Albert
Broussard, F. D.
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Brown, Harry F.
Brown, Robt.
Brown, Eddie "Imp"
Brown, Elmer L.
Brown, W. R.
Brown, Wheeler
Brown, Wm.
Brown, Wm. H.
Bruce, Clarence Chas.
Browne, R. H.
Bruce, Edgar R.
Brunk, Henry L.
Brunk, Wallace (Red)
Bruno, Toni
Bruce, Clare
Buck, Chas.
Bucklin, R. C.
Bullocks, R. T. (Bob)
Bunny, John
Burdge, Howard
Burghorf, Sam
Burke, Billy "Kay"
Burke, Lee & Dardanella
Burkert, Earl
Burns, Geo.
Burrell, Jerry
Burris, E. H.
Burston, Bob
Burto, Leon
Burton, Geo.
Burton Twins
Busky, Andy
Busters, The Broncho
Butterfield, Fred C.
Byers & Beach Show
Byrd, Sammie
Byrd, Willy E.
Calkins, R. J.
Call, Hubert
Callaway, J. T.
Calvert, Magician
Calvert, Thomas
Campbell, Al (Dealy)
Campbell, Bill
Campbell, Francis V.
Campbell, H. W.
Canaga, R. L. (Doc)
Cannon, Frank
Canon, Geo. Art
Canter, Geo. E.
Carcoran, Edw.
Carl, Frank (Milt)
Carl, Irwin J.
Carley, Carl
Carlson, John, Jack
Carney, Bob
Carrow, Bill
Carroll, John
Carsey, Bee
Carter, Blackey
Carter, H. C. (Nick)
Carver, Doc
Casey, Joe "Tangle Eye"
Cash, Morris
Castell, H. W.
Castle, W. J.
Cavanaugh, Jack
Case, Jack
Caskey, Syd
Caudek, J.
Caswell, J. R.
Cesena, Isral
Ceylon, Joe (Violinist)
Chambers, Bob N.
Chandler, Walter H.
Chapman, James
Chapman, John W.
Charnicki, Felix W.
Choo-Choo
Cherro, Michael V.
Childester, Wm.
Childs, B. A.
Chisholm, Jack
Chisholm, Va.
Christman, Tex
Clark, Ross
Clark, L. J.
Clark, Prof. Chas.
Clark, Joe Jewel
Clard, Leo
Clauson, Ralph
Clayton, Clarence
Clear, Clifford
Clendenin, Prof. C. J.
Clifton, Chas. Shorty
Clifton, W. L.
Clingman, Boots
Coakley, Walter
Cobb, Billy & Bob, Rodeo
Cody, J. M.
Coen, Al G.
Cole, Geo. C. W.
Cole, Sam H.
Colleano, Con
Coleman, Robt. C.
Collins, Jack T.
Comer, Garland
Compton, Jack
Conarroe, Lee S.
Conaway, Dewy.
Conger & Santo Players
Conaway, Jack
Conner, Theodore R.
Conrad, Bobby
Conti, Mike
Converse, Arthur LeRoy
Conway, Jack
Cook, Great Franco
Cooke, Ray
Cooksey, N. J.
Cook, Walter Teddy
Cooley, Al
Cooper, Al
Cooper, G. M.
Cooper, Tex
Corey, F. C.
Corless, Eddie
Cornell, Orval
Cota, Eugene
Costa, Zeke
Costello, Robt.
Cotterman, Frank M.
Coudon, Dug & Lola
Couture, L. J.
Cowper, Jack
Cox, Lee J.
Craig, Capt. Geo.
Crandell, Leroy C.
Crater, Wm.
Craven, Charlie
Crawford, B. F.
Crawford, E. M.
Crawford, Tex
Creason, Lee, Owner
Crone, Linwood L.
Cropper, Tommy
Crosby, W. W.
Cross, Hugh
Crowder, J.
Crumby, E. C.
Crupe, Walter
Cunningham, Jimmie
Cunningham, W. J. (Ed)
Current, Jack R.
Cutler, Louis
Dale, Doc
Dale, Geo.
Dale, Harry Tex
Dalroy, Harry
Daly, A. E. (Boston)
Damm, Eugene
Daniels, J. P.
Dantigney, W. C.
Dannoel, Lee Mack
Darlington, Cyrus
Davenports Society Circus
Davidson, Dave
Davies, Wm.
Davis, Carter A.
Davis, Earl
Davis, Edw. (Cook House)
Davis, Fred
Davis, Dr. W. B.
Dawkins, Geo. Speedy
Dawson, Brownie
Day, Harry L.
Day, Tiny
DeArmo, Billy
DeBare, Bill
DeFranzo, Angelo
DeRibbie, Frank
DeShon, Mortimer
DeVor, Jack
Debonnie, Side Show
Decard, Claude
Decker, Al
Delaney, Paul
Delaney, Sam
Dellabate, Ernest
Dennisons Minstrels
Denson, Bill & Shirley
Devery, Chas.
Dewaki, Frank
Dexter, Robert, Dr.
Dickens, Raleigh
Dickson, Tom E.
Dillion, Jack
Dine Bros. (Col. Minstrels)
Dittrich, Eugene Show
Dix, Billie
Dixie Queen Showboat
Dixon, Harry
Dodd, Dorme
Dodd, W. H.
Doebber, H. M.
Dolan, Edwin Murray
Donald, Joe, Agent
Donofrio, Frank
Doolin, Rich
Doran, James
Dorrell, J. V.
Doss, Leonard
Draper, Richard
Drin, Todd
Driscoll, W. C.
DuBarrie (Side Show Mgr.)
Dubolse, Everett W.
Duck, L. F. Med. Co.
Dudney, Lynn
Duffey, J. H.
Duke, D. D.
Duncan, Al
Duncan, D. E.
Duncan, J. M.
Dunn, Chester A.
Dyer, Amos
Dyer, Geo. L.
Earle, Alfred B.
Earles, Ray
Eddy, Doc & Mrs.
Edgar, Horace O.
Edwards, Franko
Edwards, Capt. Jerry
Eiler, R. E.
Elliott, Harry (Doofy)
Ellis, Chris
Ellis, John
Elsberg, Swede
Elslan, E. R.
Ely, John R.
Embree Jr., Geo.
Empire State Shows
England, Al Mgr.
Enos, Harold
Ensley, Jean
Epperson, Eppy
Erdman, Lee
Erwin, Bob
Espy, C.
Etheridge, H.
Eundt, LeRoy
Eule, Monroe
Eureka Shows
Evans, R. M.
Evans, Geo. L.
Evans, H.
Evans, James E.
Evans, John
Eyler, Walter
Fanaker, Vincent J.
Fahey, Frank
Farmer, Joe
Farrell, James A.
Fate, O. E.
Fells, Nabor
Fendrick, Boyd
Ferguson, Max
Ferris, Al
Fetts, L. Tex
Fiddler, Sam
Fields, Benny F.
Fields, Ray
Fields, Wm. H.
Finley, H.
Finn, Woody
Fish, James E.
Fisher, Bert
Fitzgerald, Kenneth
Fitzpatrick, G. T.
Flanagan, J. T.
Flynn, Frank
Fogleman, Stewart A.
Foley, C. O.
Ford, Richard
Fordum, Cowboy Bill
Foreman, James M.
Forrest, James
Foster, Thomas L. "Fostaire"
Foust, F. L.
Fount, Jake
Fox, E. J.
Fox, Major John Elmore
Frampton, Fred
Francois, F.
Frank, J.
Frank, Joe
Franklin, Dan
Franklin, Joe
Franzelon, Fearless
Freed, Harry
Freels, Dave
Friend, O. F. (Red)
Frisco, Sig.
Fritts, Wallace
Fuller, Syd
Fulmer, Harry Robert
Galler, Tex
Galasso, Joe
Galena, Morris
Gallagher, Chuck
Gallagher, Orville L.
Gamble, Edw.
Gantert, Ora
Gardner, Edd
Garner, R. B.
Garner, Bryant E.
Gasha, Ralph
Gavin, Joe
Gentry Bros.' Circus
Gentry, John H.
Gentry, Willy
Gerber, Joe (Red)
Gerlack, Alvin
Gibson, Benny
Gibson, Harry Guy
Gibson, Lee (Tiny)
Gibson, Roy
Gifford, E. C.
Gilbert, Archie
Gilbert, Jack
Gilliland, John
Gilliland, R. W.
Gillispie, Eddie
Goings, Robt.
Goldberg, Murray
Goldburgwalb, Pat
Golden, Billy
Golub, Mr.
Gonzales, Jerry
Good, Don
Goodin, Bill
Gooding, R. J.
Gordon & Oliver (Knife Throwers)
Gordon, Al
Gordon, Art
Gordon, C. C.
Gordon, Dr. Jack
Gordon, Ray
Gordon, Sam
Gourley, Archie
Graff, Happy
Graham, Adrian
Graham, Jack E.
Graham, Mark
Graham, Stanley
Gray, Bee Ho
Gray, G. F.
Gray, Norman D.
Graybel, Walter
Greater American Shows
Green, Maurice
Green, Col. W. C.
Green, Willie
Greene, Ralph E.
Greenwald, Spud
Greer, Joe
Gregory, Jack
Gregory, Chester
Grenier, Frank N.
Grey, Al & Kay
Grey Eagle, Chief
Grice, Baby
Grimes, Jack C.
Gross, Willie
Groseurth, C. C.
Gross, William E.
Gorgan, Shorty
Gulce, Walter
Guido, Delos
Gusted, John
Hagan, Chas. (Rubber Legs)
Haggerty, Paul
Haggy, Homer
Hall, Al K.
Hall, Bert
Hall, Dale L.
Hall, Ellis
Hall, Harold (Clown)
Hall, Otis
Hallett, Mal
Halm, Eugene J.
Hamako, Frank
Hamlett, J. C.
Hammel, Clifford G.
Hammeroff, Allen
Hanes, Geo. (Kaiser)
Hanley, John
Harding, L. H.
Harick Co.
Harlo & Marlo (Knife Throwers)
Harley, Agnes J.
Harlowe, Ray
Harper, Austin E.
Harper, J. E.
Harper, Leslie
Harrell, Ralph
Harris, Herbert J. (Drummer)
Harris, James
Harris, Melvin
Harris, Mr. Pat
Harris, Rosie
Harris, Russell W.
Harris, W. H.
Harris, W. C.
Harrison, Harry
Hart, Capt. John
Hartley Jr., George
Hasel, M.
Hatcher, (Pony Ride)
Havenstick, Geo.
Heckendorn, C.
Hefferan, Jos. Mandell, Dr.
Helbus, H. (Dutch)
Henderson, Frank
Henderson, J. C. Whitey
Henderson, T. M.
Henderson, Warren
Hendricks, Paul
Hernandez, Dr. J. A.
Herndon, Glen
Heron, James
Herrington, Harold
Herrington, Jimmie
Herron, Johnny
Hewitt, Joe
Herzog, Max Whitey
Heyer, W.
Hickman, Capt. Rex
Higgins, Arthur (Red)
Hilderbrand, Ray
Hill, Floyd C.
Hill, Geo. (Human Pincushion)
Hilliard, Jack
Hinkle, Milt
Hobbs, W. H.
Hodges, Chas. H.
Hoff, Henry
Hoffman, Peaty
Hoge, Mark
Hohn, Walter
Holderness, H. B.
Holliday, Cy
Hollenbeck, the Great
Holt, Archie
Holt, Blackie
Holt, Doc
Hoffman, Harry (Scale Man)
Holman, H. S.
Holt, Doc Geo.
Horton, Robt. (Bob)
Hosmanks, Bob
Houston, Ted
Houston, W. K.
Howard, Harry Earl
Howard, Johnnie
Howells Variety Show
Howey, Fred O.
Hubbell, Art
Huber, Fritz (Four Amer. Eagles)
Hudspeth, Fred W.
Hyde, Andy
Huerta, Carendineo
Huff, Rudy
Hughes, Jack, Rodeo
Hullet, Joe
Hull, Garland (Curley)
Hull, James H.
Hull, Jimmie
Humphreys, Mickey
Hunter, Jimmie
Hustel, W. S.
Huston, Charlie F.
Hutchens, J. T. Museum
Hutton, M. C.
Hyde, Hollie
Ingram, G. Howard
Irby, J. L.
Irwin, Bob
Irwin, Jack (Bandmaster)
Irvin, K. O. (Curly)
Ishikawa, Ichisuke
Ivy, Doc W. L.
Jackson, Percy
Jackson, Shelby
James, A. F.
James, Harry
Jason, Fred P.
Jaeger, Chas. W.
Jenkins, Bob
Jenkins, Sidney
Jenkins, Wm. C.
Jenkinson, Johnny
Jennings, Ted
Johns, J. S.
Johns, Vincent O.
Johnson, Ben
Johnson, Carter
Johnson, H. S. (Sparky)
Johnson, Jack
Johnson, Prof. Jones
Johnson, Le Down
Johnson, Snackover Whitey
Johnson, Ted
Johnson, Wm.
Johnstone, Dr. R. R.
Jolley, A. C.
Jones, Al
Jones, Claude
Jones, Curly
Jones, Ernest
Jones, Ray
Jones, H. D.
Jones, W. R. (Jonesy)
Jordan, Clyde L.
Jordan, Johnny
Joseph, Tom
Jourdan, Ven K.
Jourdon, Ven E.
Joy, Billy & Juanita
Jule, Fred
Kachel, Jack
Kadel, Chief
Kamski, Ernest
Kasem, Al
Kammastl, A. Tattoo
Kaplin, Leslie
Kaplan, Sam
Karl, Milt
Karr, Joe
Kasher, Charles
Kashler, C. V.
Kasaril, Toney
Kaufman, O. E.
Kay Bros.' Show
Kay, Prof. Rudy
Kanson, Jackie
Keenan, Hank
Keene, Hank
Keiser, W. E.
Keith, George
Keller, Henry T.
Kelly, C. K.
Kelly, F. W. Slim
Kelly, Jack J. C.
Kelly, Louis
Kelly, Ted R.
Kelly, T. W. Slim
Kelly, W. T.
Kemp Banner Man
Kemp, Claude
Kennedy, Clarence Al
Kenny, R. P. B.
Kenny, James Red
Kent, C. C.
Kenyon, Jack
Kerkendall, Buddy Midget
Ketring, Dan M.
Ketrow, Frank
Kiehl, E. L.
Klein, Kenn & Marie
King, Billy
King, Doc W. L.
King, Howard L.
King, Lyle E.
King, Tony or Ray (Cowboys)
King, Whitey (Glass Blower)
Kirby, Edward
Kirkland, H. H.
Kirkland, Capt. Whitey
Kirschner, Albert
Kirkendall, R. F.
Kirkman, O.
Kitchen, Tom
Kitzman, Francis
Klotz, Geo.
Knapp, Bob
Knight, H. B.
Knight, Kent H.
Knoch, Conrad
Knowles, Jimmie
Knox, Happy
Kobam, Ralph
Kohler, Dick
Kohler, Richard Blackie
Kohn, Harry
Kolborn, Frinks
Korhn, Vernon F.
Koschland, C. F.
Kramer & Louise
Kreis, F.
Kruse, Lee
Kroons, Ralph
Kuhnert, Otto
LaBird, Chas.
Lacey, Ralph & Lillian
Lacert, Sherman
LaDelle, Wm.
Lamb, Ray
Lambros, Bill
Lament, Geo. A.
Lamont, Zeek
Lamb, Toney
Lane, C. E.
LaParr, Henry
LaPearl, Harry
Laraway, Milo
Lasater, Carl
Later, Harry
Lawrence, Larry
LaVelle, Frank X.
LaVola, Don
LaVogue, Mickey
Lawson, Willie
Lawton, James Tex
Lay, Walter
Layman, Forrest
Lee, Francis M.
Leedy, Ellis
Lennon, H. J.
Leonard, Harry (Clown)
LePage, Paul
Lelber, Frank
Lester, Noel
Levine, Joe
Levine, Sam
Lewis & Co., Dick
Lewis, F. J.
Lewis, Herman
Lewis, J. C.
Lewis, Jack H.
Lewis Minstrels, Sammy
Lewis, Charles
Liebliter, Russell
Liebliter, Bailey
Lieberwitz, Sam
Lienhardt, Jimmie
Little, Dave
Little, Melvin
Little, G. F.
Llewellyn Jr., W. B.
Lloyd, Wm.
Locke, Don F.
Lockett, Charles
Lockhard, C. A.
Logsdon, Marcus Shorty
Lone Wolf Med. Co.
Longsdorf, Barnie
Lopez, Pedro
Lorenz, H. H.
Lerow, S. N.
Lorraine, Robt. F.
Lotto, Al
Lowe, Glen
Lowrey, Sammy
Lua, Bonnie R.
Lucas, Jimmy
Lucas, L. B.
Lune, Harold Eugene
Lussier, Henry
Lynch, Eddie J.
McAlester, Tate
McAllan, Homer
McAnally, Henry
McArthur, Hugh
McCarter, E. C.
McCarter, R. C.
McCarthy, Ambrose
McCarthy, C. P.
McCarthy, J.
McClanahan, Buck
McClanahan, C. S.
McClanahan, D. V.
McClanahan, W. H. Buck
McClung, C. C.
McConnell & Moore
McCoy, Clyde
McCoy, Red & Tex
McCreery, Johnnie
McCulley, T. C.
McCullough, Carl
McCune, Frank
McDaniel, Elmer
McDermott, James
McDonald, Jack Daniel
McDonald, W. Boyd
McGee, James Severn
McGinty, K.
McGowan, Claude
McGuire, Tommie
McIntyre, Fred & Ines
McIvers, Wm. R.
McKeone, Ambrose
McKinney, Frank
McLaughlin & Evans
McMahon, Thomas F.
McManis, James Haircut
McMullin, Wm.
McNelly, W. H.
McPeek, Royal
McPherson, Jimmie
Mace, Hubert
Mack, Eddie
Mackey, Paul
Macurio, Jack
Madison, James
Mahl, Jules
Malson, Jay
Malone, Clark
Malson, Floyd
Mansfield, Robbie
Manahan, Mickey
Manner, Harland
Marchbank, A. J.
Marco, Billie
Marcus, M.
Marcuse, Lew
Marine & Firestone
Marino & DeVall
Marks, Geo. W.
Mars, Capt.
Marshall, Thomas
Martin, Ed Blackie
Martin, Fred
Martin, Harry F.
Martin, Henry
Martin, John
Martin, L. M.
Martin, Terry
Marton, John
Mason, R. Red
Mason, Dr. H. Ralph
Massarn, N. M.
Massaro, Neil
Massie, Jack
Matter, Clifford A.
Matthews, Bob
Mayer, George F.
Mayo, LaBean
Mayweather, Miles
Meachy, Montana
Meadows Sr., Theodore
Means, Fred
Meek, Frank
Meeks, Leonard
Meikle, Sedge
Melzer, Floyd
Mendenhall, Jess
Mendes, Nickles
Merchant, Ted
Meredith, Louis
Merrick, Jack
Mettenthall, Louis
Meyers, Curley
Meyers, Harry
Michlin, M. W.
Mikula, Alex
Miller, Able
Miller, Earl W.
Miller, Eli
Miller, Flying Fred
Miller, Fred
Miller, Herbert Smokey
Miller, H. H.
Miller, James Earl
Miller, Joe
Miller, J. W. Dad
Miller, Kent
Miller, Ted
Miller, Willis N.
Miller, Wm. Frank
Minyard, J. J.
Mitchell, Frank C.
Mitchell, Frank Slick
Mitchell, Geo. J.
Mitchell, Geo. Rode Ruble
Mitchell, Mark
Mitchell, Miller
Mitchell, Roy
Mitchell, Steve G.
Mitchell, Whea
Mix, Yuma Tim
Mizner, Joe
Moberly, Glenn
Monroe, Jimmie
Montgomery, Lewis
Moon, George C.
Moore, A. L. Dinty
Moore, Dan A.
Moore, Eddie
Moore, Jack
Moore, John Francis Shandra
Moore, Park
Morales, Pedro
Moran, Jack Judson
Moran, Jim
Moreen, Mac
Moreno, Tom
Morgan, Blackie
Morgan, Bob
Morgan, C. H.
Morgan, Charlie
Morgan, Jimmie
Morgan, Ted
Morgan, Tom Slim
Morris, D. M.
Morris, Harry
Morris, Philip Jack
Morris, Robt. K.
Morrison, Bob
Morrison, Carl
Mort, Pete
Morton, Henry
Morton, Lou
Moser, Scoby
Moss, Tom
Mottie, K. B.
Mottie Midway Cafe
Mullin, Joe
Mullins, Moon
Mullins, Perry
Mulvey, Leo
Mundee & June
Munsey, Wm.
Murdock, Robt. E.
Murphy, Doc Jack
Murphy, Geo.
Murray, Fred
Murray, Leo & Peggy
Myers, Bob
Myers, Randall
Myers, Sammy O.
Nall, Tinsley
Nassedian, Nick
Navajo Indian Remedy Co.
Neef, Barney
Nester, Tex
Nelson, Harry S.
Nelson, Jack Rodeo
Nelson, Vick C.
Nesbitt Jr., Wm. T.
Nestor, Carl
New, Bert
Newell, Floyd
Newman, R. O.
Newton Bros.' Circus
Nicholas, Green
Nicholas, Leo
Nichols, Percy D.
Nichols, Steve
Nomura, Dani
Northern Expo. Show
Nosleted, Chas. Alrico
Nungesser, Lee V.
Nutter, C. N.
Nutter, S. N.
O'Brien, George F.
O'Brien, Jos. John
O'Brien, M. R.
O'Dare, Barney
O'Day, Tim
O'Neill, Bob Marvello
O'Neil, Frank L.
O'Reilly, Jerry
O'Toole, Clifford
Oakleaf, O. G.
Okla. Ranch Show
Olegario, A. G.
Ollis, Paul
Omar, L. Don
Osborne, James Lifters
Page, Gene
Page, O. W.
Page, Harry
Palcontini, Francis
Palister, Al
Palen, Bud
Palmer, Chas. Leslie
Palmer & Dorian
Palmer, John E.
Palmer, Lew
Palmer, Wm. Doc
Pangborn, Dr. A. R.
Parmes, Charles
Parent, Arthur
Park, Andrew
Parth, Steve
Patrick, D. H.
Patton, R. E.
Patterson, J. R.
Paulsen, Albert
Payne, Charles F.
Payne, James
Payson, Ronald
Pearman, Mike
Pelley, Whitey
Pendleton, C. T.
Pengelly, Dr. H. B.
Pepper, Harry
Perez, Frank
Perry, C. H.
Perry, Hubert
Peshong, Wm.
Pfieffer, Jack
Phelps, L. L.
Phillips, Everett B.
Phillips, Robert
Phillips, Thomas Tip
Phillion Bros.
Pickens, M. J.
Pickett, Joseph W.
Pike, W. D.
Pine, E. A.
Pioneer Shows
Placek, Stephen
Pollack, Joe N.
Pollitt, John Alex.
Poolins, Ben G.
Portee, Howard
Porte, Jack
Porter, Charles S.
Posey, Bailey D.
Pottenger, Warren
Potter, Al.
Potter & Johnson
Potts, Jolly Pathfinders Co.
Pough, Denny
Price, Arthur
Pringle, Louis
Pueblo Indian Med. Co.
Purbe, Geo. W.
Purdan, DeWitte
Putman, Cy
Pyror, Jacob
Quinlan, Joe
Quinn, Cecil
Ralston, Joseph
Ramirata, Tony
Randal, Earl
Randolph, Charles R.
Rankin, Roy
Rawls, Willie
Ray, Arthur
Ray, Buster
Ray, Ernest
Ray, R. E.
Raymond, Geo. G.
Rea, Ted
Reagan, Geo.
Reaver, Vernon
Red, Nubbin
Redding, Lyle O.
Redman, J. B.
ReDon, E.
Reece, W. K.
Reed, Tuba
Reese, Joe (Monk Show)
Reid Show, King
Reid, Willie
Reilley, Eddie
Remillet, Joe
Reno, Edw. A.
Reno, Tommy
Reynolds, M. E.
Reynolds, Ralph
Rhoads, John Ducky
Rice, Al C.
Rich, Henry
Richards & Mannette
Richardson, George
Rickert, Francis
Riddick, Johnnie
Rideaux, Clifford
Ridge-O, Johnny
Ridder, Ed
Riley, Carlos
Riley, Mike
Riley, Silver
Riley, Wm.
Rio, John
Risen, Teddie
Robbins, W. F.
Roberson, Bill
Roberson, Geo. Mgr.
Robinson, Willie (Tickle)
Robinson, W. C.
Robison, Wm.
Rockaway, Mexican Joe
Rodgers, Johnnie
Rogers, Gene
Roland, Oliver A.
Rollins, Joe
Ronnig & Rooney Circus
Rose, Ben
Rose, Dave
Rose, Harry
Rose, Jack
Rose, Prince
Rose, Marty
Rosen, Joe, Birdstore
Rosen, Leonard
Rosen, Mike
Rosenberg, Jimmy Fingers
Ross, A. N.
Ross, Joey (Shoes)
Ross, Paul
Rossi, A. N.
Rossi, Joe
Rosler, Roy
Rothstein, Lewis
Rucker, Albert
Rucker, E. H.
Runge, Whitey
Rusher, Al
Ruskin, Jack
Russ Show Co.
Russell, Billie W.
Russell, Charles
Russell, Wm. M.
Ryder, Sam
Sakoble, James
Salser, Ray
Sandborn, Fred
Savage, Fred M.
Schaffner, Neil
Scheible, Sam J.
Schenkler, Doc
Schimmelpfennig, Jack
Schneider, R. L.
Schrayman, Wm.
Schulman, Ted & Billie
Schwartz, Herman
Scott, Bob
Scott Sr., H. G.
Scott, John
Seger, Frank & Gladys
Sego, Frank
Seig, Capt.
Setzer, Ward M.
Sevald, Jack
Sewell, Garland
Seymore, W. O.
Shaffer, Geo. (Col.)
Shankle, Floyd
Sharp, J. H.
Sharp, Joe
Shaw, Geo. B.
Shean, Doc
Sheehan, Pat J.
Sheldon, James
Shepard, Eddie
Sheriff, Isdle
Sherman Jr., Carl
Sherman, Chester
Sherman, G. B.
Shipley, Earl
Shipley, Sterling
Shipp, Russell A.
Shoroff, Bernard
Shriner, Eugene
Shulman, Bill
Shulman, Theodore
Sickels, Willard
Siegel, Irving
Sikes, Dower
Silver State Attra.
Silverlake, Brownie
Silverstein, Abe
Simmons, S. S.
Sims, J. G.
Sims, J. F.
Sines, Roy A.
Sisk, Pat
Slender, Eddie
Smart, Bob
Smiley, J. E.
Smith, Charles C.
Smith, Clyde L.
Smith, Del
Smith, Frank Nichols
Smith, Frank Pulock
Smith, Geo. D.
Smith, H. Norman
Smith, Horton
Smith, J. A.
Smith Jr., J. D.
Smith, J. J.
Smith, Jack (Strong Man)
Smith, Jack Hoople
Smith, J. Davis
Smith, J. L.
Smith, LeRoy
Smith, Roland
Smithson, Charles C.
Smitty, Big Show
Smythe, H. Norman
Smythe, Ray
Snyder, Carl D.
Snyder, Harry C.
Solomon, Sol
Somers, Ellsworth
Sonderalund, Capt. Karl
Sonitz, Carl H.
Sons of the Purple Sage
Spain, Fernie
Sparks, A. R.
Sparks, J. C.
Sparks Jr., Geo.
Speights, Sol
Spencer, Don
Spencer, Neil
Spencer, Red
Spicer, Earl
Spitzer, Harry
Spurs, C. C.
Stack, Richard C.
Stabolak, Paul J.
Standford, D. J.
Stanley Bros.' Show
Stanley, Francis
Stanley, George & Lizzie
Stanley, Gus
Stanley, L. J.
Stanley, Mike
Stanley, Steve
Stapleton, Charles
Starnes, F. M.
Starr, Lucky L.
Starr, Red
Steele, H. L.
Stennett, Bill
Steffens, Sammy
Stephens, Charles
Steppe & Carlos
Steven, Abe
Stevens, Dennis
Stevens, Tom
Stevens, Wallie
Steiner, W. W.
Stinson, Billy
St. Maria, Tomas
Stockwell, Jay
Stone, Carl Glenn
Stone, Jimmy C.
Stoneman, Joe
Stopper, Kid (Colored)
Storer, Bill
Storey, W. J.
Stotts, K. N.
Strauss, Frank
Streets, Freddie O.
Strode, Bill
Student, Wm.
Sturbolt, Fred
Sturchio, E. A.
Sturchio Mfg. Co.
Sullivan, Jack
Sunderland, Walter K.
Sutton, Al
Swanson, Carl
Swartz, Herman
Swearingen Jr., H. B.
Swift, Capt. Herbert L.
Swisher, Clifford
Sytlane, Jerry
Tack, Tick
Talley, Happy
Talley, Kid
Tallis, Geo.
Tarrant, Bert D.
Tate, Russell M.
Tatum, Cecil
Tatman, Jack
Tatum, Frank E.
Taylor, Jack
Taylor, Andy
Taylor, Chas. A.
Taylor, Sammie
Temple, Johnny
Tennessee Ramblers
Teshune, Clem
Texas Show Carnival
Thain, Edward
Thomas, Albert
Thomas, Chuck
Thomas, Earl
Thomas, Lee
Thomas, Nick
Thomas, Paul
Thomas, Tommy
Thompson, Buck
Thompson, Charlie E.
Thompson, D. B.
Thompson, Mike
Thompson, Phil B.
Thompson, Robert A.
Thornbrook, Ellis
Thornton, Robt.
Tiernan, James B.
Tims, Tommie Sells
Timmons, A. E.
Timmons, Robert
Todd, Buster
Toms, Miller
Tomb, Doc
Tomlin, Jolly
Tomlinson, W. E.
Terry, Lee & Ray Nyla
Towle, Paul
Townsend, Chas.
Tracey, Gilbert
Trigg, J. M.
Tripp, George
Trueblood, C. D.
Trusler, James Bat
Tucker, E. H.
Tucker, Wm.
Tuthill, W.
Tuttman, King
Twohouse, Chief
Twyford, Mr.
Udell Triplets
Ullrich, Geo. F.
United Shows Carnival
Urich, Dewey
Urich, Miller
Van Bekhum, Nick
Vandiver, Bob
Vane Medicine Co.
Van, Jack G.
Van Tattooed Artist
Van Vactor, Chas. R.
Veal, Fred Earl
Venning, Donald
Ventura, Angelo A.
Vess, Wm.
Vestal, Jimmie C.
Vitale Jr., Jas.
Vogstad, K. G.
Vogt, Al & Jessie
Voiles, Harold
Vollman, Adolph
Von Ehrenstein, DeWolf C.
Wade, Jack
Wadell, Peggy
Wagoner, Harry L.
Waite, Wm.
Walker, James Casson
Walker, James Tex
Walker, Joseph Robert
Walker, R. F.
Walker, Robert
Wallace, R. F. Snake
Wallace, Geo.
Wallace, James
Wallis, Eddie
Walsh, Arthur L.
Walter, Edward
Walts, Earl
Wander, Harlin
Ward, Geo. Wm.
Ward, J. Robt.
Wards, Bob (Red Devil)
Warnhay, Abbar
Warn, Edw.
Washington, George
Washington, Robt.
Wasson, M. J.
Wasson, Ralph
Waters, Dr. Guy
Watson, Don T.
Watts, Charles Otto
Watts, Roy Red
Webb, Booker
Webb, Clyde
Webb, Frank H.
Webb, Joe H.
Webster, Charles
Webster, Harry
Weer, Roy (Rides)
Weil, Harry
Weiner, Herman
Weirick, Wm.
Wells, Louis
Wells, John O.
Wenger, John
Wentz, Geo.
Wenzel, F. F.
Weston, Al
Wetzel, Chas. Baldy E.
Weyles, E. M.
Weyls Production Shows
Whalen, Bobby
White, Doc H.
White, Chas. E.
White Feather
White Horse, Chief
White, Wm. J.
Whitney, Cyclone Jack
Whittaker, Eddie
Whittinghill, Jack
Whittington, Charles
Wigand Troupe
Wilber, James
Wilcox, Larry
Williams, Bobbie
Williams, Carl
Williams, Claude E.
Williams, Jack C.
Williams, Lee
Williams, Randolph
Williams, Rusty
Williams, Texas Slim
Williams & Williams
Willis, Chick
Willis, Mason E.
Willis, J. A.
Willie the Great
Wilson, Billy Red
Wilson, Chas. (Chuck)
Wilson, Geo. H.
Winkelman, Sully
Winters, J. A.
Wise, B. E.
Wish, Jamie
Wolfe, Benny
Wolff, M. M.
Wood, F. M.
Woodall, Billy
Woods, John B.
Woods, Red Willie
Woody, Wm.
Worth, Tex

See LETTER LIST on page 57

The Final Curtain

BARNUM—Roy G., 38, former actor, specializing in an old-time hypnotist act, February 1 at his home in Detroit. He was known on the stage as Barnum, the Hypnotist, and was a student of Professor Hugo Munsterberg. He served with the Canadian forces in the World War and later was president of the Barnum Oil Co. of Texas. His widow and one son survive.

BARRETT—Patrick J., veteran employee of Comerford Theaters, Inc., February 2 in Scranton, Pa. Survived by his widow, three daughters and two sons. Funeral February 5 at Scranton.

BARRETT—Reginald, 79, former organist for motion picture theaters in and around New York between 1917 and 1925, February 7 in St. Petersburg, Fla.

BATT—John W., 60, organizer of Playland Amusements, Inc., New Orleans, and its successor, Playland Corp., Inc., operator of Pontchartrain Beach there for 10 years, at the home of his son, Harry L. Batt, New Orleans, February 2. He had been in ill health for a year. Some time ago he retired as active head of the company, assigning the duties to Harry Batt. He was a native of New Orleans and at one time operated a large ice business. Survived by his 85-year-old father, John Batt; his widow, two sisters, and two sons, Harry J. and Richard. Services and burial in New Orleans February 3.

BOOTHMAN—K. F., 45, who owned and operated the Pythian Theater, Wheeling, W. Va., and the Mingo Theater, Mingo Junction, O., recently in the latter city of a heart ailment.

BRUNKHORST—Capt. Fred W., 73, manager and conductor of the Milwaukee Police Band, February 2 in a Milwaukee hospital. Brunkhorst was musical director of the Alhambra Theater, Milwaukee, for 15 years and also served as director at the Majestic, Butterfly and Shubert theaters there. He was an honorary member of the Wisconsin Bandmasters' Association and of the Milwaukee Musicians' Association and the composer of a number of orchestra and band pieces. He was elected president of the Shrine Musical Directors' Association of North America in 1928. Survived by two sons, three brothers and three sisters.

CARLSON—Ernest, 13, who played the part of Donnie Bradley on Irene Rich's radio serial story, February 7 of complications of peritonitis and pneumonia. Deceased was the only son of Mr. and Mrs. O. W. Carlson, of Pasadena, Calif.

COSTELLO—Richard M., 66, father of Mrs. Josephine Bryant, wife of Billy Bryant, of Bryant's Showboat, recently at his home in Logansport, Ind., of a heart ailment. Survived by his widow, Sarah; a son, John William; another daughter, Mrs. Russell Bowman, and a sister, Mrs. Margaret Holland. Services and burial in Logansport.

DE WERTH—Mrs. Clara, 87, operator of the Seven-Mile House and De Werth's Park, Granville, Wis., for many years, February 3 in a Milwaukee hospital. Survived by two daughters.

EARLE—Mrs. Beulah (Hill), tab and burlesque chorine and wife of Bill Earle, suddenly in Houston January 13. With her former husband, George B. Hill, comedian, deceased toured for years with tab units on the Gus Sun and Joe Spiegelberg circuits. Burial in Hollywood Cemetery, Houston. Surviving are her husband; a daughter, Elaine Hill; her father, Teddy Bryan; one sister and a brother.

FARTKENHEUER—Max, 70, internationally known musician and producer, at his home in Avon Lake, Cleveland suburb, February 5 after a week's illness. Born in Berlin he received his musical education in Germany and Milwaukee. At an early age he became an orchestra director, conducting in Philadelphia until 1900, when he went to Cleveland, where he directed in the old Lyceum Theater. Next, he established the Haltnorth Gardens in what was a fine residential district and presented the Murray Lane Opera Co. Following this he promoted summer opera in Euclid Gardens, Cleveland. He was the driving force in promoting the Hippodrome Theater in that city. Next he built and managed the Empire Theater, a Cleveland vaudeville house, which later became a burlesque spot. Following the World War he left Cleveland to associate himself with Morris Gest in the production of *The Miracle*. He appeared in London as a musical director and took to the road with his own companies, presenting *Madame Butterfly*, *Aida* and *The Merry Widow Remarries*. In later years he was called to Chicago to act as technical director of the Chicago Civic Shakespeare Co. In recent years he returned to Cleveland and for a season presented opera at Wildwood Park there. He also built the Metropolitan Theater in Cleveland. At the time of his death he was rewriting his opera, *The Merry Kahn*, bringing it up to date under the title of *Hose Low the Merry Oh*. Survived by his widow, one daughter and two brothers, one of whom, William, is with the Minneapolis Symphony Orchestra. Burial February 8 in Lake View Cemetery, Cleveland.

FAWCETT — Wilfred Hamilton, 55, publisher of motion picture and humor magazines, in a Hollywood hospital February 7 of a heart ailment. His first publication was *Captain Billy's Whiz Bang*. Among his other publications were *True Confessions* and several technical works. Fawcett was a member of the American rifle team at the Olympic games in Paris in 1924.

FRAZIER—Billy Doss, 52, vaudeville, minstrel and tent repertoire performer, in an Outwood, Ky., hospital recently after an illness of seven months. Known on the stage as Bill Doss, deceased began his stage career as an acrobat, later turning to comedy. He had appeared as featured player with several well-known minstrel shows, including Lasses White Minstrels and his own Showboat Minstrels. He had been in the profession for 35 years. Survived by a sister, Mrs. Louis Craig, of Nashville, and four brothers, J. B. Frazier, Mt. Pleasant, Tenn; Robert Frazier, Detroit, and Marion and Tillman, Nashville, Tenn. Services in Nashville, with burial in Mt. Olivet Cemetery there.

GORMAN—William E. (Bud), 87, former world's champion equestrian and who had been equestrian director of various shows, at his home in Lima, O., February 11. He began his circus career in 1872 as a bareback rider with the Robinson and Pastor Circus, and had been with the white tops 46 years. Deceased was equestrian director of Ringling Bros. and Hagenbeck-Wallace circuses and appeared abroad a number of times. Gorman was in the wreck of the H-W show near Hammond, Ind., in which a number of persons were killed. He was injured to the extent that it was necessary to amputate a leg and thus ended a colorful circus career. He had resided in Lima the past 10 years with his wife, who also won fame as a rider. Services in Louisville.

GRAVES—Laura H., 70, retired concert singer of New York, January 31 at Dickinson Hospital, Northampton, Mass., after a brief illness. Survived by a sister, Mrs. Clara L. Dickinson.

HANNA — Elizabeth, 51, in Philadelphia January 20 of a heart ailment. Deceased trouped on many carnivals with her husband, Cecil R. Hanna, as owner and operator of dog and monkey shows. Survived by her husband, now retired, and her mother.

HOLDER—Ed, 76, animal trainer, formerly with Al G. Barnes, Barnum & Bailey and John Robinson circuses and later a free attraction with a kicking, bucking mule, recently in Lincoln, Neb. Holder had recently been caretaker of a Lincoln school. He attended the convention of county fair managers in Lincoln, January 22-24, and arranged some bookings with his mule for the coming season. Survived by one son.

JOHNSON — Benjamin Howard, 57, member of the Richland County Agricultural Society, February 1 at his home near Bellville, O., after a four-month illness. He had been a member of the fair board for the past 12 years and was active in the promotion of the annual fair at Mansfield, O. His widow, a son and a daughter survive. Services in Methodist Church, Bellville, with burial in Bellville Cemetery.

JUEDES—Clarence, 34, for many years a drummer in night club bands, February 4 in Milwaukee hospital after a month's illness. Survived by his widow, a stepdaughter and his parents.

LAND—Dolores, killed January 7 when the car in which she was riding overturned near Peru, Ind., due to icy highway. Survived by her husband, Charles Land, circus performer, and two daughters, Mary Lou and Patricia. Services and burial in Wabash, Ind.

LEE—Lee Augustus, known in the show world as "Pee Wee Pork Chops," recently in Meridian, Miss., of pneumonia. Lee had been a tap dancer in the minstrel show with the Buckeye State Shows for the past six years.

LEMIEUX—Elnor, daughter of Mr. and Mrs. R. A. Lemieux, recently in Menominee, Mich. Father was former electrician with the Ringling show.

McLAUGHLIN — L. Claire, 67, veteran booking agent, January 28 at his home in Etna, Pa. He owned the Liberty Vaudeville Contract Co., Pittsburgh. Years ago McLaughlin performed a minstrel act which earned him the nickname, "the Lew Dockstader of vaudeville." Survived by his widow, Mrs. Margaret Bendley McLaughlin, and a daughter, Mrs. Raymond A. Turpen. Services in Etna January 31.

MATTHEWS — Mrs. Ruth, 33, short story writer and formerly a dramatist and continuity writer for Station WISN, February 3 in Milwaukee after a long illness. Mrs. Matthews also appeared over WISN as a pianist. Survived by a daughter, her parents, two sisters and a brother.

ORNE—Ernest B., 70, composer of several popular songs, best known of which was *When the Silv'ry Moon Is Shining O'er the Hills of Dear Old Maine*, January 30 in Farrington Hospital, Portland, Me. Orne was a painter by trade but wrote a number of songs, mostly on Maine themes. His *Let Me Off at Scollay Square* was popular in Boston, and Rudy Vallee brought the first-mentioned tune to national prominence in 1931. A sister in Maine survives.

OVERHOLT—Harvey J., 67, for seven years personal chef to Buffalo Bill, at his home in Cleveland February 3. Born in Wadsworth, O., he joined Buffalo Bill's Wild West Show at the age of 18 and for seven years traveled with the organization thru the United States and Europe. After his fourth trip abroad Overholt went to Cleveland and became a fireman on the Baltimore & Ohio. Survived by his widow and two sisters. Burial in Cleveland February 14.

PAGEL—Mrs. William (Madame), 74, wife of the circus owner, at a training farm near Pretoria, South Africa, December 23. She was a well-known figure in the Union and Rhodesia, she and her wild animal act having been welcomed in almost every South African city, town and village for more than 30 years. She was born at Leeds, Yorkshire. Forty years ago she met Herr Pagel, who was then known as the German Hercules, in Tasmania. They were married in Australia and in 1905 they landed at Durban to start the circus, which later became an institution in South Africa. The deceased gave up performing in 1926 but continued to travel with the circus as supervisor. She had been ill and confined to the farm for 13 months. Survived by her husband.

PANGBURN—Edwin T., 41, known as Edwin, the Ossified Man, at his home in Flint, Mich., February 3 of complications after a short illness. Pangburn was trampled by a team of runaway horses in August, 1915, and by 1918 his body was totally rigid. Survived by three sisters, Mrs. June Wilson and Alethia, of Flint; Mrs. H. Ford, Battle Creek, and three brothers, Walter, Robert and Richard. Services in Flint February 6, with burial in Luther, Mich.

PHILLIPS—Theodore E., 36, associated with the Steel Pier, Atlantic City, as assistant manager of the Marine Ballroom, February 4 at Atlantic City Hospital after a long illness. Survived by his widow, mother, a daughter, two brothers and two sisters.

REDELL—Emma (Mrs. J. Anthony Marcus), former dramatic soprano of the Chicago Civic Opera Co., February 2 of a heart ailment at Hotel Ansonia, New York.

IN MEMORIAM
Of a Loving Husband and Daddy,
Who Passed Away Feb. 18, 1936.
MRS. KATHLEEN RIEBE
and **DORIS**

SCHRODE—John G., years ago a member of the Schrode Brothers, acrobatic performers, January 2 at the home of his niece, Anna Bechtle, in Philadelphia. He was a member of the Elks, Lodge No. 2, Philadelphia.

SCHUSTER—Leo, 62, back-stage doorman at the Gayety Theater, Cincinnati, for the past four seasons, at Jewish Hospital, that city, February 9 after an emergency operation. Schuster had traveled with various road shows in the past. He was a brother of Milton Schuster, prominent burlesque talent booker of Chicago. Survived by three other brothers, Meyer, Sam and Joseph. Services and burial in Cincinnati February 11.

SEELEY—Robert Michael, 61, for a number of years special policeman at the Cambria Theater and Luna Park, Johnstown, Pa., in that city February 2 of a heart ailment. Seeley was known by many showfolk. Survived by his widow, Catherine; daughter, Eleanor; three brothers, Edgar, Thomas and Lloyd, and four sisters, Mrs. Katie Teeter, Mrs. Florence Edminston, Mrs. Stella Lybarger and Mrs. Alice Blackburn. Services at Johnstown February 5, with burial in Benshof Cemetery there.

SHORT—Esther I., director of the Short School of Music, Philadelphia, February 2 at her home in Upper Darby, Pa., after a brief illness. Two sisters and a brother survive.

SULLIVEN—Dennis J., 46, for the past five years connected with the management of the Plymouth Theater, Worcester, Mass., and formerly for four years manager of the famed Abbey Players, of Dublin, during their American appearances, January 31 in City Hospital, Worcester. He was a member of the IATSE, Local 96. Survived by two brothers, Daniel J., of the Capitol Theater, Worcester, and John F., and a sister, Mrs. John G. Morrissey, of Worcester.

TULLIS—Peggy Jay, endurance show contestant, at the home of her parents, Mr. and Mrs. William Donahue, Columbus, O., January 31. Also survived by her husband, Edwin, and a sister, Mary. Services in St. Joseph's Cathedral, Columbus, February 3, with burial in Calvary Cemetery there.

VOLPE—Dr. Arnold, 70, founder of outdoor "popular" concerts at Lewisohn Stadium, New York, in 1918, February 2 in Miami, Fla., after an illness of several months. His achievement is looked upon as first attempt to democratize symphonic music in United States.

WHITE—Frank, 60, Fanny Brice's first husband, February 5 in Florida.

WILIE—Ben B., 76, veteran showman of Boone, Ia., last surviving charter member of Iowa Poster Advertising Association and oldest active member of the national association, February 6 at his home in Boone after a week's illness. Born at Waterloo, Ia., he entered show business when a youth. In later years he had operated opera and vaudeville houses, carnivals and other shows. He had devoted his full time to outdoor advertising business in recent years. Survived by his widow, three sons, Max, Harold and Ben, and two daughters, Marjorie and Julie. Services in Boone February 9.

Marriages

CHONE - VALENTINE — Max Chone, manager of the Alan Hotel, Philadelphia, and Cleo Valentine, night club dancer, last November, it was revealed last week.

COBB-BEVERLY—Lee J. Cobb, currently appearing in *The Fifth Column*, legit production, and Helen Beverly, actress appearing with the Yiddish Group Theater in New York, February 6 in Philadelphia.

DAVIS-GRONOW — Roy Davis, vaudeville comedian, and Fritzi Gronow, nonpro, February 11 in New York.

GUNZENDORFER - TRAUBE — Wilt Gunzendorfer, manager of Station KSRO, Santa Rosa, Calif., and Natalie Traube, nonpro, at Reno January 19.

JOHNSON-BOWDON—Nunnally Johnson, scenario writer, and co-producer of the film, *The Grapes of Wrath*, and Doris Bowdon, film actress, in Nyack, N. Y., February 4.

KIRKSEY-SHUTTA — George Kirksey, newspaper writer, and Ethel Shutta, stage, screen and radio singer, February 7 in Fort Lauderdale, Fla.

O'NEAL-BARKER—Arthur O'Neal, electrician and chief mechanic on the Barker Shows for the past 12 years, and Mrs. Stella (Ma) Barker, owner of the Barker Shows, in Benton, Mo., February 6.

THOMPSON - HARRISON — Gordon Thompson, soloist with Lang Thompson's Orchestra and brother to the maestro, and Jerry Harrison, member of the Harrison Sisters, singing trio with George Olsen's Band, February 4 in Philadelphia.

Births

A 7½-pound son, Donald, to Mr. and Mrs. Bobby Hasson in Philadelphia January 31. Father has been with Ringling-Barnum side show the past two years and is now manager of Eighth Street Museum, Philadelphia.

A seven-pound boy to Mr. and Mrs. Charles Springer. Father is staff orchestra saxophonist at Station WCAE, Pittsburgh.

A 7¾-pound boy to Mr. and Mrs. Penny Pendleton in Philadelphia January 29. Father is a staff musician at Station KYW, Philadelphia.

Conducted by CHARLES WIRTH — Communications to 25 Opera Place, Cincinnati, O.

Detroit Shrine Opening Record Highest in Years; Strong Program

DETROIT, Feb. 10.—Detroit's 35th annual Shrine Circus played to over 20,000 people the first two days, doubling last year's attendance record for the same period and setting the highest opening record in about 10 years, according to Tunis (Eddie) Stinson, manager. Matinees Monday and Tuesday drew about 4,000 each, with about 6,000 for the Monday night show and 7,500 for Tuesday night. Incidentally, grosses on all concessions, including refreshments and souvenirs directly operated by the Shrine, were about double last year's. Mild weather, contrasting with frequent sub-zero temperatures, greeted the Shrine opening and was a big contributing factor.

Many Groups Attend

Group reservations have been a major factor this year, with the High Twelve (Masonic) Luncheon Club bringing out 1,000 and the Woolworth store employees 400, both on Tuesday night. General Motors' sales convention has reserved a block of 400 seats.

About 1,000 orphans were guests at the opening matinee, and large groups of underprivileged, including both children and adults, are to be guests of the Shrine at various shows.

Advance seat sales have resulted in sellouts of all reserves, except the low-priced 50-cent end seats, for eight shows, Saturday thru Sunday, Stinson said.

Unusual double-anniversary is celebrated in the current issue of *Ford Motor News*, given international distribution. Both the Ford Motor Co. and the Shrine Circus here started in 1906, and the Ford house organ pays tribute to their twin growth.

Near Catastrophe

Opening of the show was marked by a near catastrophe at the Monday matinee, when Harriett Beatty's tiger and elephant act was to make its debut. The elephant charged the cage at the very opening, and seriously damaged it. The tiger went back into the entrance chute, while Mrs. Beatty was assisted out of the cage by her husband, and attendants subdued the elephant, still inside the cage. Mrs. Beatty was able to open with the act the next day, however, without incident. The cage was repaired, and Beatty then went on with his own act.

Show is produced by Stinson and Orrin Davenport. Ray Dean is announcer and Vic Robbins bandmaster.

Large Number of Acts

Acts include Harriett Beatty, tiger riding elephant; Jung Trio, Hollis Trio, Two Kays; Six Abdahulhas, comedy acrobats; Clyde Beatty, lion and tiger act; Joe Vani's tiger dance; Five Eltons, high perch; Torrell's Circus, pony number; Naida and Perez, Jack and Fannie and Don Francisco, novelty and wire act; Voise Troupe and the Harolds, aerial bars; the Karolis, the Antaleks and Naida and Perez, perch; William Heyer and the Rudynoffs, menage; high jumps, featuring Georgia Sweet; Loyal Troupe, Wen Hai Troupe and Picchiani Troupe, acrobats; Larey Sisters, Doro Duo, Frank Shepherd, the Solts, Cutshall Sisters and the Antaleks, aerial ballet; Chester Barnett and his hind-leg dog, Trixie; Bobbie Peck, Diana Lovett and Rose Kalets, elephant number; Kimris Duo, high swinging airplane acrobatic novelty; Davenport-Hodgini, the Repenskys, the Reiffenschs, and Freddie and Ethel Freeman, riding number; Wallendas, high wire; Rudy Rudynoff, Adolph Bosq and John Smith, Liberty horses.

Concert features Lee Powell, the original "Lone Ranger" of the films, and Baron Nowak, 23-inch midget, and includes Georgia Sweet, Orval Gillam, Midge Devers, Dorothy Lewis, T. P. Lewis, Texas Ted Lewis, Montana Neil, Ollie Reinheart, Jackie Reinheart and Texas Slim Collins in trick riding and roping numbers.

Debut of Rudy Rudynoff Jr., 14, in an equestrian number, was a novelty. After the opening day his performance was so well received that he was featured in the center ring with William Heyer in the menage, while his famed father worked the track and Mrs. Rudynoff the far ring.

In clown alley are Emmett Kelly, Otto Griebling, Pinky Hollis, Kenneth Waits, Chester Sherman, Tad Toskey, Paul Jung, Bobby Nelson, Shorty Flemm, Frank Luley, Freddie Freeman, Walter Goodenough, Chester Barnett, H. K. Marko, Joe Vani, Jack Kennedy, Milton Woodward, Frankie Little, Johnnie Szabo, Joe Short, Ollie Lutz, Mickey McDonald, Earl Shipley, Everett Hart and Paul Kirby. Prevalence of clean white wardrobe in the walk-arounds was noticeable. Paul Jung and Kenneth Waite are producing clowns.

American Spec For Anderson Show

EMPORIA, Kan., Feb. 10.—The Bud E. Anderson Circus will turn to American History for its 1940 opening spec, by presenting *An American Cavalcade*, a pageant written and costumed by Bert R. Rickman. In it Rickman has captured the rhythm of the times. The spec has a patriotic flavor accentuated by the histrionic displays to be presented in exotic colors and lighting effects. Dancing girls, dancing horses and dancing elephants will be featured in depicting sketches of Americana as told in the language of the circus.

According to Anderson, several acts have been contracted. Among those for the big show are the Henry Duo (Arthur and Marie) and the Coriell Family. Clyde Widener, his wife, Frances, and daughter, Dora, will be in the Wild West concert.

The continuous bad weather is causing the show's building program to lag. Activity in the horse department was increased to full schedule this week by Mat Laurish. Mac MacDonald, superintendent of elephants, is schooling his new ward from India with much success.

Big Show To Muff Prize Easter Week

NEW YORK, Feb. 10.—Plum Easter Week pickings will be lost to Ringling-Barnum this year because Holy Week begins on Easter Sunday, March 24, earliest since 1818, and the Garden's not able to pencil the show in before the first week in April.

Hockey playoffs and other events will retard R-B's 1940 debut until April 4 or 6. April 3 is tentatively carded for bout between champ Joe Louis and Johnny Paychek. Blade playoffs come in around that period too.

Concessions may be operated by show itself this year, returning to a former policy. Miller Brothers, represented by Frank C. Miller, has had the privileges the last few years. Local R-B office said it had no info on the subject, but referred the query to Frank Miller, who is in Florida.

Show Licenses Are Cut in Morgantown

MORGANTOWN, W. VA., Feb. 10.—The lawmakers of Morgantown have opened their arms to circuses and carnivals by adopting an ordinance considerably reducing the license fee required to exhibit here.

Circuses will be charged $50 a day and carnivals $100 a week.

No outdoor shows have played within the city limits for many years, with the exception of Billroy's Comedians. Part of this has been due, it is thought, to inadequate lots but mostly to the prohibitive tax on shows, both large and small, under canvas.

Karen Gives Duck Dinner

YOUNGSTOWN, O., Feb. 10.—J. D. (Eddie) Karen, of the Dillon-Karen Enterprises, and wife entertained a group of friends following the Saturday night performance of the Junior Chamber of Commerce Indoor Circus at the Ringside Grill here at a duck dinner. Among guests were members of the Hanneford family of riders, a committee of Junior Chamber of Commerce members from Dayton, where the next indoor show will be held; F. Gibson Head, president of the Youngstown Junior Chamber of Commerce, and wife; John D. Hall, general chairman of the circus again this year, and wife, and Rex McConnell, representative *The Billboard*, and wife, of Canton.

SHOWN here, in the shade of a Florida palm tree, is Jean Evans, aerial artist and performer with elephants at Clyde Beatty's Jungle Zoo in Fort Lauderdale. Miss Evans is now at the Detroit Shrine Circus, along with the road crew of Beatty's circus unit.

Maverick Honorary Ringmaster of the Gainesville Circus

GAINESVILLE, Tex., Feb. 10.—Mayor Maury Maverick, of San Antonio, has accepted an invitation to act as honorary ringmaster of the Gainesville Community Circus when it opens its 11th season under canvas on the Cooke County Fairgrounds here Wednesday evening, April 24. Maverick, a former Texas congressman and colorful political figure, is a member of the Alfredo Codona Tent, Circus Fans' Association, and has attended several national conventions of the organization, including the San Antonio conclave in 1932 and the Cincinnati convention in 1935.

He advised CFA A. Morton Smith, chairman of the Mollie Bailey Top of Texas and founder of the Community Circus, that "for years I have known about the Gainesville Community Circus and think that it is one of the most exceptional enterprises in the United States. . . I am enthusiastic about coming to Gainesville and am glad to accept the invitation."

Some outstanding Texan is invited each year to act as honorary ringmaster. Elliott Roosevelt, of Fort Worth, served last year, and Senator Tom Connally the year before.

In connection with the circus opening a round-up and home-coming celebration will be sponsored by civic organizations, with Philip Teague as general chairman. This fete will include a home-coming parade, arranged by Capt. Tom R. Hickman, former head of the Texas Rangers, with 15 college and high-school bands of two States in the line of march; crowning of the circus queen and the queen's ball; a dairy show sponsored by Future Farmers of America, and a horse show sponsored by the Saddle Club, under direction of Virgil P. Keel.

The CFA has been invited to hold its national convention in connection with these events.

Clark Homestead Destroyed by Fire

TUSCALOOSA, Ala., Feb. 10.—The home of Mrs. Lum Clark, three miles from here on the Greensboro road, has been destroyed by fire. Loss was estimated at $7,000 and none of the damage was covered by insurance. Origin of the blaze could not be definitely ascertained.

Mrs. Clark and her daughter, Mrs. Pearl Clark Ward, barely escaped from the flames. The home's contents, a garage, barn, automobile and truck also were destroyed.

Mrs. Clark and her late husband, Lum, were in show business for years and collected many unusual mementoes. Clark, who died several years ago, at one time operated a show on the Greensboro road property, where the Clarks had lived since 1922. Mrs. Ward was with Hagenbeck-Wallace Circus from 1931 to 1937.

Youngstown Circus Biz Equals 1939; 3 Full Houses Sat.

YOUNGSTOWN, O., Feb. 10.—With attendance estimated at 20,000 for the week, about the same as last year, the second annual Junior Chamber of Commerce Indoor Circus ended Sunday night, February 4. Saturday turned in three capacity crowds, including a special morning matinee for the kiddies. Sponsors' share was under last year, due to apathy on the part of the group in advance of presentation of the circus, it was said by J. Dudley Karen, of the Dillon-Karen Enterprises, which for the second consecutive year had charge of the promotion. Advance ticket sale by the membership was more than two-thirds below last year's mark, altho final week's effort brought up ticket sale to last year's total, Karen said.

The show was again held in Rayenwood Auditorium, only available close in building. The program in order: Grand entry (band, all performers and some stock), Comedy acrobats, Black Brothers; Mary Valentine, muscle grinds, Clowns, Jargo, presented by Slivers Johnson, Will Hill's four-pony drill and trained dogs, Clowns, Lerfold Trio, Creta Brothers and Helene, horizontal bars and trampoline, First concert announcement, Hanneford family of riders, featuring Poodles, Delane Sisters and Bernie, trapeze and rings, Perch, Tom and Betty Waters, Clown wedding, Bucking mule, Aerial Bomas, double traps, Clowns, Bill Noble and Co., trick rifle shooting, Mary Valentine, web, Clowns, Tom and Betty Waters, tight wire, Hill's elephants.

Concert was given over to Western sports, featuring Beverly Harnett and Co., roping; Bill Noble, Australian Macks, whip cracking and fancy rope spinning, closing with Hanneford family's spectacle, *Indian Fantasies*.

According to Karen, program advertising volume was off compared with the 1939 promotion, but banner line-up was better than double the size of last year's. Dick Dillon contracted the acts and Jane Lauers was in charge of the office crews and handled the press. *The Youngstown Vindicator* was only lukewarm on early publicity but came thru week of the show with a daily story and plenty of spot art. Seventeen performances were given, three more than were originally scheduled, one being a midnight show for the infantile paralysis fund. John D. Hall, chairman, and F. Gibson Head, president of the Junior Chamber group, lent excellent co-operation, Karen said. Holding show over for two performances Sunday this year meant but little, he said.

Among visitors were Paul M. Lewis and wife, Mae, of Lewis Bros.' Circus; Ray Rogers, manager of Barnett Bros.' Circus; Rex de Rosselli, of Cole Bros.' Circus, and Rex McConnell, *The Billboard* correspondent.

Lewis Planning Novel Canvas Set-Up

YOUNGSTOWN, O., Feb. 10.—Altho definite plans are still in the embryo stage, the 1940 edition of Lewis Bros.' Circus will offer many innovations, Paul M. Lewis, owner-manager, revealed to *The Billboard* representative here. Show will have the most novel canvas set-up in its history, Lewis said, in addition to other new ideas.

Lewis said he shortly would make known his staff and intimated that several of last year's department heads would return. Said he had contracted several indoor dates, including Cincinnati, for the K. of C. late in March and Jackson, Mich. The indoor promotions will be the first since Lewis handled details of the Canton, O., Shrine Triumdrum indoor circus three years ago.

Lewis was here for a week looking after several hundred starback seats which he leased the Dillon-Karen Enterprises for the annual indoor circus in Youngstown. His wife joined him last Saturday, coming from their home in Jackson, Mich.

DeHoman To Have 1-Ringer

READING, Pa., Feb. 10.—Walter DeHoman is reported to be readying a one-ring show for the coming season. It will carry a stage mounted on a trailer and the program is tentatively planned to include a dog act, aerial and ground numbers and vaudeville skits. Title of the show has not yet been decided upon.

With the Circus Fans

By THE RINGMASTER

CFA

President WILLIAM H. JUDD, 28 Murray St., New Britain, Conn.
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 10.—Dr. William M. Mann, director of National Zoological Park, Washington, D. C., accompanied by Mrs. Mann, Ralph B. Morris and Roy Jennier, will leave New York February 14 aboard the West Kevar for Liberia, Africa. Dr. Mann will lead a scientific expedition into the jungles of Liberia to find rare species of animals, birds and reptiles, including some never taken into captivity. The expedition is being supported by Harvey S. Firestone Jr. and will be known as the Smithsonian-Firestone Expedition. Among animals which Doctor Mann is anxious to bring back alive are pygmy elephants, pygmy hippopotamuses, red bush cows, zebra antelopes, harnessed antelopes, bongos, flying squirrels and a number of species of cats, such as the West African forest leopard, the golden cat, as well as the fine-spotted serval and the blue serval, large wildcats having long legs and large untufted ears.

J. A. Wagner, who is spending the winter in Tucson, Ariz., for his health, writes that he has received many letters from circus people and fans, but finds it impossible to answer all of them. He has requested that we inform his many friends thru this column that he is improving slowly and hopes to be himself again by the the time he returns home about May 1.

P. E. Losley, of Cranston, R. I., caught the perch act of Billy and Conchita Pape at the annual meeting of Palestine Temple Shrine, Providence, R. I., in Arcadia Ballroom, January 29. After the meeting and performance, he had a very pleasant evening at the Shrine Club with the Papes.

Abernathy Central Labor Head Again

PITTSBURGH, Feb. 10.—President Leo Abernathy of the International Alliance of Bill Posters, Billers and Distributors, was nominated without opposition for another term as president of the Pittsburgh Central Labor Union.

At the same meeting Lawrence Katz, representative here for the International Association of Theatrical Stage Employees and business agent of the Motion Picture Operators' Union, sponsored a CLU vote that put the union on record as opposing passage by Congress of the Neely motion picture bill. Katz claimed that if legalized, the Neely proposal would harmfully affect employment among theatrical craftsmen.

Seeking Preston Holder

LINCOLN, Neb., Feb. 10.—Attempt is being made to contact Preston Holder, son of Ed Holder, 76-year-old former animal trainer with major circuses, who died here last week. Deceased during the past few years worked fairs with a bucking mule. His son is the only survivor and is believed to be either in California or Hawaii.

RHESUS MONKEYS, EACH $3.50
Mother Rhesus with baby, $25.00 combination; Ringtail Monkeys, each $14.00; Sooty Mangabeys, each $15.00; Green Monkeys, each $15.00; Spider Monkeys, each $25.00; Marmosets, each $10.00; Agouti, each $10.00; Spotted Cavies, each $20.00; Polar Bears, each $200.00; Two-Toed Sloth, $50.00. Chimpanzees, prices on request. Indian Pythons for spring delivery, $3.00 per foot up to 10 feet.
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Buffalo, Altoona, Milwaukee to H-M

BUFFALO, Feb. 10.—Signing the Hamid-Morton Circus for the eighth annual Shrine Circus, Temple Ismalia, Buffalo, is making plans to top last year's record-setting event.

The circus will be presented in the Broadway Auditorium as in former years. Major E. G. Ziegler, recorder for the organization, who is in charge of arrangements, stated that the Shriners have purchased a camel which they will give to the local zoo. Last season they gave the zoo an elephant, and made most of the well-handled publicity to increase attendance. A naming contest in connection with a leading local paper helped them, as well as the paper's circulation. The idea might be repeated.

Henry P. Bronkie was named director-general for the circus, with Carl Elyon as assistant. Among the acts will be Clyde Beatty and wife, with their tigers, lions and elephants; the Wallendas, high-wire; the Behees, flying act; the Reynolds, skating; Les Kimris, airplane act; Captain Tiebor, seals; Torrance and Victoria, perch; Hanneford Family, riders; Torrelli's Ponies; Bob Eugene, aerial comedy bar; Edna Curtiss, Liberty and menage horses; William and Bobbie Morris, bicyclists; Hanneford comedy mule act; taxi-meter comedy act. Joe Basile's Madison Square Garden Band will again play for the show.

ALTOONA, Pa., Feb. 10.—The Hamid-Morton Circus will present a show for the local Shrine. It will be the first indoor circus ever sponsored by that group. Engagement will follow the Buffalo date of H-M. Among acts will be Clyde Beatty, Reynolds' Skaters, the Wallendas, Flying Behees, Will Morris and Bobby, the Anteleks, Captain Tiebor's Seals, Torelli Dog and Pony Circus, Rice-Davidson Trio and the Hannefords.

MILWAUKEE, Feb. 10.—The Hamid-Morton Circus will appear at the Milwaukee Auditorium February 20 to 25 under the sponsorship of the Tripoli Shrine. Heading some 60 acts will be Clyde Beatty and his wife, George Hanneford, the Wallendas, Jean Evans, Billy Pape and Conchita, and Edna Curtis.

Polack's Program At Sacramento

LOS ANGELES, Feb. 10.—T. Dwight Pepple, special representative of Polack Bros.' Circus, has sent to Sacramento, Calif., the acts he booked for the Shrine show in that city. This was necessary as the regular Polack show plays Cincinnati the same date, February 12-17. This arrangement was made to take care of the contract with the Sacramento Shrine, Polack having played for this group for several years.

The program follows: Phil Castang's chimpanzees, Flying La Formes; Marie and Pals, small animal act; Jordan Troupe, teeterboard and comedy acrobats; George Story, comedy bike act; Four Kings, trampoline and acrobatic act; Tiny Kline, iron jaw; Bento Brothers and Rita, adagio number; Bounding Sailors; Freehand Brothers, high perch; Two Pays and Matlock, swinging ladders, silver whirl and comedy acrobatics; Captain Rudy's elephant, camel, pony and boar hound; the Marilejos, aerial bars and high wire; the Olveras, rolling globes, hand balancing and bounding rope; Jackie Jackson, clown.

Ft. Worth Lot Passes

FORT WORTH, Tex., Feb. 10.—Part of the Texas and Pacific Reservation at Main and Lancaster streets here, which has been used as a circus lot for the past three years by Ringling-Barnum circus, has been leased to a local automobile concern and a building is being erected on the grounds. Building will cover 90,000 square feet of space on the reservation but will be on the opposite side of the reservation from that used for the big tops at this location.

Myers Again With P. & W.

S. FT. SMITH, Ark., Feb. 10.—George L. Myers, equestrian director of the Parker & Watts Circus last season, will again have that position this year. He has been designing wardrobe and working on props. He left here February 4 for York, Pa., where he will produce the *Passion Play* and *Resurrection* productions for the seventh season. Myers will return here April 1 to begin rehearsals.

Circus Saints and Sinners' Club

By FRED P. PITZER

(National Secretary)

NEW YORK, Feb. 10.—The eighth annual banquet of the Lillian Leitzel Tent, of Bradford, Pa., was held at Jim Casey's Limestone House on the day before ground-hog day at 6:30 p.m. Besides "ground-hog" sausage there was a menu prepared fit for any roustabout. The affair beat all previous banquets in attendance, talent and frivolity. The Hon. James W. Colt, mayor of Bradford, was the fall guy and he showed great sportsmanship in accepting all the jabs, jibes and jests that fell on his broad shoulders. Jim Schonblom, press agent of the tent, writes, sketchily: "The party was about the best we have ever had and it was a real mayor's night. We had our own mayor, Jim Colt, there and Mayor Holling, of Buffalo; ex-Mayor Lee, of Limestone; ex-Mayor Riehle, of Dayton, and another new member, Jim Leyburn, of the Valley Hunt Club, who knows all about 'mares.' We took in seven new members, saw the return of Jim Casey to his normal self as one of the best of hosts and had a capacity attendance. Our next meeting will probably be held on March 14."

* * *

We have received the January issue of the Lillian Leitzel Tent paper called *Flying Rings*, and this 16-page club organ is getting breezier and newsier than ever. It is illustrated in a circusy manner and one article in it that impressed the writer was the story by Fred Heckel of how the Bradford Tent of the CSSCA was organized. We recall a mighty pleasant correspondence with Fred and we want him to know that we miss his letters very much. The February number of *Short Hauls* is also out and is chock-full of pictures and amusing text. Of course, the feature item is Sergeant Les Kramer's account of Jean Hersholt's initiation. While on the subject of tent papers we might state that the W. W. Workman Tent, of Richmond, Va., will soon have an announcement to make about its forthcoming paper, which I learn from Charlie Somma is to be called *Blow Downs*.

* * *

We are glad to announce that Buffalo is in with a tent. We received application from a fine sturdy group of men asking for a charter. The charter was granted and the new tent is to be called Buffalo Bill Tent. Quite a unique name for a bunch of Buffaloes. The charter members are John L. Kelly, assistant district attorney of Erie County; Thomas L. Holling, mayor of Buffalo; Frank L. Riehle, Nelson W. Chapman, Dr. Charles H. McKee, Gordon R. Streich and Robert E. Whelan. Mayor Holling was elected president or main guy, Gordon Streich press agent and Bob Whelan pay-off.

* * *

At the Harold Hoffman birthday dinner at Hotel Commodore, New York, of February 6 there was a great sprinkling of CSSCA-ers, many of them from out of town who had trekked a long distance to pay their respects to this great leader of the Dexter Fellows Tent.

Poodles Hanneford Resting

YOUNGSTOWN, O., Feb. 10.—The Hanneford family of riders, featured in the second annual Junior Chamber of Commerce indoor circus here, following the close of the eight-day run, returned home in Glens Falls, N. Y., where Poodles plans to rest for three weeks. He has been ailing for some time, he said.

The family will resume its indoor circus activity at Dayton, O., as one of the features of the Junior Chamber of Commerce indoor circus in Memorial Hall there, details for which are being handled by the Dillon-Karen Enterprises.

JUSTUS EDWARDS is handling the press for the Polack Bros.' Shrine Circus in Louisville.

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Wants high-class Promoters capable of managing advance promotion for Shrine Circuses. Steady work. Only men of proven ability and good habits wanted.
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Harlem & Harrison, Forest Park, Ill.

Under the Marquee

By CIRCUS SOLLY

JOE HAWORTH and wife passed thru Cincinnati last week en route to quarters of Cole Bros.' Circus at Rochester, Ind.

* * *

VALENTINE'S AERIAL ROMAS were on the bill at the Junior Chamber of Commerce Circus, Youngstown, O.

* * *

HI NICHOLS, who has been with truck shows, cards that he will be with a rail circus this year.

* * *

CHARLES ROBINSON, singing and talking clown, is spending remainder of the winter in Philadelphia.

* * *

RUE AND LAURA ENOS, who are now in Chicago, will again be with the Art B. Thomas Shows with their outdoor stage show.

* * *

Indoor circuses, with rare exceptions, have fared well so far this winter, which goes to show that people are still circus-minded.

* * *

ART AND BILLIE CHENEY are wintering in Kodiak, Alaska. Art is doing construction work on the Navy Base being built on Women's Bay, seven miles from Kodiak.

* * *

WILLIAM E. DeBARRIE will again be side-show manager of the Parker & Watts Circus, making his third season with that show. He and his wife are playing vaude dates on the West Coast.

* * *

THE GREAT FALUDYS, teeterboard troupe with Ringling-Barnum circus last season, have replaced the Yacopi Troupe with the Dick Powell unit, now playing thru the Middle West.

* * *

JOSEF RIX, air calliopist, formerly with Hagenbeck-Wallace, and last with Cole Bros., has re-entered Ingham Sanatorium, Lansing, Mich., and will appreciate letters from friends.

* * *

CAPT. JEROME SMITH, the past five years with Lewis Bros.' Circus, cards that he will be with another show this season as general superintendent and equestrian director. He formerly had worked lion acts.

* * *

ALBERT WHITE, clown, with Downie Bros. last season, will be with Barnett Bros. this year. He is wintering in Baltimore and working on new wardrobe and props. Says he will have some flashy numbers.

* * *

Keep the circus business a business of which to be proud. If one has no regard for its future, the quicker he gets out the better.

* * *

VERNON L. McREAVY, special agent of Polack Bros.' Circus, was released from St. Anthony's Hospital, Louisville, on February 7 after a week's confinement with a severe cold, which threatened to develop into pneumonia.

* * *

JACK NELSON, of circus, carnival and rodeo fame, is wintering in the Lower Rio Grande Valley. Last season he made Canada with Hoxie's Wild West and closed with Russell Bros.' Circus, with which he is still connected.

* * *

JOE BAKER, former circus boss lithographer and clown, writes from Olympia, Wash., that he is managing an Indian lecturer. While in Seattle recently he says he met Earl Douglas and Bill Meyers, both of the Douglas Shows.

* * *

FLYING HARTZELLS, last season with Barnett Bros.' Circus, will play the Akron, O., Shrine Circus next week. Their rigging was shipped this week from winter quarters in York, S. C., to the Rubber City.

* * *

ED C. BROWN, who has trouped with circuses for 30 years, pens that he has severed his connections with the Santa Rita Hotel, Santa Rita, N. M., where he has been for past four years, and is now at Oxford Hotel, Des Moines. Expects to be there for remainder of winter.

* * *

Let's have no covering of paper this year. General agents should get together on this question but not without sincerity.

* * *

LERFOLD TRIO, clowns, after playing the Youngstown, O., Junior Chamber of Commerce indoor circus, rejoined Orrin Davenport's troupe for the two weeks' Detroit Shrine engagement, with several weeks of indoor events to follow. Sports Service, Inc., handled the concessions at the Youngstown show. R. (Red) Zobel was in charge of the privileges and butchers.

* * *

HENRY FREES, ex-circus and vaudeville acrobat, is giving politics a tumble. He is 81 and a candidate for election to Congress from the 22d Illinois district. *The Chicago Daily Times* of February 2 carried his picture and a story about him.

* * *

FRANCIS KITZMAN and wife (Elsie) and son (Mike) are, as is their annual custom, spending the winter in Florida, Francis selling shoes at Ft. Lauderdale, and Elsie and Mike holding forth at the Hollywood Beach Hotel. They plan to be back on the advance of Russell Bros.' Circus in the same capacities as in the past.

* * *

BEN HOLMES is agent for the Hoosier Cornhuskers, four men and a girl singer. The act has been broadcasting twice daily on WRAK, Williamsport, Pa., and his has been very good. This hillbilly band is Holmes', he having hired the boys last October. He has two jamborees weekly, one at Jersey Shore, and the other at English Center, Pa. Ben may go with a circus this spring.

* * *

JACK SMITH, of Dayton, O., pens that the Dayton, O., Junior Association of Commerce will present an indoor circus in Memorial Hall. Dr. M. D. Carter, president of the association, states that Robert Noffsinger has been appointed general chairman of the ticket committee. Poodles Hanneford Family and Flying Behees have been engaged.

* * *

Early preparations make for better organized and better promoted big tops. And a better satisfied personnel, too.

* * *

R. L. (FAT) BULLOCK informs that he will not be on the road this year, having made a connection with the Meridian, Miss., Nehi Royal Crown Bottling Co. as sales manager and advertising director. He had been with Robbins Bros.', Sam B. Dill's and other shows. Started clowning 18 years ago with Kenneth R. Waite. He recently saw John Pyne, who has been on various bill cars, Al (Popeye) Ritchie, and Happy Ray Ware, who is recuperating from injuries received in an auto accident.

* * *

MILT WOOWARD, manager of the Lerfold Trio, clowns, states that they will play the indoor circus dates at Indianapolis and at the Chicago Stadium for Barnes-Carruthers. Trio (Woodward, Joe Vari and Chester Sherman) in at the recent Junior Chamber of Commerce Circus at Youngstown, O. A birthday party was given in honor of Vari at the home of Nate Karp in Detroit. Sherman, who was guest of honor, did several comedy singing numbers. Kenneth Waite was emcee and Woodward toastmaster. Guests numbered about 100. Clowns mentioned were at the Shrine Circus in Detroit.

* * *

AUSTIN KING and company will sail from San Francisco February 27 for Sydney, Australia, arriving there March 18 and opening the next day. King has received a letter from Phil Wirth, stating that he will meet the ship at quarantine to facilitate customs, also with news reels. On the dock he has arranged to have a remote control broadcast to the empires of Australia and New Zealand, telling the potential customers of the arrival of Jack Earle, giant, and midget, Dolly Makas. King replaced Jennie Reynolds with Miss Makas, stating that Miss Reynolds could not obtain birth certificate. During the day layover in Honolulu, King and company will be guests of the Aloha Shrine at lunch and visit the Shrine Crippled Children's Hospital.

* * *

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

* * *

A SHOW styled Campbell Bros. and Stensvad Combined Circus (a drawing of a complete circus train) is being exhibited in the South. The picture is 25 feet long and in the train are shown engine, stock cars, animal flats and Pullmans. It was drawn by a member of the Circus Fans' Association. In passing from one member to another in the various towns it is helping to impress upon those members the second precept of the CFA, which is "To help himself and others to an understanding and appreciation of the art of the big top." The picture was first shown in San Antonio, Tex. From there it went to Houston, then to Waco and Gainesville, Tex., and Alexandria, La. It is slated for Atlanta for two days, then will follow a route thru the Carolinas and Tennessee, arriving at Memphis March 4.

* * *

A novel publicity stunt was staged by Duke Drukenbrod and Jack Mills for the Tadmor Shrine Circus in Akron, O., when a shower of balloons was released from atop the Mayflower Hotel during the noon hour of the day the ticket campaign began at circus headquarters. Many of the balloons contained orders for free tickets to the show. A porter paraded in front of the hotel all morning with a sign calling people's attention to be on hand to catch the lucky balloons and receive free tickets.

* * *

PAUL F. VAN POOL, of Joplin, Mo., president of the Merle Evans Tent, CFA, and Marty Williams, past president of the Heart of America Showmen's Club, recently visited the quarters of the Al G. Kelly and Miller Bros.' Circus in western part of Joplin. Van Pool states that a truck is being built for the elephant recently purchased thru Ralph Clawson on the West Coast; that the weather has been a handicap in the training of stock by Obert Miller, and that no date has been set for the show's opening but it will be latter part of April. Regarding the Bud E. Anderson Circus, in quarters at Emporia, Kan., Van Pool says: "Ponies and baby bulls are being trained. John Foss will again be agent. Bum and Marie Henry, performers, will again be with the show. Mr. Crawford, formerly with the Russell show, will have the privileges and Norman Anderson, the banners."

* * *

J. STUTZ writes from Reading, Pa.: "Several acts of the WPA-sponsored recreation division of Luken's Gym, under direction of Charles Reinsmith, appeared recently in the *March of Dimes* at the Amanda Stout Recreation Center. The Reading Federal Band, also sponsored by the WPA, and comprising a number of ex-circus musicians, played dance music for the event. Luken's Gym is a beehive of activity these days. Not a week passes by that Charles Reinsmith does not receive letters or inquiries from beginners who wish to join troupes. Reinsmith says there is a noticeable increase of girls wishing to learn tumbling. Jerome Hoffman, formerly a flyer on the Luken Bros.' casting act, is engaged in WPA work. Henry Vonderheid, of Wapwallopen, Pa., has signed contracts with the W. C. Kaus Shows to have the Henry Bros.' Trained Animal Circus with the organization. This year's show will carry 15 monkeys, a chimpanzee, two goats, a group of dogs and several ponies. I am now presenting circuses in miniature under the title *Circuses on Parade*. There are so many circus fans engaged in the hobby of carving circus wagons, cages, animals, etc., in this city that it would take a floor of a good-sized department store to display all the pieces and models."

Los Angeles

LOS ANGELES, Feb. 10.—Tom Mix is at the new ranch in San Fernando Valley and will make a series of Western films.

Jack Grimes has returned from a whale show, where he worked on publicity.

Hugh McGill, Circus Fan and photographer, is recovering from recent illness.

Eddie Deck, for many years on major circuses, came up from Huntington Park and mingled with circus troupers.

Chester Pelky came in from the Ramona Cafe. He has built up a very nice business.

Mark Kirkendall, at the Circus Cookhouse, reports doing very nicely.

Milt Runkle, retired circus trouper, is downtown renewing acquaintances.

Homer Cantor and Jack Burslem will have a restaurant in the harbor section of San Pedro, Calif.

Frank Miller, old-time circus horse-breaker and performer, is at the Rancho Cortez with Mart Smith, breaking stock.

"Curly" Strong is at a major studio in prop department.

Mel Smith is doing nicely with the Sally Rand show.

Hubert Castle had contract renewed for extended engagement.

The Corral

By ROWDY WADDY

JACK WOLF, trick roper and rider and Australian bull whip cracker, who was with Cole Bros.' Circus last year, is now with Hank and Hassy and their Drifting Cowboys, of Station WCOV, Montgomery, Ala., who are playing vaudeville in that State. Wolf will return to the Cole show this season with a new act, a Mexican bullfight, and will also do trick roping and riding in the Wild West concert.

* * *

JOE GETTOEY, of the parade committee, is enlisting Southwest Kansas horsemen to assist at 1940 Dodge City Rodeo. He named Charles Jones, of Spearville; George Wiseman, Wright; Ralph Drennan, Bloom; Ben Christy, Scott City; J. H. Burnside, Garden City; Tommy DeWitt, Ashland; Jack Paul, Ford, and George Orbison, of Jetmore, to participate. Parade committee is headed by John Elliott, chairman.

* * *

RAYMOND J. HIGGINS has resigned as assistant secretary of Arkansas Livestock Show Association to become business manager for T. E. Robertson Rodeo, Inc., with headquarters in Little Rock, Ark. First rodeo of the year for the Robertson company will be held this spring in the new Lake Charles, La., arena. Show will be sponsored by the newly chartered Southwest Louisiana Fat Stock Show and Rodeo, Inc., Higgins said. Lake Charles group recently closed a three-year contract with Robertson.

* * *

JOHN A. STRYKER, rodeo producer, recently signed his fourth contract to produce the 1940 Seminole (Okla.) Round-Up, having produced rodeos there in 1934, '35 and '39. He writes: "My wife and son, Louis, and I have taken up residence in Omaha, from which point I will do rodeo work in Nebraska and the Southwest." Stryker recently posed for a photograph for Charles S. Martz, manager of Tasope Photo Engraving Plant, Aurora, Mo. Picture was titled "The West Lives in Memory" and appeared on the front cover of the February issue of *Tasope*.

* * *

A NEW EVENT for rodeo to be held in connection with Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., be the first sheep-shearing contest to be be an annual contest, said L. A. Asbury, contest director. Champion sheater will receive a cash prize and a championship belt. W. S. Nesbit, from Texas A. & M. College, will be judge. It is believed to be the first sheep-shearing contest to be held at a Texas rodeo. Verne Elliott, rodeo manager, and Louis Kubita, rodeo live-stock superintendent, are in Fort Worth now to supervise the coming rodeo.

* * *

FOURTH ANNUAL RODEO, sponsored by Field Club in Palm Springs, Calif., on January 27-28 failed to measure up to expectations due, chiefly, to intense heat which held down second day's attendance. Show was well presented and used Andy Juaregui's stock. Committee included T. Rogers, Earl Streeby and Frank Bogart, with Les Stewart and A. N. Newton in charge of details. Abe Lefton did the announcing. Contestants included Mitch Owens, Eddie Osborne, Joe and Carl Mendez, Hank Mills, Herbert Sandall, George Miller, Tom Knight, Cecil Henley, Gene Rambo, Buck Wyatt, Jack Wade, Gerald Roberts, George House, Smoky Snyder, Jerrie Knowlton, Jess Kehl, Jack Gardner, Georgi Assail, Doc Aber, Manuel Ena, Kirk Knight, Burrell Mulkey, Jack Sherman, Gene Pruitt, Shirley Hussey and Alvin Gordon. Frank Finley, Dave Campbell, Holloway Grace, Fritz Traun, Bud Spilsbury, Buckshot Sorrells, Dick Herera, Johnny Bowman, Bill McMacken, Glen Tyler, Howard McCroskey, Worth Crouch, Clay Ward, Joe Burrell, Felix Cooper, Kid Fletcher, Kid Roberts, Howard and Bud Brown, Ken Roberts, Ike Rude, Andy and Ed Juaregui, Ike Edwards and Joe Edwards, Sam Pancher, Royce Sewell, Harold Jackson, Nig Graham, Tommy Young, Buck Standifer, Hoyt Hefner, Alan Jesperson, Johnny Vance, Hugh Strickland, Jerry Littrell, Johnny Gardner, Jimmie Laycock, Cleve Kelly, Oran Fore, Dick Herron, Duward Ryan, Harry Logue, M. Puente, Art Manning, Monte Montana and E. D. Kellogg.

WANT

Wild West Rodeo Performers. Long season. For sure. Open early in March. Write

DAN RUTLEDGE

GEN. DEL., SAN ANTONIO, TEXAS

Conducted by CLAUDE R. ELLIS — Communications to 25 Opera Place, Cincinnati, O.

TAMPA FETE BIGGEST

Neb. Situation Seen as a "Boy Sassing Father"

LINCOLN, Neb., Feb. 10.—Some doubt has been expressed among county fair men in Nebraska that the vote of 26 to 11 for severance from the State board of agriculture in annual conventions can be made to stick. The motion was put by Legislative Committee Chairman Stan Matzke, who said it was impossible for the county fair men to do a job of their annual confab, harassed by presence and pressure of the State board which governs the State fair.

Truth is, the fair officials say, it's a matter of "the boy sassing his father," because the State board, by its constitution, allows for the county agricultural societies under State board jurisdiction.

On the other hand, county fair men say they want to be clear of bickering at annual conventions and can see no reason why separation of the two annual meetings will work any great hardship on functions of the State board. The county fair crowd, feeling continually ignored, wants its position defined as standing clear of any connection with the State Fair and wants the State board

(See NEB. SITUATION on page 34)

Entertainment Angle Is Sought By W. Va. Secs

CHARLESTON, W. Va., Feb. 10.—Re-electing all officers, West Virginia Association of Fairs convening in annual meeting in the Ruffner Hotel here on January 30 and February 1, decided to put up to its executive committee, with authority to act, a proposal to make its next annual meeting an entertainment affair. Severe weather held down attendance. Secretary J. O. Knapp announced selection of 1940 dates for these fairs:

Greenbrier Valley Fair, Lewisburg; West Virginia Free Fair, Dunbar, usually called Great Kanawha Exposition; Tri-County Fair, Petersburg; State 4-H Fair and Jubilee, Jackson's Mill; Panhandle Regional Fair, Wheeling; Pocahontas County Fair, Marlinton; Ritchie County Fair, Harrisville; Braxton County Fair, Sutton; Nicholas County Fair, Summersville; Tri-County Fair, Clay; Webster County Fair, Camp Caesar; Tucker Coun-

(See W. VA. MEETING on page 35)

New Structures for N. M.

ALBUQUERQUE, N. M., Feb. 10.—Plans for two new buildings on State Fair grounds here are moving, with indications of federal aid, said Manager Leon H. Harms. The permanent structures are to replace temporary headquarters destroyed by fire several weeks ago. Loss is now estimated at $3,500. Plans call for an adobe-type building as fair offices and another to be used as National Youth Administration quarters thruout the year in conjunction with its camp as headquarters for junior fair and 4-H Club boys during the fair. Despite shortage of funds, the fair offices downtown have remained open. Annual report has been held up while Commission Member Nathan Salmon is receiving medical attention at the Mayo Clinic, Rochester, Minn. The 1939 books are being closed without a deficit despite increased expenditures for prize money, building extension and other improvements, Manager Harms said.

MONCTON, N. B.—Status of Moncton Fair has become unsettled thru acquisition of fair building and grounds by the dominion government for use as an army training base.

New Series of Legal Opinions

In the next issue will appear the 20th of a new series of legal opinions. It will be titled *Liability of Owners or Lessors for Injuries to Amusement Patrons.* One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

3-Day Meet of TAF Better for Attractionists

DALLAS, Feb. 10.—Numerous leaders were absent because of illness of themselves or families from the annual meeting of Texas Association of Fairs in the Adolphus Hotel here on February 1-3. Regrets from about 30 members came to Secretary-Treasurer Pete H. Smith. Recent severe cold was held responsible for the illness. But attendance was about equal that of the past few years, and while many notable fair men were missed, others attended for the first time, and an all-time attendance record was set by attractions people.

The meeting for the first time in the history of the association was held on three days instead of the usual two. It was voted to make the annual meeting a three-day event so that delegates will have ample opportunity to discuss problems, attend sessions and have sufficient time to set dates and meet with attractionists. Most of the delegates come prepared to close contracts for grandstand and midway attractions and heretofore complaints were registered that there was not sufficient time given.

Texas fairs do not receive State aid and secretaries and managers get together to discuss their problems and most of them leave the annual meetings much wiser than when they arrived so far as successful fair management is concerned. "Our meetings are primarily a conference school and contacts are made with attractionists and other show

(See 3-DAY TAF MEET on page 35)

GGIE Policy Meet Is To Hear Heads; Sibley Aids Brown

SAN FRANCISCO, Feb. 10.—Executive board of Golden Gate International Exposition is to call a session soon to hear reports of department heads and map out policy prior to opening on May 25. At the get-together General Manager W. W. Monahan will analyze any squawks registered by all groups.

Concession and exhibit build-up is causing plenty of worry for some. Struggle principally is in lining up foreign exhibitors, Peru being latest to sign. Argentina will not exhibit this year. General Electric has signed for a $250,000 exhibit in northwest corner of the Palace of Electricity with a scientific show.

Expo-minded forces, gathered in Sacramento, put weight behind an appeal for a $512,000 fair appropriation by the State, having won a major victory in the Legislature when the Assembly sanctioned the appropriation as an emergency measure. If approved by the upper house and signed by Governor Olson, the bill will release immediate funds for

(See GGIE POLICY MEET on page 35)

J. HENRY ROHLING, re-elected president of Rocky Mountain Association of Fairs at the annual meeting in Miles City, Mont., on January 25 and 26, for a number of years has been secretary-manager of Eastern Montana Fair, Miles City. The plant there is known as one of the most beautiful in the country. Besides his fair duties, he is active in the city's fraternal and civic affairs.

Illions To Present Bozo Ride at NYWF

NEW YORK, Feb. 10.—Harry A. Illions signed contracts on February 3 with George P. Smith Jr., of the New York World's Fair, to present his Bozo ride at the 1940 fair.

Device has been assigned a location opposite the Lama Temple in the amusement zone, which is considered a good spot. Owner Illions said he expected to soon conclude arrangements with Mr. Smith to place the big de luxe Eli Ferris Wheels at the fair for Century Ferris Wheels, Inc., of which he is president.

The other Illions rides, he said, will be presented at the 1940 Canadian National Exhibition, Toronto, negotiations having been completed with J. W. (Patty) Conklin, general manager of CNE Frolexland.

Mont. Annual Preps for '40

MISSOULA, Mont., Feb. 10.—Improvements begun in 1939 and not finished in time for Western Montana Fair here have now been completed, said Manager Floyd Day. Grounds have been enlarged, new buildings erected and work finished on a new track on which races will be run four days in 1940, when the fair will join in the celebration of the city's 50th anniversary. Grand-stand program has been booked thru Barnes-Carruthers and Thearle-Duffield will furnish fireworks. There will also be local pageants and an increased premium list.

Gasparilla Day In All-Time Top

Feature draws 118,973 to Florida Fair—RAS midway does best biz at night

TAMPA, Fla., Feb. 10.—King Gasparilla and his Pirate Krewe ushered in the second week of Florida Fair's Silver Jubilee, January 30-February 10, with a colorful water carnival and glittering parade viewed by more than 350,000. After the "pirate ship" had sailed up the river with guns booming and flags flying a procession of more than 60 beautiful floats and as many bands proceeded thru main streets to the fairgrounds. Eager spectators overflowing grand stand and bleachers and 2,000 chairs placed in the infield of the race track were entertained preceding and following the parade by Red Norvo's Orchestra and its singer, Peggy McCall. Attendance at the fair on Gasparilla Day, Monday, reached a new high of 118,973, previous record being 115,248 last year. Weather was perfect.

On Tuesday Gov. Fred P. Cone was guest of honor at a luncheon given by the fair association and he and his party were escorted over the grounds. Among guests were G. N. Orr, Minnesota State Fair and St. Paul Carnival; Alcott King, commissioner of agriculture of Connecticut; Nathan Mayo, Florida commissioner of agriculture, and George E. Carey, president of Plant City (Fla.) Strawberry Festival. Weather was cloudy

(See TAMPA FETE BIGGEST on page 34)

New Asheville Corp. Launched

ASHEVILLE, N. C., Feb. 10.—Launching of Western North Carolina Agricultural and Industrial Fair took place here on February 6, when a committee of 21 members of the Chamber of Commerce met and formed a corporation to promote and operate the fair and elected Gene Ochsenreiter, president.

Others named are J. O. K. McClure Jr., C. Vanderhooven, J. D. Earle, Robert Collins, vice-presidents; E. J. Mitchell, treasurer; B. Pennell, secretary, and LeRoy Abernethy, assistant secretary. Members of the chamber's agricultural committee were named directors and officers.

(See ASHEVILLE CORP. on page 35)

TWO WOMEN MANAGERS of major fairs who are active in preparations for the 1940 annuals of which they are at the helms: Mabel L. Stire (left), Mississippi State Fair, Jackson, and Mrs. Ethel Murray Simonds, Oklahoma Free State Fair, Muskogee, have much faith in the future of outstanding fairs and they had an opportunity to talk shop at the recent annual meeting of the International Association of Fairs and Expositions in Chicago. Photo by Dedwell.

Tenn. Group Has Code After 18 Years; Pending Laws Are Worry

NASHVILLE, Tenn., Feb. 10.—After operating 18 years without a constitution and by-laws, the Association of Tennessee Fairs made itself official by adopting a code at its annual meeting here on Tuesday and Wednesday in the Noel Hotel. The five-part paper lays down rather lenient rules for operation of the association and provides for repeal or amendment at any regular meeting attended by a majority of members. Constitution provides for five officers, president, three vice-presidents and a secretary-treasurer, the latter to be the only one to draw a salary.

Dues of $3 annually for county fairs, $5 for district fairs, $10 for division fairs and $15 for the State fair were set up. Each fair will have one vote at association meetings. Honorary membership is provided for smaller fairs, showmen, horsemen and the like for $1 annually. Adoption of constitution and by-laws and election of officers closed the meeting, which extended over two days for the first time in several years.

William L. Little, Sparta, Middle Tennessee vice-president, was elected president, succeeding A. U. Taylor, Jackson. Little is secretary of White County Fair and Taylor is secretary of West Tennessee District Fair. G. E. McAdams, Petersburg Colt Show, was named vice-president to succeed Little. J. H. Bennett, Brighton vice-president for West Tennessee, and Fred E. Wankan, Athens, vice-president for East Tennessee, were re-elected, as was O. D. Mazza, Cookeville, secretary-treasurer.

At the banquet Tuesday night Gov. Prentice Cooper; J. E. Stanford, editor of *The Southern Agriculturist;* A. U. Taylor and State Commissioner of Agricul-

(See TENN. ADOPTS CODE on page 37)

Wisconsin Survey Brings Out Tastes

"The Results of an Attendance Survey," presented by A. W. Kelbus, assistant manager of Wisconsin State Fair and new president of Wisconsin Association of Fairs, before the International Association of Fairs and Expositions at the 49th annual meeting on December 5 in the Hotel Sherman, Chicago.

(Continued from last week)

Now when it comes to the replies as to second place in amusements and attractions, the results were rather surprising. I want to explain that we have a permanent amusement park with 18 rides and devices. The second choice of the majority in the way of amusements and attractions was definitely the rides. Auto races were second, the night show was third and the horse races fourth. It was rather interesting in looking over a number of the cards to find that salesmen, farmers, industrial workers and executives in many cases placed the Roller Coaster first in their choice of amusements, the Tumble Bug second and possibly the Skooter third. All of this, in spite of the fact that we had an investment of approximately $50,000 in our grand-stand entertainment. The third choice in amusements and attractions was as follows: First, rides; second, night show; third, auto races; fourth, horse races.

In answer to the question as to how the fair could be improved we had a number of interesting replies and many of the people really got a lot of things off their minds. The suggestions or complaints can be summarized somewhat as follows:

1. Better parking. This was certainly a legitimate complaint. We have only 147 acres in our grounds and when you take care of an attendance of over 600,000 in nine days, you can readily understand that we would have parking difficulties. In fact, on several days we were compelled to close the gates to further admissions of automobiles.

A second complaint was about dining halls and other places to eat.

Third, the people wanted more benches or chairs or opportunity to sit down. In 1939 we provided about 1,000 additional seats to remedy this complaint.

Fourth, we also discovered that many of our people are strangers or are not at all familiar with the grounds and that they were rather lost and could not find the exhibits or features that they wanted. We had many suggestions as to guideboards, maps and other information for visitors. We followed this up closely in 1939 and placed a number of guideboards indicating the direction in which certain exhibit buildings were located. We also provided an information booth and gave out thousands of maps for use of patrons.

Conclusions of Survey

The information we secured about the occupations of our patrons was classified as follows: Farmers, business and professional men, industrial workers, office workers and salesmen, home-makers and students. We found that 26 per cent of those who replied to our questionnaire were farmers, 17 per cent were business and professional men, 16 per cent were industrial workers, 14 per cent were office workers and salesmen, 11 per cent were home-makers, 7 per cent were students and 9 per cent were of various other occupations. Just to summarize our whole survey, we learned the following:

1. That while we have some attendance from great distances, yet approximately 85 per cent of our attendance is from close at home, within a radius of 100 miles.

2. Fair patrons are primarily interested in all kinds of machinery, various equipment, industrial exhibits, and they want more and better exhibits of this kind.

3. Live-stock exhibits are a close second in interest to industrial exhibits.

4. Exhibits well presented, well staged, are of great interest. In our case, our fruits and flowers exhibit and our fur show are unusually well presented, and these shows received a large vote by the people sending in their questionnaire.

5. People want attractions with speed, as indicated by the vote for automobile racing. You will remember that out of 18 performances, only three were set aside for automobile racing. Yet, automobile racing was given first choice in attractions by a large margin.

6. Fair patrons are not satisfied with mediocre accommodations. They want good parking facilities, good places to eat and good clean surroundings.

7. People are greatly interested in fairs, as is shown by the satisfactory attendance at Wisconsin State Fair and, in addition, by the interest shown in telling us what they liked and how they thought the fair should be improved.

Some of you may be interested in knowing what the survey cost. The clerical and other expense amounted to approximately $1,000. We wasted considerable time in compiling the material, inasmuch as it was a piece of work new to us. I am inclined to think, however, that if we were to do it again, the cost could be almost cut in half. We feel, however, that the survey was of considerable value to us and gave us some valuable information for use in preparation for future fairs.

MARSHALL, Tex.—Officials of Central East Texas Fair Association here report that $30,601 was spent on buildings and other equipment last year and that the fair made profit of $1,501.87.

FAIR SECRETARIES

Win a $50 Prize for Your Fair—Boost Attendance—Get Tremendous Free Publicity AT NO COST by Co-Operation With the Fourth

National Crochet Contest

Offering

$1,350 IN CASH PRIZES

1940 plans are sweeping ahead! Boost the National Crochet Contest. It will make your Fair's needlework exhibit a vital attraction . . . increase attendance . . . help your patrons win valuable prizes. Last year 700 Fairs reported over 500,000 entries. Cash in on the nation-wide publicity of this non-profit organization. 142 cash prizes; a free trip to New York for the Grand National Champion . . . plus 10 special $50 prizes to each Fair represented by the 10 final winners in the National Crochet Contest.

WRITE TODAY FOR COMPLETE DETAILS ABOUT THIS $1,350 CONTEST

Open Only To Fair Winners

NATIONAL NEEDLECRAFT BUREAU

385 Fifth Avenue, New York, N. Y.

TRUMBULL CO. FAIR

WARREN, OHIO, AUGUST 6-7-8—DAY AND NIGHT

—CONCESSIONS WANTED—

Greatest Fair in Northern Ohio. Free Admission to Grounds.
The F. E. Gooding Amusement Company Will Furnish Rides and Shows.
Address Inquiries for Concessions to JOHN L. SALKELD, Maple St., Perry, O.

Fair Meetings

Mississippi Association of Fairs, February 15, Edwards Hotel, Jackson, J. M. Dean, secretary, Jackson.

Louisiana State Association of Fairs, February 16, Virginia Hotel, Monroe, P. O. Benjamin, secretary, Tallulah.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany, G. W. Harrison, secretary, Albany.

Association of Utah Fairs, March 8, Newhouse Hotel, Salt Lake City, Martha E. Gibbs, secretary, 319 State Capitol, Salt Lake City.

Fair Grounds

HOUMA, La. — Treasury balance of $1,201.84 was reported for Terrebonne-Lafourche Live-Stock and Agricultural Fair Association. Report showed $349 from membership tickets; $2,458, contribution; $167, rodeo entry fees; $1,554.75 gate, and $20.60, program sales.

* * *

COLUMBUS, Miss.—Purchase of 50 adjoining acres for enlargement of Columbus Fair and Live-Stock Exposition was authorized by directors here on February 1. Ray Walters was elected president and W. E. Tidwell, secretary-treasurer.

* * *

PITTSBURGH.—More than 1,300,000 attended Allegheny County Free Fair here last September, according to official report issued by the State Department of Agriculture and published by Pennsylvania State Association of County Fairs. The local attendance was more than a third of total attendance at 97 fairs thruout the State.

* * *

JEFFERSON, Wis.—Receipts of the 1939 Jefferson County Fair here were $12,986.25 and disbursements $12,199.68, leaving a balance of $786.67. Expenditures included more than $800 for new roofing, new pumping system, repairs and payment of $1,100 on a mortgage.

* * *

PHILADELPHIA.—Pennsylvania State World's Fair Commission last week adopted a resolution urging that Pennsylvania participate in the 1940 World's Fair as it did in 1939. I. D. Wolf, chairman of the committee on buildings, said the commission was hopeful of receiving a legislative grant of $100,000 or more. A balance of $10,000 remains from the original appropriation, but an additional $105,000 would be needed. Following a closed meeting in the Bellevue-Stratford Hotel it was revealed that 6,000,000 had gone thru the Pennsylvania building.

Grand-Stand Shows

ON FEBRUARY 1 American Fireworks Co. of Massachusetts moved its Boston office to its main factory in Randolph, Mass.

* * *

AFTER a booking trip thru Ohio, Mr. and Mrs. C. A. Klein, of Klein's Attractions, reported that from business signed to date indications are that 1940 will be best in recent years. While in Lancaster, O., they visited Mr. and Mrs. A. W. Gooding. Mr. and Mrs. Roy Gooding were also guests.

* * *

D. E. WALDO, of D. E. Waldo Attractions, reports fair bookings to date far ahead of previous years, dates including Roseau, Mahnomen, Detroit Lakes, Park Rapids, Long Prairie, Sauk Center, Glenwood, Brainerd, Little Falls, Wadena, Bemidji, Grand Rapids and Aitkin, Minn.; Jefferson and Guthrie Center, Ia., and Pierce, Neb.

* * *

FRANK S. HOUGHTON, motorcyclist who played Winter Haven (Fla.) Orange Festival on January 22-28, reports other acts included Merrill Brothers and Sister, equilibrists, and Joe Lewis, clown cop.

* * *

HARRY B. LESSINGER, representative of Hudson Fireworks Display Co. and Major Bowes Units, was a caller at offices of *The Billboard* while he was in Cincinnati on business on February 6.

* * *

FLOYD BERNARD, of Merrill Brothers and Sister, booked to play 1940 fairs for Williams & Lee, reports he obtained front-page publicity in *The Lakeland* (Fla.) *Ledger* as a result of a talk he made on the life of performers at a Lions' Club luncheon in that city on January 31.

Fair Elections

COLUMBUS, Miss.— Ray Waters was elected president of Columbus Fair and Live-Stock Exposition. Others named were W. J. Propst and Parmer Kelly; W. E. Tidwell, secretary-treasurer; Kenneth G. Sickler, manager.

* * *

ELROY, Wis.—L. S. Smith was elected president of Elroy Fair Association; Henry Klipstein, vice-president; Lee Waterman, treasurer; O. D. Whitehille, secretary.

* * *

HASTINGS, Mich.—Barry County Agricultural Society elected Charles H. Leonard, president; Earl Olmstead, secretary; Orville Sayles, treasurer.

* * *

ANTHONY, Kan.—Harper County Fair Association elected H. C. Dryden, president; A. O. McIntire, vice-president; R. E. Dresser, secretary; L. D. Banta, treasurer.

* * *

MARIETTA, Ga.—Cobb County Fair Association re-elected Harold O. Schilling, president. Others named are J. W. Hicks, W. P. Sprayberry, vice-presidents; Bruce Overcash, treasurer; L. R. Langley, secretary and general manager.

ESE Has Small Net Loss; Brooks Is President Again

SPRINGFIELD, Mass., Feb. 10.—Net loss for the year of $2,714.29 after depreciation was reported at the annual meeting of Eastern States Exposition here on February 5. Treasurer George E. Williamson announced income from operation as $204,556.78. Total expenses were $185,477.26, leaving an excess of income before depreciation of $19,079.52. Depreciation charges on buildings and equipment amounted to $21,793.27.

Addition of 10 new members to the board of trustees and changes in the executive committee were announced. New trustees are Fred E. Carlisle, James Y. Scott, Philip H. Bills, William O. Lippman, John M. Collins, Springfield; John W. Leland, Dover-Foxcroft, Me.; Andrew L. Felker, Concord, N. H.; Major A. Erland Goyette, Peterboro, N. H.; J. Burleigh Cheney, Barrington, R. I.; Henry H. Jackson, Pine Plains, N. Y. Trustees elected to the executive committee were Mr. Carlisle and James G. Watson, editor of *The New England Homestead*.

Joshua L. Brooks, president of the exposition since it was established, was re-elected, and other officers chosen are: Vice-presidents, Harry G. Fisk, Mrs. James J. Storrow, Boston; Wilson H. Lee, New Haven, Conn.; W. I. Cummings, South Berwick, Me.; E. Kent Hubbard, Middletown, Conn.; treasurer, George E. Williamson; assistant treasurers, Robert J. Cleeland, Albert C. White Jr.; general manager, Charles A. Nash.

TAMPA FETE BIGGEST

(Continued from page 33)

and Tuesday evening a heavy rainstorm forced cancellation of the dance program and jitterbug contest, altho Norvo played his concert.

Wednesday was another Thrill Day, with Lucky Teter and his Hell Drivers again presenting spectacular stunts, featuring Wilbur Shaw, national auto-racing champion. An enthusiastic crowd packed the grand stand to capacity. Rain on the previous night made muddy and dangerous track, but there were no casualties. Owing to appearance of Eddy Duchin and his band at the Gasparilla Carnival Dance in the Coliseum, few people attended Norvo dance in front of grand stand and chill winds cut down grand-stand concert attendance. Duchin also played at the famed Coronation Ball Tuesday night, opening his fair engagement on Thursday for the last three days.

As usual, the Royal American Shows on the midway were very popular, particularly the new Ice Show. Wilson's Monsters Show was also new here. Aldrich's Beautiful Hawaii and Claxton's Plantation Show were popular old favorites. On Gasparilla night the midway did its best business, the rainstorm Tuesday night having cut attendance.

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, Feb. 10.—Cy Bond, of the Dogdem, has been named chairman of the public liability insurance committee acting for World's Fair concessioners. Aiding him are J. L. (Parachute) Mott, Maurice (Skee Ball) Piesen, Lew (Dufour & Rogers) Dufour and Harry G. Traver, president of the Concessioners' Association. The expo is working in harmony with them, they reported. Committee is also arranging the details on fire coverage.

* * *

Latest tentative project would have Billy Rose take over the insolvent Midway Inn and transform it into a Frontier Days nitery. There is also talk that the Rendevoo Restaurant will be moved across the street next to the Dodgem and that the ill-fated Merrie England will have its title changed to Streets of the World, which would also change its presentation idea, of course. All's quiet on the Front concerning the promised Kern-Hammerstein-Johnson-Leonidoff Americana Pageant. Still seems to be in the works, however. Ditto the Mike Jacobs' Sports Stadium.

* * *

By the time this reaches print Nate Eagle will probably have completed negotiations which will set him as managing director of Morris Gest's Miracle Town. "Montgomery" Nate is accustomed to stepping into the breach. At the Chicago Fair's first edition in 1933 Stanley Graham and Jack Fine operated the Midget City. But the next year found Graham teamed up with Eagle in the venture. This combination continued with projects at the San Diego (Calif.) expo, presenting Miss America, Nudist Colony and Midget Farm. In 1937 he had the midge show at the Great Lakes expo and last year was general manager of Dufour & Rogers' attractions on the Flushing Front. Plans plotted here are a new front, architectural innovations on the inside and heavy employment of domestic little people for an announced total of 100 smallies and near-smallies.

* * *

Frank Shean took in the Tampa Fair but was expected back this week. Gilbert (Shooting Gallery) Noon and Ed (Old New York) Hoefle are checked in at the Paramount. Concessioners met with Harvey Gibson on Thursday. Carnivaland, formerly Children's World, may open up as Gulliver's Travels. Raoul Pene du Bois is working on new costumes and sets for Aquacade. Pete Marconi, who reports re-signing for another year at the expo (but doesn't mention the project), is the accordionist son of Delphino Marconi, who claims to have brought the first squeeze box to America. His brother, Lewis, first interested Phil Baker in the minnie piano. Fair now admits that its World of Tomorrow uniforms of 1939 are too warm. This year's outfits will be cooler. Finland, Belgium and Puerto Rico will have pavilions again.

3-DAY TAF MEET

(Continued from page 33)

people, who are all held in high esteem by the fair men of this State," said one leader. Extension Service, Agricultural Colleges of Texas, yearly sends leaders of the service to the meetings and they are glad to donate their services to the county fairs. That this service has been successful was shown by reports that the fairs as a whole had the most successful season in years, practically every annual having a good balance.

Precedents Are Set

For the first time in history of the association the secretary-treasurer was re-elected, Pete H. Smith, Plainview, being tendered this honor. It was also the first time that a woman was elected to office, Mrs. R. E. Van Horn being elected a regional vice-president. She is secretary of Wichita County Fair, Iowa Park. According to officials, it was also the first time that a carnival man addressed the assembly with a prepared talk. Dee Lang, owner of Dee Lang Famous Shows, spoke on *Carnivals at Fairs*, which was later discussed by delegates and carnival owners. While heretofore carnival men always have had the floor whenever they desired, Lang was given a place on the program at the Thursday afternoon session.

V. P. Fitzhugh, secretary of East Texas Fair, Tyler, was elected president. Regional vice-presidents unanimously elected are W. Hammond Moore, McKinney (North); Richard J. Higgins, Angleton (South); Staley Mims, Crockett (East); Mrs. R. E. Van Horn, Iowa Park (West); Jake Stubbs, Mexia (Central). On the nominating committee were M. D. Abernathy, E. Paul Jones and H. C. Copenhaver. Other committees were: Program, O. L. Fowler, Frank Thompson and John Brogoitti; resolutions, Lee Caviness, Zack Taylor and Glenn Burgess; auditing, V. P. Fitzhugh, Staley Mims and Noel Sewell.

After the meeting had been called to order by President W. Hammond Moore, McKinney, Thursday morning, a welcome address was made by Hal Noble, Dallas, and a response by Major Ned Horton, Bowie. Following introductions of attractions people and president's report, Laura Lane and Beulah Blackwell, Extension Service, A. and M. College, College Station, collaborated on *Agricultural Exhibits*, bringing out many important features of the extension service to fairs. Discussion was led by Lee Caviness, Paris. At the afternoon session *Publicity* was the subject of Merle Gruver, manager of West Texas Fair, Abilene, with discussion led by Staley Mims, Crockett; *Carnivals at Fairs*, by Dee Lang, with discussion led by W. Hammond Moore. Motion pictures of the State of Texas Fair, Dallas, were then flashed, the technicolored talking motion pictures being presented thru courtesy of Roy Rupard, secretary-manager, and E. Paul Jones, publicity director of the State Fair.

At the Friday afternoon session *Pitfalls in Fair Operations* was by John Brogoitti, manager of Central East Texas Fair, Marshall, with discussion led by Glenn Burgess, Graham, and D. C. Holverson, Clifton. On *Special Fair Programs Designed To Attract Daily Attendance* by Mrs. R. E. Van Horn, Iowa Park, she touched on practically all sorts and styles of attractions at county fairs. It was her first visit to a meeting of the association. Discussion on her talk was led by A. B. Davis, Lubbock, and M. D. Abernathy, Lufkin. "Question Box," an annual feature, was conducted by V. P. Fitzhugh, Tyler. At the Saturday session *Grievances and Complaints* was subject of George Barber, manager of Midwest Exposition, Sweetwater, discussion being led by V. P. Fitzhugh, Tyler, and H. H. Blackburn, Leonard. The 1941 meeting is again scheduled for Dallas.

At the banquet in the Grand Ballroom of the Roof Garden Friday night, W. Hammond Moore, toastmaster, presented John E. Owen, vice-president of the Republic National Bank of Dallas, the only speaker, his subject being *Democracy*. Secretary Smith then invited all present to adjourn to the Century Room of the hotel, where a floor show had been arranged thru courtesy of Hogan Hancock, Music Corp. of America, and headed by Herbie Holmes and his orchestra. In addition to Holmes musicians in specialty bits were Rodeo Twins, harmony singers; George Schall Trio, skaters, and Hilda El Fonia, dancer. Guests then danced to the music of Holmes until 1 o'clock. Special luncheon arranged by the State Fair to the delegates was Thursday noon, with H. C. Copenhaver, Wharton, presiding, and George O. Wilson, a director of the State Fair, pinch-hitting as principal speaker for Harry Seay, president, who had been called out of the city because of illness of a relative. Roy Rupard and E. Paul Jones, of the State Fair, were hosts.

Attractions People Present

Among attractions people noted were J. C. McCaffery, Amusement Corp. of America; B. S. Gerety, Beckmann & Gerety Shows; Harry W. Hennies, Mr. and Mrs. Ed Phillion, Hennies Bros.' Shows; Fred H. Kressmann, Barnes-Carruthers Fair Booking Agency; George B. Flint, Gus Sun Agency; Sol Nathan, Hymie Schreiber, Mack Singer, B. & N. Sales; L. S. Reynolds, H. Wells, W. J. Lindsay, Reynolds & Wells Shows; Harold T. Braucht, Robert D. Curran, Colorcraft Poster Co.; Mr. and Mrs. Dee Lang, John Sweeney, Louis Reynolds, Dee Lang's Famous Shows; Mr. and Mrs. Phil Little, Mr. and Mrs. Noble C. Fairly, George Shaw, Fairly & Little Shows; Harry Zimdars, Charles S. Reed, Zimdars Greater Shows; Mr. and Mrs. Mel H. Vaught, Mr. and Mrs. Carter G. Buton, Mr. and Mrs. Jack Lindsey, Charles White, State Fair Shows; Carl Adkins, Adkins Pop Corn Co.; Buddy Ryan, Southern Premium Supply Co.; Mr. and Mrs. Ira Burdick Sr., Ira Burdick Jr., Charles Carpenter, All-Texas Shows; Joe Goodman, Goodman Wonder Shows; Oscar Bloom, E. M. (Pat) Ford, Gold Medal Shows; J. George Loos, Greater United Shows; J. W. Clemments, Diesel Division, Lewis Supply Co.; Mr. and Mrs. Roger E. Haney, Gayway Amusements; A. Morton Smith, Leon M. Gilmore, Gainesville Community Circus; Rankin Roberts, J. B. Rogers Producing Co.; Walter L. Beechler, United Fireworks Co.; R. M. Stovall, Springfield Wagon and Trailer Co.; Carl P. Kennedy, Carl P. Kennedy Tent House; S. D. Doyle, A. L. Coleman, Mimic World Shows; Mr. and Mrs. Tobe McFarland, Evelyn Ladeane McFarland, Ladeane Attractions; Ralph Rhoades, Ralph Rhoades Fireworks Co.; Sunny Bernet, Globe Poster Corp.; Art Martin, Art Lewis Shows; Ralph Miller, Miller Amusements; Bill Hames, Frank Hames, C. R. Fulton, Theo Ledell, C. L. (Dinty) Moore, Bill Hames Shows; Adolph Mayer, T. A. Fowler, George Devaney, Monroe Hornsby, Fulton Bag and Cotton Mills; Harry Kaplan, Roy E. Stein, American Poster and Printing Co.; James J. Hamiter Jr., Hamiter Circus; A. (Booby) Obadal, H. P. Hill, Texas Exposition Shows; Mr. and Mrs. T. J. Tidwell, Don Brashear, T. J. Tidwell Shows; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Co.; Roy Gray, Texas Longhorn Shows; W. A. Schafer, Schafer Shows; Jack Ruback, Western States Shows; Will W. Watson, Jack Simmons, Texas Cowboy Band; Harold Elliott, Feld Chevrolet Co.; Frank Sharp, Regalia Mfg. Co.; Patrick Lizza, Golden State Fireworks Mfg. Co.; Mr. and Mrs. Hogan Hancock, Ligon Smith, Music Corp. of America; Frank P. Weaver, Weaver Badge and Novelty Co.; Joe S. Schollbo, Mighty Sheesley Midway; Al Haas, Ralph Wilkerson, Haas & Wilkerson Show Insurance Co.; Jimmy Morrissey, Baker-Lockwood Mfg. Co.; E. J. (Doc) Goodier, Universal Laboratories; Miles Bennett Cotton Bowl Athletic Association, Inc.; Lafe Levine, T. E. (Susie) Lucas, Mr. and Mrs. Denny Pugh, John Thorwald, Doc E. R. Brewer, Mr. and Mrs. Hal Worth, Nat D. Rodgers and J. B. Hendershot.

Sidelights on Visitors

Fred Kressmann chaperoned Sunny Bernet to Dallas from Miles City, Mont. They arrived, however, sans the bear meat they had promised. Kressmann went to the West Coast for a week and will fly back for the New York State meeting.

Joe I. Goodman, son of Max Goodman, represented the Goodman Wonder Shows, which were awarded contracts for fairs in Amarillo, Lubbock, Abilene and Waco, Tex.

Mel H. Vaught, now sole owner, was ably assisted by his wife, Pearl, and Mr. and Mrs. Carter G. Buton and Charles White in entertaining for the State Fair Shows, which will play some Texas fairs for the first time. They have contracted for Haskell and Eastland Texas fairs.

Someone cracked, "How come the four-leaf clover quartet is split up?" noticing that Sunny Bernet and Frank Joerling were on hand for the meeting, while Ned Torti and Bernie Mendelson were visiting the Tampa Fair.

Denny Pugh, who will again operate the concessions at the State Fair of Texas and has concession space at other large State fairs, promised an important announcement as to his 1940 activities.

Art Martin, of girl-show note, came from Oklahoma City, where he is in business, to visit friends. With Art Lewis Shows last season, he signed with another show and will make an announcement shortly.

C. L. (Dinty) Moore, for the past two seasons with the Mighty Sheesley Midway, who came from Fort Worth, where he is building a new Penny Arcade and neon plant, announced he will be with the Bill Hames Shows in 1940, operating Skooter and Penny Arcade.

Ladeane Attractions, named after the daughter of Mr. and Mrs. Tobe McFarland, owners of that show, will go out with five rides and five shows.

GGIE POLICY MEET

(Continued from page 33)

the fair. Money would be "paid back" by increased gas and sales tax revenue from expo visitors.

Walter K. Sibley has joined the concession department, working with J. Ed Brown on the amusement end. Thruout most of the 1939 fair and during the pre-opening period Sibley worked with Frederick Weddleton, then chief of concessions.

ASHEVILLE CORP.

(Continued from page 33)

constituted as executive committee of the board, are to elect a fair manager.

It is estimated that $100,000 will be needed to set up and operate the fair the first year. Plans are being made to obtain part of the needed sum from government sources. C. R. Lewis, former manager of Ohio State Fair, Columbus, who has bene conducting a survey as to possibilities of a fair here, estimated that more than half the amount needed to buy ground and erect exhibit buildings would be obtainable from the Works Progress Administration. He also said the National Youth Administration promised to construct an educational building on the grounds. Issuance of non-profit, non-transferable $10 life-time membership certificates is planned by the corporation to aid financing and a committee is to be named to devise means of selling certificates and obtaining funds from the government and private sources.

President Ochsenreiter was authorized to appoint a committee to study sites for the fair and make recommendations to directors.

W. VA. MEETING

(Continued from page 33)

ty Fair, Philippi; Jackson County Fair, Ripley.

J. B. Sydenstricker, Lewisburg, president for the sixth consecutive time, said the executive committee, consisting of the officers, would study favorably a proposal to have a three-day meeting of the association in Charleston next year with the idea of adding entertainment features to make it attractive to representatives of all fair bodies. Floor shows and exhibits would be supplemented by brief programs by 4-H Club groups.

The proposal was stimulated by attractions representatives. Among those attending or represented were Gus Sun Jr., Gus Sun Agency; Frank Cervone, George A. Hamid, Inc.; Fair Publishing House; Ohio Fireworks Co.; Edward J. Callahan, Artists' Services; Jack Conway, United Fireworks Co.; Fuller Sound Systems; Glick's Ideal Exposition Shows; John H. Marks Shows; Howard Brothers; Capt. David Latlip, Latlip Shows; Leo Bistany, World's Fair Shows.

In addition to President Sydenstricker, Dr. Fred C. Allen, vice-president, Martinsburg, and Secretary Knapp, Morgantown, were re-elected.

50th ANNIVERSARY
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Those Who Wrote Before, Please Write Again.
Prosperity Is With Us
And We Are Ready For It

Conducted by CLAUDE R. ELLIS — Communications to 25 Opera Place, Cincinnati, O.

Early and Good Season Seen for Cape May Area

WILDWOOD, N. J., Feb. 10.—An early and prosperous season is forecast for Cape May County resorts, including Ocean City, Wildwood, Cape May, North Wildwood, Wildwood Crest, Sea Isle City, Stone Harbor and Avalon. A $1,000,000 coastal bridge to be opened in May, four-lane super highway from Burleigh to Cape May Court House and other major travel improvements are expected to make the resorts more inviting.

Showmen and hotel men feel this year is destined to be "the biggest yet" and the resort that will receive most patronage is the one that will broadcast its message by advertising in metropolitan newspapers. A move is on for more progressive promotional efforts to publicize the resorts.

Altho the regular summer season does not get under way until the week before Decoration Day and most of the concessioners are still south, Earl Sanders is the first showman to arrive in Wildwood at such an early date. He operates a penny arcade on the Boardwalk, and has already started making alterations.

John W. Batt Dies in N. O.

NEW ORLEANS, Feb. 10.—John W. Batt, who died here on February 3, was organizer of Playland Amusements, Inc., and its successor, Playland Corp., Inc., which has operated Pontchartrain Beach here for the past 10 years. When the original company took over management of old Pontchartrain Beach, abandoned last year for a more pretentious site, he directed the resort, aided by his sons, Harry J. and Richard; Harry Batt, widely known in the amusement park field, later becoming active head of the corporation. Details in the Final Curtain in this issue.

More A. C. Co-Op Is Urged

ATLANTIC CITY, Feb. 10.—In annual meeting this week the Society of Architects of Atlantic County had a spirited discussion as to how the city's resort business could be improved. It was declared that a large percentage of side-avenue hotels off the Boardwalk are obsolete, so much so that much of effort to obtain visitors is wasted. The one-day excursion visitor cannot be condemned for returning at night to the comforts of home, it was declared. Suggestion was made that strict regulation be applied so that those whose sole interest appears to be in squeezing the last cent out of their properties would be forced to assist in resort betterment.

Richwine After More Tracks

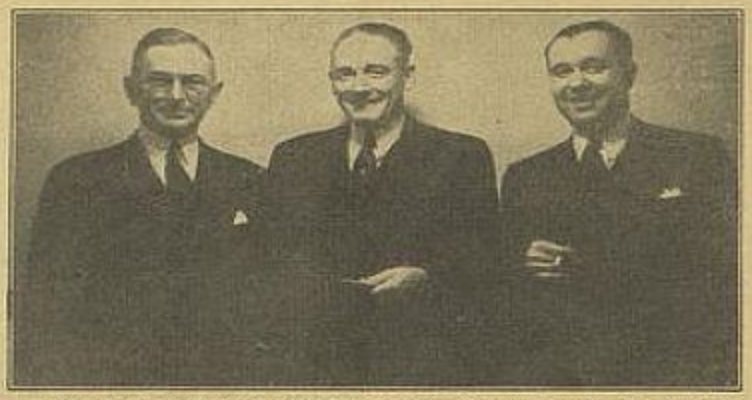
MECHANICSBURG, Pa., Feb. 10.—Roy E. Richwine, owner and proprietor of Williams Grove Park and Speedway here, is considering acquisition of four or five more auto race tracks in the East before opening the racing season in this district, reported Publicity Director Sam Leavitt. Richwine, now vacationing in Florida, opened the Williams Grove Speedway last year. There will be no horse racing at Williams Grove this year.

Plans Boardwalk Redecking

ATLANTIC CITY, Feb. 10.—Sections of the Boardwalk between Maine and Rhode Island avenues and between Ohio and Arkansas avenues will be redecked this year as a WPA project, according to plans of Commissioner William F. Casey. Sum of $50,000 for purchase of lumber has been included in the budget, passed on its first reading this week by the city commission.

New Series of Legal Opinions

In the next issue will appear the 25th of a new series of legal opinions. It will be titled *Liability of Owners or Lessors for Injuries to Amusement Patrons*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



RIDE OPERATOR AND TWO DEVICERS in this snapshot are, left to right: Manager R. A. Jolly, Secoaiusm Amusement Park and Secoaiusm Park Rides, Bucyrus, O.; Abner K. Kline, general representative, Eyerly Aircraft Corp., and William J. Wendler, vice-president, Allen Herschell Co., Inc. Photo was taken at the recent annual parks convention in New York. Manager Jolly, preparing to open the 1940 season with his big array of rides in the park, will later again play numerous fairs with ride units.

AC Convention Hall in Demand; Junket Success

ATLANTIC CITY, Feb. 10.—Starting early in March and running into 1941, Convention Hall promises to be busy constantly. Conventions will meet until mid-July, when a summer ice show is expected to take over until Labor Day when the Beauty and Talent Pageant will move in for a week. Two days after the pageant conventions will continue almost without a let-up thruout remainder of the year. Hall now has public skating during the week with ice-hockey matches on week-ends.

A break in the cold spell and February holidays has brought an unusual influx of visitors. Restaurants and theaters on the Boardwalk report brisk business, indicating that most of the wooden-way strollers are from out of town.

Elated over success of the trip, the city's good-will delegation returned this week after a four-day trip to Ottawa, Montreal and New England points. Mayor C. D. White, who headed the delegation, and Thomas L. Husselton, executive secretary, Chamber of Commerce, sponsors of the annual tours, declared the trip was "highly successful."

PHILADELPHIA. — Richard Phelan, keeper at Philadelphia Zoological Gardens, found the stork had made a visit a month earlier than expected in the cage of Marianne and Sultan, zoo's ace chimpanzees. Marianne gained note some years ago by giving birth to the first chimpanzee ever born in captivity in America.

Trier May Shutter His Ft. Wayne Spot

FORT WAYNE, Ind., Feb. 10.—Permanent closing of Trier Park, located here many years ,and disposal of equipment is contemplated as a result of lack of interest on the part of concessioners in renewing leases, Operator George F. Trier notified the city park board, which is indirectly interested in the site.

Concessions are located on ground that is part of Swinney Park, which has been leased from the city by Trier since establishment of Trier Park.

Manager Trier said he does not plan to continue operation alone and unless support is given by concessioners or interest shown by the park department the spot will be turned back to the city. However, because of a limited budget the department is unable to take over operation of the spot as an amusement park. Repairs on superstructure of the Roller Coaster are necessary, it was said.

Coney Boat Season Is Set

CINCINNATI, Feb. 10.—Edward L. Schott, president and general manager of Coney Island, announced selection of Clyde Trask and his Orchestra as official dance band for Moonlite dance excursion season of the steamer Island Queen. Moonlite season will open with special excursions on March 23 and on Easter Sunday, March 24, and on the following Saturday and Sunday nights. Nightly excursions will start on April 6, to continue thru May 4, when the steamer will go down the Ohio River for its annual spring tour. Coney Island season will open on May 18.

Dance Hall, Ice Rink and More Entertainment Called Needs for Cincy's Zoo; Gate Up Since '32

CINCINNATI, Feb. 10. — Construction of a building at the Zoo here large enough to accommodate enough dancers to pay for name bands and to house an ice rink for winter use was suggested in Secretary Gerritt J. Fredrik's report at the annual meeting of the Zoological Society on February 6. Report stressed the importance of providing more entertainment, including trained animal shows, and at an informal discussion some trustees indicated they were in accord with the recommendations.

Officers re-elected were James A. Reilly, president; Irwin M. Krohn, L. P. Lewin, vice-presidents; Gerritt J. Fredriks, secretary, and C. O. Rose, treasurer.

President Reilly reported negotiations completed for summer opera this year. Two-year decline in attendance and loss of $559.32 in 1939 was attributed by him to bad weather on holidays and week-ends. Revenue in 1939 was $154,889.89, said Executive Director J. P. Heuser, and operating loss compared favorably with the loss of $1,450 in 1938. About 20,000 of the attendance loss is attributed to the fact that parochial schools visit the zoo biennially, said Secretary Fredriks. However, attendance since 1932 has been far better than in pre-depression years.

Report submitted by Vice-President Krohn showed that since October, 1932, expenditures on improvements totaled $1,065,987, of which $86,612 was spent in 1939. Of the total, $215,968 was donated, with the federal government furnishing $531,495.

Animal committee report showed 1,345 animals, birds and reptiles on hand, valued at $93,800. Among 1939 donations were a pair of Syrian bears, six black-footed penguins, two chimpanzees, 43 reptiles and 50 birds. Losses thru death included a gray kangaroo, Russian brown bear, Hamadryan baboon, cheetah, llama and Chapman zebra.

War Not Halting Heavy Prep Work At Crystal Beach

BUFFALO, Feb. 10.—Crystal Beach Co., owner and operator of Crystal Beach (Ont.) Amusement Park, Crystal Ballroom and Showboat Canadiana, is anticipating a successful season and is busy renovating and beautifying the property.

Altho officials expressed doubt last fall about war conditions in Canada and difficulty in hiring men for the many jobs in the park, the outlook appears better now.

Harry Hall, general manager of the company, said that the park's own maintenance department under Park Superintendent Nagel is remodeling and redecorating the Old Mill and Laff-in-the-Dark and that considerable money will be spent on general improvements. Some orders for new equipment are to be placed. New features for several rides will be acquired besides 15 new cashiers' booths with modern fronts and neon lighting. There will be some new games and other concessions. An extensive landscaping job is being handled from Welland, Ont., and work on this will start as soon as weather permits.

Ballroom will again be leased to Harold Austin, who conducted it last season with good results. Austin, who has a band popular here, will purvey music himself in addition to a Canadian band, as required by the law. Name-band policy used successfully last year will be continued.

The Canadiana is being overhauled, and, altho regular cruises to and from the park will not start until Decoration Day, special sponsored parties and cruises are already booked for early summer. Boat will use floor shows again for week-ends.

American Recreational Equipment Association

By R. S. UZZELL

Winter-sports followers cannot complain of lack of snow in up-State New York or in New England. This winter they could ski in Tennessee, Georgia and Alabama. They tell us that the big snow in Atlanta "came in with the wind." The big snow evenly distributed over the corn belt and not drifting makes wheat, and wheat brings ready money for the farmer. The dust bowl deserves the break which now looks promising.

Should the war continue American tourists will see their own country this year and keep about $6,000,000,000 in circulation in their home land. Our railroads will get what steamships have been getting heretofore. This, with a good crop to haul to market and return trip loaded with goods, should give the roads new life. Railroad employees' picnics in prosperous times are a boon to amusement parks.

"Stich in Time"

Many parks are heeding the warning to get repair orders in early so as to insure delivery in ample time before opening, but they are slow in making commitments for new attractions. Remember, these things cannot be produced over night. Every spring most of the manufacturers have to refuse very late orders with a short pre-emptory delivery date. None of us will agree to do what we cannot possibly accomplish. It makes only for misunderstandings to attempt to do the impossible.

There are some rides with defects that are sure to lead to serious trouble unless remedied before opening. Some of these weaknesses can be detected only by an xpert. The whole expense of inspection and restoration will be infinitesimal in comparison with an accident now so easily prevented.

On a Coaster the examination and report could be made by an expert and the work done by the park's own maintenance men. Other rides would require only a small steel angle or casting to make for perfect safety. Why not have these inspections made now or in March so as to assure ample time for getting out requirements by the manufacturer? Fred Pearce's man at Excelsior, Minn., is making a check-up now. Hershey (Pa.) Park is also on the job now. The New York World's Fair is not going to open this year with so much work unfinished. Well do they know the

(See AREA on opposite page)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

HOLLYWOOD.—Well, here I am thousands of miles from my wife and kiddie in the land of glamour. Flew out here full of excitement and expectation at my initial journey to the movie capital. I certainly was all eyes and ears and while the two-mile-a-minute flight across the continent was most thrilling, Hollywood itself was far from what I expected.

Not alone was I disappointed in the pools and beaches in this sector, with which this column should of course concern itself—but also, if I may digress just a bit—in the people, in the social life and (heaven protect me from the Chamber of Commerce) in the weather.

It rained every day during my first week, so I didn't get much of a chance to look in on the aquatic situation. When I did I might just as well have visited various tanks in the Bronx—that's how much difference there is.

The beautiful outdoor tanks that you read about in screen fan mags and see in the newsreels are no better or more picturesque than New York's Miramar.

Insofar as the beaches are concerned, my greatest disappointment came on my visit to Santa Monica, Long Beach, Venice and other w.-k. Pacific Coast resorts. Granted, these spots were viewed for first time out of season, still their dilapidated appearances and unequipped facilities are uncalled for and so utterly unexpected.

Only beautiful pools in and around movie town are those privately owned by the stars. Even here tanks seem much smaller and less pretentious than those roto pictures would have you believe. So, you see, I don't like Hollywood. But then I suppose I'm not alone in my opinion.

* * *

West Coasting It

Margaret Ettinger, cousin of Louella Parsons, handling press work for Joe Schenck's new Arrowhead Springs pool, mecca of screen celebs.

Jack Benny has a nice natatorium adjoining his Beverly Hills home. And pool men would be surprised to know the technical points he knows about pool operation.

Santa Monica swimming club on the ocean front, which is so very ultra, ultra swanky, has a clerk who looks exactly like Bull Montana. In tails, of course!

One good point about traveling—you get to meet the swell representatives of *The Billboard* who serve you each week. Like Steve Henry and Dean Owen in Los Angeles. And Lee Simmonds, to whom I spoke in Miami a few weeks back.

Many of movie colony forsake various beaches near L. A. to journey to Palm Springs week-ends. Mirador and Palm Springs Inn tanks are two most pop.

Wish I had caught name of that mammoth pool near Reno, Nev., as we flew over it. It's valley setting among towering snow-clad mountains made it a sight for sore eyes.

I. J. Fox staged a novel fur fashion show on the lawn adjoining Beverly Hills pool last week. Manequins carried live animals to match coats they displayed. All five newsreels shot the novel event.

Irv Rubine, who did publicity a few years back for Harry Langner's Park Central pool, is now working in press department of Warner Bros.

My regards to Broadway.

Long Island

By ALFRED FRIEDMAN

With a letup in cold, more thought is being given to plans for the season's start, officially recognized here as Decoration Day. Skiing and kindred sports attracted more than 14,000 to Bethpage Park on a single week-end, proving that winter sports are gaining in popularity on the Island.

Jim (*Tobacco Road*) Barton intends to operate his huge stadium on Jericho Turnpike on an even more elaborate scale. Reports from Miami Beach, Fla., are that the branch of the Roadside Rest there has been doing well, while the parent resort here plans big things for the new season.

Mayor Ted Ornstein, new head of the city of Long Beach, announced that early rentals in the Boardwalk zone indicate a prosperous summer. Eastern ice-skating championships were held on Long Beach's imposing new rink. Lake Ronkonkoma, Long Island fresh-water spot, is being ballyhooed with hopes of making it one of the topflight resorts of its type on the Island next summer.

AREA

(*Continued from opposite page*)

penalty? There repairs have been under way since closing time last fall.

Illness of Benson

John T. Benson, of the wild animal farm, Nashua, N. H., is in a hospital with pneumonia and hardening of the arteries. He has been putting up a good fight for his health for about two years. His sister and a cousin from Boston are carrying on for him. Fortunately they know much of the business and will not let the animals suffer. We suspected something was wrong because his usual winter publicity stunts were not forthcoming. His many friends will be anxious until they hear that John is making the grade again. He is vice-president of the New England Park Men's Association and has made some very instructive talks to their meetings on wild animals. Here is a born showman of the first rank. At his animal farm he has the caravan wagon in which he lived as a boy showman on the roads of England. He it was who put Norumbega Park, where he spent so many years, on the map.

TENN. ADOPTS CODE

(*Continued from page 33*)

ture C. C. Flanery spoke briefly. At the sessions a home demonstration agent, Irma Ikard, Smith County, came thru with several practical hard-headed ways in which to step up interest in fairs, particularly in the women's division. F. S. Bradford, president of Smith County Fair, urged the membership to revamp and modernize exhibits for 1940. Charles Poe, commissioner of conservation; Jim Ward, Wilson County agent; W. B. Stewart, assistant county agent, Selmer, and Lurlyne Wilkerson, Henry County home demonstration agent, rounded out the State officials' contingent on opening-day program. M. M. Johns, a rural electrification expert, who said TVA and the public power system has many interesting angles for fairs in the area, also was on the program. On Wednesday Agricultural Commissioner Flanery, Middle Tennessee District Agent A. B. Harmon and others spoke.

More than half of the 50-odd fairs in the association were represented. Among those present were Henry W. Beaudoin, assistant secretary and manager of the Midsouth Fair, Memphis; Charles H. Jenkins, acting secretary of Tennessee A. and I. Fair, Knoxville; Phil C. Travis, manager of Tennessee State Fair, Nashville; A. U. Taylor, of Jackson Fair; W. M. Broxton, secretary of Interstate Fair, Chattanooga; J. P. Walters, secretary of Carroll County Fair, Huntingdon; Guy B. Johnson, secretary of Clay County Fair, Celina; Dan H. Snow, secretary of Henry-Cottage Grove Fair, Cottage Grove; N. H. Baulch, secretary of East Sumner Fair, Westmoreland; Rob Roy, secretary of DeKalb County Fair, Alexandria; C. E. Buttrey, secretary of Dickson County Fair, Dickson; John R. Wade, secretary of Gibson County Fair, Trenton; G. J. Caruthers, acting secretary of Hickman County Fair, Centerville; Dr. E. R. Braly, secretary of Lawrence County Fair, Lawrenceburg; J. P. Hoge, secretary of Marion County Fair, Jasper; T. S. Wade, secretary of Maury County Fair, Sante Fe; O. D. Massa, secretary of Putnam County Fair, Cookeville; A. F. Hill, Rutherford County Fair, Murfreesboro; W. B. Robinson, Smith County-Carthage A. M. and L. S., Carthage; John Franklin, Tipton County Fair, Covington; Fred E. Wankan, secretary of Twin County Fair, Athens; H. S. Wilson, secretary of Warren County Fair, McMinnville; Mrs. H. W. Stegall, secretary of Washington County Fair, Jonesboro; William A. Little, White County Fair, Sparta; A. W. McCartney, secretary, and A. J. McGrew, Wilson County Fair, Lebanon. Associate members present were S. F. Houston and Dick Moore Jr., Murfreesboro, and P. N. Ogleby, representative of World's Fair Ride Attractions.

Some Contracting Done

Showmen present appeared fairly well pleased with business. However, they are concerned over proposed legislation, particularly in Kentucky, where the Legislature is now in session.

Among attractionists in attendance were L. E. Roth, William R. Hicks, Blue Ribbon Shows; H. V. Rogers, E. L. Brown, Joe Hallum, T. J. Marlin, Rogers Greater Shows; L. J. Heth, Joe J. Fontanna, L. J. Heth Shows; Bob Helm Sr. and Bob Helm Jr., Cumberland Valley Shows; Mr. and Mrs. G. D. Scott, Tressie G. McDaniels, Scott Bros.' Shows; F. H. Bee Jr., F. H. Bee Shows, E. B. Braden, Art Lewis Shows; J. J. Page, R. E. Savage, Chris Jernigan, J. J. Page Exposition Shows; S. J. Williams, Reading Shows; George Adams, Cliff Monette, C. L. McGlothlin, Adams-Monette Rodeo; T. J. Smith, Greater Sutton Shows; Walter Herd, Jack Rainey, Johnny Sullivan, Mr. and Mrs. L. L. Daughtery and Mr. and Mrs. Douglas Wright; George and Harold McCray, Illinois Fireworks Co.; W. H. Harvey, Donaldson Lithographing Co.; Bernie Shapiro, Southern Poster Printing Co.; Jerry Kohn, Fulton Bag and Cotton Mills; J. Allen Franklin, Fair Publishing House; W. A. McPherson.

Contracts were mostly on the "pending" list, with only the Reading Shows announcing a fairly complete schedule. W. J. Williams, owner and manager, said the Reading Shows would play Lexington; Columbia, Ky.; Jackson, Brownsville, Bolivar, Gallatin, Rutherford and Linden fairs. He also has signed a contract for the Strawberry Festival in Portland, Tenn., and will make Mississippi-Tennessee Livestock Show, Grand Junction, and Decaturville (Miss.) Fair. With several contracts still pending, J. J. Page announced he would play Rhea County Fair, Dayton, and Lincoln County Fair, Fayetteville.

INDIANAPOLIS.—Fielding W. Scholler, harness race starter, reports that indications are he will have a full schedule of fairs this year. He will work a number of return engagements and has been signed for some new ones in the East.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

SKATE-DANCE club championship at Mr. and Mrs. Wally Kiefer's Skateland Roller Rink, Saginaw, Mich., is scheduled to start on February 28 for the novice division in straight waltz, promenade two-step and barn dance. Competition in the senior division will take in collegiate, circle waltz and 14-step. First, second and third-place winners among novices will receive gold, silver and bronze medals, respectively, and winners in the senior division will be awarded gold medals and their names will be engraved on a trophy to remain in the rink permanently. Second and third-place winners will be given silver and bronze medals. Figure-skating club championship meet is scheduled to begin soon. Club elected officers on January 28, naming Betty Wood, president; Raymond Barry, vice-president, and Harry Hanley, secretary. Special night was scheduled for February 7, when a set of Chicago skates was to be awarded and exhibitions of skate-dancing and figure-skating were to be given by club members. Membership in the club is nearing 1,000 and Manager Kiefer announced that when that figure is reached a party will be held. Auction night will be held on February 17, when some skating equipment will be sold for less than retail value. February 29 has been set aside for a party. Free skate-dance instruction is given on Wednesday nights and private instructions are available. About 25 members of the roller club visited Dale Perry's Palomar Roller Gardens, Lansing, on January 27.

* * *

BUSINESS has spurted at North Street Arena Roller Rink, Salem, Mass., report Mr. and Mrs. J. McClelland, managers, formerly known professionally as the McClellands. Membership has increased considerably in a recently formed club and matinees are held on Saturdays for children. Fancy and skate-dancing carnival was scheduled for February 6, skaters from other cities having been invited. Weekly schedule includes club night, Monday; novelty events, Tuesday; ladies' night, Wednesday, and amateur events and distribution of candy, Saturday.

* * *

MALCOLM and Jesse Carey, managers of Circus Gardens Roller Rink, Philadelphia, have imported Mr. and Mrs. Clifford Wilkins, of Earl Van Horn's Mineola (L. I.) Rink, to teach skate-dancing, reports Jack Wilford. Team has been in Philadelphia more than a month, giving exhibitions and teaching the two-step, 14-step, collegiate and waltz, among others, and has converted many jitterbugs into skate-dancers. Classes are attended by about 200 on Tuesday and Thursday nights.

* * *

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

* * *

PROMINENTS in the roller-rink industry were visitors at J. E. Dunbar's Long Beach (Calif.) Skating Palace on January 16, reports Armand J. Schaub. Among those present were Ralph Ware, of Chicago Roller Skate Co.; Maurice Cohn, Shrine Auditorium Rink, Los Angeles, and Uriah Whitehead, Long Beach Hippodrome Rink. Francis Baker is general manager of Long Beach Skating Palace.

* * *

"I AM 85 years old today," wrote Walter Laidlaw, well-known roller skater of Washington, D. C., on February 2, "and just had a workout on my rollers on a skating mat, 5½ by 7 feet, which I have in my bedroom. Of course, I can not do much on so small a space but I am still able to do figure eights and threes and grapevines. I read *The Billboard* every week and so hear from my skating friends."

* * *

FLEETWING Skate Club of Butwin's Roller Rink, Falls, Pa., has scheduled a party for February 16. Club celebrated its first anniversary recently and re-elected George George, president; Louis Butwin, vice-president; Ann George, secretary, and Betty Woods, treasurer.

* * *

"FOLLOWING up the article by E. M. Moser in a recent issue of *The Billboard* on unorthodox skating, I believe many operators permit such skating in the belief that it helps swell box-office receipts," writes Armand J. Schaub from Long Beach, Calif. "Here on the Coast such skating is seen quite frequently and I believe the managers are at fault. If Coast rink men would follow up the movement of the Roller Skating Rink Operators' Association of the United States they would be doing something that would benefit them in course of time."

* * *

GRAND opening of Skateland Roller Rink, Park avenue at 107th street, New York, was held on February 3. An attractive souvenir program listing 19 numbers was distributed for the occasion. Rink is to operate nightly, with matinees on Saturdays, Sundays and holidays.

* * *

ROLLERDROME, St. John, N. B., is the first rink established in that city exclusively for roller skating. It is in the center of town in the old St. Malachi School building, where sessions are held four nights weekly. Automatic music, refreshments and checking facilities are provided.

* * *

JACKSON (Mich.) Auditorium Rink will be host to the 1940 Michigan Speed Championship meet in the middle of March. Buddy Bacon, son of the late Frank Bacon, is manager of the rink.

* * *

ARENA Gardens Rink, Detroit, is to stage a skate-dance meet on March 5. No public skating will be programmed that night, giving emphasis to the rise in popularity of skate dancing. Michigan pairs skating title will also be determined on that night, with events for senior, novice and junior groups. Three couples will be eligible from each club in the State if a contest was held to determine winners, otherwise only one couple may be entered. Manager Fred Martin has slated for February 29 a leap year party and a sweetheart party was scheduled for February 14. Nora Miller recently visited Jess Bell, of the Arena staff. They were skating partners in contests years ago.

* * *

OTTO EASON, roller-skate dancer, is an added specialty with the *Lovely Lassies of 1940* unit, which recently started a 12-week tour of the Izzy Hurst burlesque circuit.

* * *

PALACE Roller Rink, Camden, N. J., was added to the list of rinks participating in the roller skating contest being conducted by *The Philadelphia Daily News*. Tie-up makes eight sites where the newspaper is staging preliminary competitions.

* * *

FOR the second time within eight days James Toppi, operator of Dance Box Roller Rink, Philadelphia, was haled to court on the charge that noise from his rink is causing tenants in an adjoining apartment house to move. Objection was made to music and skating, especially on Sunday, but Magistrate O'Hara threw out the Blue Law charge and added the nuisance count, deciding to make a test case of the issue. Toppi, held in $500 bail for the grand jury, answered that his arrests were the result of a dispute between himself and the agent for the building housing his rink, whom he accused of inducing near-by residents to lodge complaints. He said that the city zoning commission permitted him to open the rink and that the city solicitor's office had been asked for an additional opinion on Sunday operation.

* * *

ROCKAWAY Roller Rink, Edgemere, L. I., has completed its second week of eliminations in a circle waltz style A contest, reports Benjamin Seidman. Eliminations are held each Monday night. Final contest is scheduled for March 4, when gold, silver and bronze medals will be awarded first, second and third place winners, respectively. Entries in this year's contest are showing big improvement in the matter of form, grace and timing over those who appeared in the 1939 contest. Floor Manager Paul Cooper is in charge of the contest and Frank Esposito is at the console.

* * *

CIRCUS Roller Club, Bloomington, Ill., paid a return visit to Moonlight Gardens Roller Rink, Springfield, Ill., on January 9, reports Alvin Hysler. Winter carnival was staged in Moonlight Gardens on January 19, when club members gave exhibitions. Proceeds were used to send about 50 members to visit the newly organized Arena Club of Schaffer's Arena Roller Rink, St. Louis, on February 3.

* * *

BETTY LYTLE, who opened a 10-day engagement at Fred H. Freeman's Winter Garden Roller Rink, Boston, on January 19 to give exhibitions and instruction in solo international free-style skating, was held over for an extra week to instruct in pair free-style skating.

* * *

S. K. BARTLETT, manager of Skateland Roller Rink, Aurora, Ill., reports business holding up. Skateland Roller Club now has membership of more than 500, about 200 of whom visited White City Rink, Chicago, on January 16. Mr. and Mrs. Bartlett were in charge of the trip, made in five busses. Four other clubs have been formed and Manager Bartlett plans to furnish a room so that all organizations may have a place to meet. Medals were awarded members of a tournament-winning broomball team from Warrenville, Ill., on January 27. Ribbons were given gunner-up teams of El Diablo Club and Maple Park Farmers. Several teams have asked for continuance of games and a sectional tournament is being arranged. Waltz classes are held on Wednesday nights and dance and figure-skating classes on Sunday mornings. First edition of a rink newspaper was published on February 3 and Manager Bartlett has offered a prize to the person submitting the best name for the paper. Valentine party was scheduled for February 14, featuring prizes and contests. Leap-year party is slated for February 29. Marjorie Hard is Hammond organist. El Diablo Club staged a party and presented a floor show on January 29.

Free Admission

By PETER J. SHEA

ARE roller rink managers taking one step forward and two backward when they allow patrons to come into their rinks with no admission charges? A number of rinks thruout the country do not charge admission. Skaters are charged by the hour. This naturally brings a lot of people to a rink, but are they the class that are desirable and that build up future business?

Managers of rinks in large cities in nearly all cases charge a door admission and that has a tendency to keep out undesirables. Letting every Tom, Dick and Harry come into your place without any restrictions soon gives the place a bad name, and how hard it is to build up a business once it is run down! Not only that, but after a rink fails that town is dead for many years to come. They never forget the poorly managed rink that was previously there.

Rink business today would be far more advanced and more profitable if managers had the foresight and the ability to build up, not to destroy. Take any fair-sized town that supports two rinks. You will find in the majority of cases that the rink most up to date, with good restrictions and management, is the one that is getting the nicer class of people and doing good substantial business. Managers of rinks, as in other lines of endeavor, do not become managers overnight. It takes years of practical experience and then few really know what it is all about, as it involves many angles and new developments always arising.

From my checkup of Detroit I find there are more roller rinks in operation at present than there were during the big skating craze thruout the country from 1900 to 1910. Amusement parks, lake resorts and roadsides are operating roller rinks today, which was an unknown condition at the beginning of the century. That, of course, is due to transportation and the automobile. I think the Roller Skating Rink Operators' Association of the United States is doing a grand job and that rink managers are bound to profit from such an organization.

NEB. SITUATION

(Continued from page 33)

to keep hands off county fair operations and discussions.

It would not be surprising, it is said, in view of Perry Reed's public announcement that he will retire at the end of his present term as State Fair secretary, if the whole thing were patched up. Reed has been target of county fair verbal gunnery several years.

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"CHICAGO" RACERS RUN TRUE

ARE BUILT FOR ENDURANCE
AS WELL AS SPEED
CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

Conducted by CLAUDE R. ELLIS. ROBERT DOEPKER, Associate. Communications to 25 Opera Place, Cincinnati, O.

Obadal To Launch Own Shows in '40

SAN ANTONIO, Feb. 10.—A. (Booby) Obadal, for many years a power in local politics, and a partner with Jack Ruback in the operation of Alamo Exposition and Western States Shows, will launch a new show this spring, opening in this section about March 15. Combo will be known as the Texas Exposition Shows and will carry 12 rides, 12 shows and a string of concessions, Obadad said.

Suicide Simon and Capt. Ben Mouton will present the free acts. Obadal will be general manager; B. J. Fisher, assistant manager, and Henri Clayton and H. P. Hill, general agents. Shows plan to play South Texas and then head east to play Southeastern Texas and Louisiana.

D'Arcy Girls Free Act With McLaughlin Shows

NEW YORK, Feb. 10.—P. S. McLaughlin, owner of the shows bearing his name, this week signed the D'Arcy Girls to present the free attraction with his organization for 1940. Contracts also were signed with Arthur Campfield, of Baker-Lockwood Co., for delivery of new canvas at the opening stand on April 10. Concessioners signed for the season, McLaughlin said, are Gus Sturgion, cookhouse; Whitey Pelley, nail, ball game and penny pitch; Harold Nevins, darts, and Morris Vivona, custard. Vivona was with Prell Shows for the past three years.

Ralph Decker reports from Poughkeepsie, N. Y., he has signed several girls for his Girls From Ball Show. Varieties front has been completed, while front for the Miss America Show is almost finished. Joe Bicco has completed six banners for the Athletic Show and Albert Farley purchased a new sound truck, giving him two units. He also signed his ball game, as did Ducky Miller, ride superintendent. Ralph Decker has his pan game, rat game and penny pitch with it. Mrs. Ross Manning, wife of the business manager, will have pop corn.

Dee Lang Fair Tour Set

ST. LOUIS, Feb. 10.—During a visit to *The Billboard* office this week, after attending the Dallas fair meeting last week and making the long trek here to attend International Association of Showmen's Ball tonight, Dee Lang, owner of the shows bearing his name, was elated over the fact that he has 22 fairs and celebrations booked for 1940. Fairs will start in June and carry shows thru until the middle of November in Texas. He was especially proud of the fact that he again contracted Dodge County Fair, Kasson, Minn., and Fillmore County Fair, Preston, Minn., making his sixth consecutive year at the two spots.

Bloom Route Is Longest

ST. LOUIS, Feb. 10.—Oscar Bloom, owner Gold Medal Shows, will have the longest and most promising route of fairs in his shows' history. Fair tour starts on June 24 in North Dakota and to date he has these under contract: Rugby, Cando, Jamestown, Fessenden, Langdon and Hamilton, all North Dakota; Thief River Falls, Minn.; Wausau, Menomonie and Elkhorn, Wis., and Kentland, Ind. He also advises he has several fairs lined up in some of the Southern States.

Livestock Circuit to Galler

LAUREL, Miss., Feb. 10.—Contracts to furnish the midway at Mississippi Live-Stock Circuit were awarded Joe Galler's Buckeye State Shows this week. It will mark shows' third consecutive year on the circuit, which includes Canton, Port Gibson, Forest and Hattiesburg. Joe Hamilton, of Fort Worth, Tex., also was signed to operate shows' bingo concession in 1940.

New Series of *Legal Opinions*

In the next issue will appear the 25th of a new series of legal opinions. It will be titled *Liability of Owners or Lessors for Injuries to Amusement Patrons.* One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

SCENE AT THE 10TH ANNIVERSARY DINNER of Missouri Show Women's Club in the Jefferson Hotel, St. Louis, on January 29. In the group, left to right, are Irene Burke, Elma Obermark, Harriet Maher, Georgiana England, Esther Tracy, Elizabeth Yearout, Norma Lang, Daisy Davis, Ruth Mertone, Nell Allen, Grace Goss, Viola Fairly, Anna Jane Pearson, Gertrude Lang, Sis Dyer, Kathleen Siebe, Ethel Hesse, Millicent Navarro, Beatrice Giaiiand, Florence Parker, French Deane, Clela Jacobson and Bea Dawson.

Giroud Signs R. F. McLendon

SAVANNAH, Ga., Feb. 10.—R. F. McLendon, widely known carnival executive, will be associated with Billy Giroud's Shows in 1940 in a general capacity, he said here this week. During his long experience in outdoor show business he has served in almost every capacity ahead and back. For the past three years he has been with O. C. Buck Shows. He will assume his new duties at the shows' opening date, in the meantime outlining press and advertising copy and assisting in obtaining and framing new attractions.

Boswell-Pugal To Direct New Shows

HOT SPRINGS, Ark., Feb. 10.—A. B. Pugal, Milwaukee, and Fred C. Boswell, well known in outdoor show circles, have closed a deal whereby they will operate a new carnival combo in 1940 to be known as America's Favorite Carnival. Boswell said here this week where he is vacationing. Contract of partnership was drawn up on January 16.

Work in Princeton, W. Va., quarters will get under way in March and organization has a number of fair and celebration dates contracted, Boswell said.

Ruback Sole Owner Of Western States; Ringgold Is G. A.

DALLAS, Tex., Feb. 10.—Jack Ruback, during Texas Association of Fairs meeting in Adolphus Hotel here last week, announced he will take Western States and Alamo Exposition shows thru Western and Southern territories this season. A. (Booby) Obadal had been associated with Ruback in operation of the shows for a number of years. Louis (Blackie) Ringgold, last season with Hennies Bros.' Shows, has been appointed general agent and is on a trip thru the West. Albert Wright, assistant manager, is in Louisiana on a fair booking tour.

Ruback said much work is being done in San Antonio quarters, where Bill Williams is building new fronts. Bob Wicks, of Hennies Bros.' Shows, who will return to that organization before the opening in April, has been supervising the paint work. Bob Mays is building new transformer wagons and Bennie Hyman is in charge of quarters.

Lucille King Is Appointed Hilderbrand General Agent

LOS ANGELES, Feb. 10.—Lucille King, now in her 10th season with O. H. Hilderbrand interests, has been named general agent of Hilderbrand's United Shows and Combined Circus for 1940.

She replaces Pierre Ouellette, who general agented Hilderbrand's No. 1 Unit last year. During her tenure she has been service as press representative, second agent and last year was general agent of the No. 2 show.

Glick Signs Eight Fairs

BALTIMORE, Feb. 10.—William Glick, president of Ideal Exposition Shows, said this week that his organization had been awarded midway contracts for 1940 fairs in Cumberland, Md.; Roanoke, W. Va.; Roanoke and Galax, Va.; Durham, Weldon and Wilmington, N. C., and Newberry, S. C.

Missoula Fair to Burke

MISSOULA, Mont., Feb. 10.—Floyd Day, manager of Western Montana Fair, said this week that he had contracted Frank Burke Shows thru General Representative Jim Schneck to furnish the midway at the 1940 annual here.

A CARNIVAL promoter without equipment except for a few letterheads, an office trunk and his wife's penny pitch would contract only those who owned house trailers. Even crews and what few others he could use as lot men, managers, secretary and electricians had the choice of either getting them or of going elsewhere. When asked why he insisted upon his people owning living trailers he declared, "I've got to make some kind of a showing when this thing pulls into a town."

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Taurine, Mexico.
Week ended Feb. 10, 1940.

Dear Mixer:

Last week the office called a meeting of all staff members. That meeting was perhaps a great necessity due to our show not being able to arouse these sleepy natives to an extent great enough to bring them to the towns which we played. All seven of our agents, headed by Lem Trucklow, were summoned to report to the office wagon and to submit any ideas they might have that would prove crowd bringers. The first to be heard was Wright Bower, listed on the pay roll as the "Collaborate Representative." All he could suggest was a barbecue. This was voted down. The second to be heard was our "Co-Operative Agent," who thought a revolution would do the work. Our "Affirmative Agent," better known as a yes-man-without-portfolio, believed a cock fight would turn the trick.

Finally Trucklow hit the bull's-eye by suggesting a bull fight. This was quickly voted on and settled to the dismay of our other three agents who hadn't been heard and who felt slighted. As bull fights are a bit common down this way, the bosses knew that a new version of this old sport must be staged. Killing of the bull alone without a grand prize would be a flat event. It was then that one of our ignored agents suggested that the grand prize be the hand in marriage of a beautiful blonde. But where to find a native blonde in Mexico? Here is where our ignored agents had the opportunity of earning their salaries by furnishing phone numbers and hotel names. These three were sent out to contract the bull-fight bride while our other four hunted up a town. Thus came the booking of Taurine with the first bull fight as a carnival drawing card and free act.

After the show was in the air the next thing to promote was a bull ring. We decided to use the Wild West arena for the big feature. Extra seats were erected to handle the expected crowds. Our three agents arrived early Sunday evening with six of the best looking bride grand prizes of which the country boasted. Altho we had planned only one fight and bride, their arrival with six pieces of flash gave the show a bull fight and a public wedding nightly. When the show's personnel had looked them over we had more bull fighters than we had blondes, but the office

(See BALLYHOO on page 44)

HERBERT ELLIOTT, chairman of Tall Cedars Spring Festival, Augusta, Ga., took quite a fancy to "The Ice Palace" presented by Royal American Shows at Florida Fair, Tampa, January 30-February 10. The attraction broke all "girl-show" records at the annual. In the picture are Chairman Elliott and Shirley Barney, fancy ice-skating star of the attraction.—Photo by Dadswell.

DEE LANG'S FAMOUS SHOWS

"America's Most Beautiful Motorized Show"

WILL OPEN MARCH 1 AT WACO, TEXAS, WITH FREE GATE.

22 FAIRS AND CELEBRATIONS NOW CONTRACTED, ALSO A VERY GOOD ROUTE OF STILL DATES. OUR FAIRS START JUNE 20.

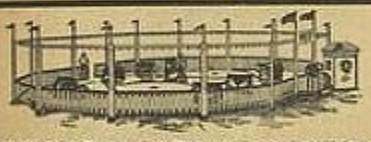
CONCESSIONS: Can place legitimate Concessions only that operate for ten cents. Ball Games, Photo Gallery, Cotton Candy, Fish Pond, Bowling Alley, String Game and any others that can be operated for ten cents.

RIDE MEN: Can place few more good, sober Ride Men who can drive Big Eli Semi-Trailers.

WANT FOR COLORED MINSTREL SHOW—Musicians, Chorus Girls, Comedians and Novelty Acts. All with us last season, write at once. Dave Stratton, get in touch with us at once.

MICKEY FARRELL CAN PLACE CONCESSION AGENTS who are capable. Jack Allen, come on. Concession Agents, address Mickey Farrell in care of Show.

All others address DEE LANG, General Manager, P. O. Box 491, Waco, Tex.



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WANTS TO CONTACT NOW TO CONTRACT FOR SEASON 1940 TO OPEN MAY 1

DIAMOND RAY HARTER	ORIGINAL LUCKY BALL	JULIUS "PICKUP" SCHUSTER
TONY "IRON TONGUE" MORENO	"CAPT." MARION GRAVES	NELLIE KING GEO. GRAM
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THE WORLD'S GREATEST DRAWING ATTRACTION, "THE MONSTER DOUBLE CANNON"

We take this opportunity of thanking our Friends and Associates, Fair Secretaries, Committee Heads for their co-operation in completing our route of 35 weeks of bona fide Fairs, Celebrations and Still Dates under Auspices.
WANT: Octopus, Chairplane or any Ride not conflicting with what we have.
WANT: Shows not conflicting with Side Show, Monkey Show, Snake, Fishbowl Illusion, Girl, Posing, Dogs Shows.
WANT: Legitimate Concessions except Bingo, Cookhouse, Popcorn, Apples, Penny Pitch. Can use Photos, American Palmistry, Diggers, Scales, Ball Games, Pitch Till U Win, Fishpond or any legitimate Concession. Show opens the first week in April and will play the Industrial Cities of the East.
Have opening for experienced Ride Men that can drive Semi-Trailers. Show Carpenters, Mechanics and Useful Show People in all lines. Oriental Dancers, Flageolet Players or Accordion Players.
Address all communications to 2601 FOUNTAIN BLVD., TAMPA, FLA.
P.S.: Purchase, get in touch with us.

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FREE GATE To Midway

150TH ANNIVERSARY, 33 LABOR TEMPLES, CENTRAL LABOR UNION SESQUI-CENTENNIAL

AUGUSTA, GA., MARCH 11-12-13-14-15-16

Mardi Gras, Bands, Floats, Parades, Contests, 20 Acts, Midway Celebration.
WANT Decorators for street and buildings, Float Builder, Booth, Ticket, Book, Banner Salesman, Contest Workers, Promoters of Special Events.
WANT Rides . . . Shows . . . Concessions for here and season of 1940. Everything open. Eat and Drink Stands, Novelties, Candy Pitch, Demonstrators, Custard, Etc.

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CRESHON, HYDE, CLAUDE BELTON, JACKSON, STEBLER, RIDE OWNERS, WRITE.
Address: TOM TERRILL, GENERAL MANAGER, JACKSON HOTEL, AUGUSTA, GEORGIA.
P.S.: People contracted, please note change of date.

Club Activities

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 10.—President Frank P. Duffield is back from an Eastern business trip and is active in arrangements for remodeling club's new quarters and expects members to move into Hotel Sherman about March 1. Past President Edw. A. Hock presided at Thursday night's meeting. With him at the table were Secretary Joe Streibich and Past President C. R. Fisher. Relief committee advised Brother James Murphy is showing improvement and Brother Al Latto is recovered and attended his first meeting in some time. R. F. Trevellick, Bob Lebruno and Sam Aldrich are still in the hospital. Visits to Brother Col. P. J. Owens are now limited to between 2 and 4 p.m. Lou Leonard writes he is still in Florida and that Brother Eddie Coe has entered a hospital for an operation. Mrs. J. R. Strayer advises that her husband is showing improvement from recent operation.

Larry Hogan and Denny Howard returned from a trip to Michigan, and Bob Hughey, Hughey Bros.' Shows, visited the rooms, it being his first in 10 years. Sunny Bernet offered a suggestion on a plan for getting league publicity. It will be followed out by a committee consisting of Brothers Bernie Mendelson, Morris Haft, Al Schlossburg, William J. Coultry, Henry T. Belden, Dr. Max Thorek and Bernet. Bernet is planning for seventh annual Spring Festival in Panther Room, Hotel Sherman, on March 11. He promises to put it over in its usual grand style. Event is a benefit for the American Hospital.

Jack Duffield returned from a business trip and attended the meeting. Rudy Singer left for the South. Lew and Mrs. Keller motored from Miami to Tampa, Fla., for the fair. Sunny Bernet and Larry Hogan left for the International Association party today in St. Louis. Brother M. J. Doolan and boys have closed several of the bingo games and again are attending the meetings. Al Rossman has completed work on his Showmen's Home certificate. Boys are discussing a farewell party before club moves to new quarters. New stationery finally has arrived and committee notices which will be mailed at once.

Ladies' Auxiliary

Auxiliary held its social on February 8 in the Sherman Hotel, with Past President Mrs. Edward A. Hock as hostess. Beautiful prizes were awarded. All reported an enjoyable time. Sick list includes Mrs. Virginia Laughlin, Mrs. John Francis, Rose Page, Frances Barth, Mrs. Tom Rankine, Fannie Plaisir, Mrs. Charles Driver, Cora Yeldham and Mrs. J. C. Ethel Weir.

Letters were received and read from Virginia Laughlin, Grace Goss, Viola Fairly, Virginia Kline and Mrs. Jesse Franks. Members are planning a large benefit bunco and card party in March in the Hotel Sherman. All members have pledged co-operation. Past President Mrs. Leah Brumleve will be in charge. Next regular meeting will be held in the Sherman on February 15.

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Feb. 10.—Regular business meeting was held in clubrooms in Maryland Hotel here with President Anna Jane Pearson presiding. In the absence of Grace Goss, who was attending the Dallas fair meeting with her husband, Mrs. Nell Allen acted as secretary. Dance committee reported it had rented the Melbourne Hotel's main ballroom for the St. Patrick's Ball on March 16. Art Bott's Musical Maniacs will provide the music.

Sick Committee reported Mrs. Mary Francis slightly improved and Arline Spinner in bed with a severe cold. President Pearson appointed Daisy Davis to handle the ticket campaign for the St. Patrick's party. At the conclusion of business all were invited into the dining room of the International Association of Showmen to partake of a delicious supper.

NATIONAL SHOWMEN'S ASSOCIATION INC.

Palace Theater Building, New York.

NEW YORK, Feb. 10.—Billy Giroud took a few hours off for a relaxing game of bridge, with Jack Carr, Jackie Owens and Frank Berman in the rooms. Morris Finkelstein is out of the hospital and doing nicely, but Edgar H. (Doc) Kelley is in Bellevue for treatment of his right cheek. Lew Lange, who couldn't hold a cue in his hand a few weeks ago, now challenges the best in the club. Mack Brooks, tho he scratched once, ran off all 15 balls in eight shots. Harry BeGar, out all winter with *The Taming of the Shrew*, is back in town. Gene Hamid, after playing Midwest with own unit, is around again. Red Rogers dropped in from Michigan. Sam Lawrence is back in Chester (S. C.) quarters with 25 applications. Daddy Simmons is the one selling all those bingo tickets for the big game tomorrow night. Max Friedman is at Zion Hospital, Brooklyn.

Max Goodman writes from Little Rock (Ark.) quarters that he hopes to make up for his NSA negligence during coming season. President Max Linderman left for a brief vacation in Hot Springs, Ark. Bill Bloch is ill at home with la grippe, as is Benny Weiss. Arthur Hill is lining up novelty acts for a Broadway production now in rehearsal. Dr. J. K. Bozeman, of Art Lewis Shows, has opened a New York practice. Ike Weinberg is set with Traver's Fair at Home Shows. Secretary Sam Rothstein postcards from Miami Beach, Fla., that things are going fine at Brother Frank Miller's Millburn Hotel.

Please look at your card. If it does not read "Paid until July 15, 1940," you are not in good standing and should send a check or money order to the executive secretary at once. Most of the officers attended Tampa (Fla.) Fair. Brother Robert Schrage is here getting the big spring party at Atlantic City started. Dates are March 16 and 17.

Time cards show these members entertained themselves with the cues and ivories since installation of the pool table: Daddy Simmons, Sammy Berk, Max and Jack Linderman, Leonard Traube, Frank Pisa, Jackie Owens, Harry Horner, Joe Hughes, Arthur Goldberg, Al Keating, Jimmie Davenport, Max Kassow, Paul Spitzer, George Traver, Mack Brooks, Harry Kaplan, Frank Berman, Charles Hoffman, Willie Gittlieb, Bosco Sandler, Max Levine, Morris Finkelstein, Jack Carr, Nate Eagle, Sam Finkel, Sam Walker, Oscar C. Buck, Dave White, K. C. McGary, Charles Rubenstein, Harry Rosen, George Rector, Al McKee, Neil Carr, Jim McHugh, Mack Harris, Ike Weinberg, Sam Larger, Joe Casper, Al Katzen, Joe Rose, Tom Brady, Bibs Malange, Al Baker, Squire Riley, Joe Weissman, Andre Dumont, Calvin Eckert, Dr. J. K. Bozeman, Louie Siegal, Fred Phillips, Jerry Peshkin, Lew Lange and Max Sharp.

Birthday greetings to: Jack Rose, Eugene Murphy, February 18; Jack Pearl, Morris Friedman, 19; Byron Geeh, 20; Hugh McKenna, 21; Jackie Owens, 22.

New member: W. L. Mellor, of Baker-Lockwood, proposed by Johnny Kline.

Ladies' Auxiliary

Sympathy to President Midge Cohen, whose uncle passed on. A tea is being given in auxiliary honor by the Astor Hotel. More arrivals in Miami, Fla., include Kate Benet, Bess Hamid, Marles Hughes and Shirley Lawrence.

YOUR BEST MONEY MAKER

THE 7-CAR PORTABLE
TILT-A-WHIRL
The popular idol of America's Midway Public! Consistent Winner in Eli Bridge Co. Annual July 4th Gross Receipts Contest. More Quality — More Style — More Labor-Saving Features Year after Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.
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MIDWAY RED SYNTHETIC ENAMEL
Regular $4.75—New Only $2.25
We Pay Freight Charges
PAINT EXCHANGE OF CHICAGO
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CONCESSION CARNIVAL TENTS
Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

INSURANCE
Special on House Trailers
Charles A. Lenz
A738 Insurance Exchange, CHICAGO

1940 CHEVROLETS
— TRUCKS AND PASSENGER CARS —
Immediate Deliveries
Write CHAS. T. GOSS
With STANDARD CHEVROLET CO.,
East St. Louis, Ill.

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Crosters Electric Counter Model, fast popper, with good supply of stock, almost new, $65. One Electric Sandwich Griddle, new, cost $28.50, take $12. One Aluminum Center Stock Wheel, 12 numbers one side, 30 numbers other side, $3.
F. C. CLARK,
1342 N. Illinois St., Indianapolis, Ind.

TILLEY SHOWS WANT
Season 1940. Side Show, will furnish complete outfit; Illusion, Mechanical (Joe Teska, write); Girl Show (Dan Tuttle, write). Will furnish outfit for any meritorious attraction. Concessions—Country Store X, Fish Pond, Bowling Alley or any Grind Store working for stock only. Ball Games, Photos X, Penny Pitch X, Hoop-La, Scales X. Address:
BOX 297, LADD, ILL.

WHIP FOR SALE
Eight Cars, in Fair Condition, $300.00 Cash.
Now booking Grind Shows and Concessions for this season. Address:
W. J. WILLIAMS, Mgr., READING'S SHOWS,
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ALL AMERICAN EXPOSITION SHOWS
Now booking Shows and Attractions for 1940. Address P. O. Box 742, Joplin, Mo.

CONCESSION AGENTS, GRIND STORES
This is a new 10-Car Show. Will play only cities and give you plenty of action. Open here about March 1st. Positively no drunks tolerated. Jack Morris, Bill Roberts, Bill Hopper, Dick Benham and people I know, wire me.
N. D. WEBB,
Care TEXAS EXPOSITION SHOWS,
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WHIP
Will buy or book for coming season. Playing the best Coal Fields Territory in West Virginia. Show opens April 15th for ten days here.
LATLIP SHOWS
200 ELM ST., CHARLESTON, W. VA.

World of Pleasure Shows
Now Booking for 1940
RIDES — SHOWS — CONCESSIONS
FRANK MILLER — JOHN QUINN
100 Davenport St., Detroit, Mich.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Feb. 10.—Regular weekly meeting drew small attendance. As a result only a short business session was held. Second Vice-President Paul Parker presided, with G. C. McGinnis and Harry Altshuler also on hand. Final reading of revised constitution and by-laws was postponed until next meeting. Edna Bennington niece of Mrs. Mary Francis, lettered that the latter was somewhat improved. She also expressed thanks for the floral offerings and cheery messages received from the club and the auxiliary. J. W. Laughlin, of West Bros.' Shows, advised from Hot Springs, Ark., that Mrs. Laughlin was somewhat improved. Brother Norris B. Cresswell, banquet and ball location chairman, said he had made arrangements with one of the leading downtown hotels to house the annual event. Meeting adjourned early.

On the sick list, but rapidly improving is Brother Jim Pennington. Mrs. Ellis White, Roy Marr and George Howk have sufficiently recovered to be able to be around again, as has Lester Howell. Mrs. Waring, switchboard operator for the club, is ill with the flu, and Brother Hanson reported that Mrs. Hanson is rapidly improving from a recent illness. Brother Harold and Mrs. Elliott went to Dallas, while Past President Mellor and family left for a vacation at the Lake of the Ozarks. Floyd Newell left last week for Florida, where he will handle a promotion before joining Dodson & Baillie's World's Fair Shows as press agent.

Chairman Ellis White, of banquet and ball committee, reports his committee is working out plans to attract wide attention to the event to be held on New Year's Eve. Special events committee is co-operating. Several new members have been inducted into the club and dues continue to come in.

Ladies' Auxiliary

When members assembled last Friday they learned that a steam radiator had burst causing much damage to the clubrooms. Everything in the room was saturated with water, but Lettie White, of house committee, and Ruth Ann Levin did wonders in restoring everything to near normal. Several pictures were ruined and woodwork was damaged. President Mrs. C. W. Parker presided and announced the night's award was a box of candy sent to the club by Marlo LePore, of California. It was awarded to Ann Carter.

Correspondence was read from Mrs. Kline, of Phoenix, Ariz.; Jessie Howe, Hot Springs, and Edna Bennington, who reported Mrs. Francis as improving. Maude Keel was elected to membership. She was brought in by Boots Marr. Viola Fairly, in a brief talk, stated that just 16 years ago the club gave her a shower and she remembered it as one of the grandest moments in her life. After the meeting President Parker called a board of directors meeting and Myrtle Duncan was elected chairman, and Jess Nathan, vice-chairman.

International Showmen's Association

MARYLAND HOTEL

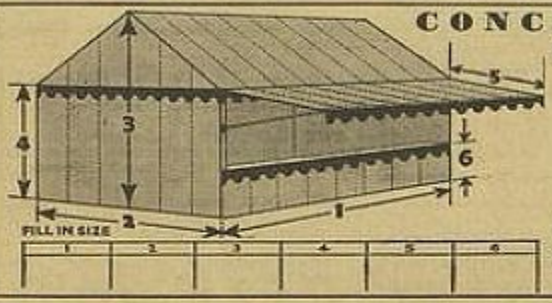
ST. LOUIS, Feb. 10.—John Francis, chairman board of governors, presided at the February meeting. President Dee Lang was away attending Dallas fair meeting. A number of other members also were absent attending the meetings. Treasurer Francis Deane has been out of the city for almost a month, but is expected back soon. Main topic for discussion was the Mardi Gras Ball at De Soto Hotel here tonight. Committee Chairman Tom Allen said everything was in readiness and program sales were good. Ticket Committee Chairman George Davis reported ticket sales were up to expectations. Announcement was made that Baker-Lockwood Co. was shipping banners and decorations to be used at the ball.

Brother Walter Hale was called to Chicago on some publicity work. New members included J. W. Clement, Joe Scholibo, Andy Allen Jr. and C. R. Newcombe. At adjournment, a Dutch lunch was served to members of the Missouri Show Women's Club.

"THE RIDE OF TOMORROW"

SILVER STREAK
ACTUAL REPORTS BY OWNERS
"Grossed $18,418.00 in 12 consecutive weeks." "Ride has tremendous capacity." "Broke all records for single ride gross." "Most outstanding of twenty rides." "Easy to erect and dismantle."
Portable Stages - Ride-O - Auto Speedway - Carouselles - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun Houses - Dodgem and Skooter Bldgs.
SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World's Largest Builder of Amusement Devices

CONCESSION TENTS



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131 E. PEARL STREET, CINCINNATI, OHIO

Pacific Coast Showmen's Assn

623½ South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Feb. 10. — Monday night's meeting was called to order by President Dr. Ralph E. Smith, with Secretary Al E. Weber, Executive Secretary Lou W. Johnson and 196 members present. Minutes and bills were read, as was a communication from Mrs. Blossom Tipton, who lettered appreciation of club's part in assisting in funeral services for Brother George Tipton, who was buried in Showmen's Rest. A letter from Brother Val Vino, who is in Elks' National Home, New Bedford, Va., also was read. Brothers Dan Stover and Al Weber gave a preview showing of the first completed good will banner. Past President Harry H. Hargrave submitted a drawing of a sign which will soon adorn the outside of the building. It will carry the club's familiar tiger emblem, name of the organization and will be illuminated at night. Hargrave started plans for sign early in his term as president and funds were raised thru the recent Home-Coming Party.

Brother Pat Armstrong reported Brother Henry Meyers was ill recently and confined in his hotel. It was believed he would recover soon, however. Committee chairmen reporting satisfactory progress included Bill Hobday, membership; Theodore Forstall, auditing, and Mel Smith, entertainment. Smith also stated he would stage a show at the meeting with members of Sally Rand's unit participating. Smith then presented Paul Hill, prominent attorney and public speaker, whose interesting talk was well received by members. Brother Sol Grant introduced his guests, Cecil Lind, and Brother Harry Lewis, both of whom responded with brief talks. Brother Smith then took the rostrum armed with the first good-will banner and presented it to Brother Orville N. Crafts, whose shows open their season at Calexico, Calif., on February 12. Crafts said the banner would adorn the wall of his huge office wagon. Meeting adjourned at 9:15 p.m. for weekly and Lion's Head awards. Luncheon was served by Brothers Moe Levine, Meyer Schlom, Dan Meggs and Jack Bigelow.

Ladies' Auxiliary

February 5 meeting was called to order by President Nina Rodgers with First Vice-President Babe Miller and Secretary-Treasurer Vivian Gorman also present. Edith Walpert, second vice-president, is still in Texas. Many members have left for their respective quarters to prepare for 1940. Clara Zeiger and Rosemary Loomis went to Tucson, Ariz., while Alice Wrightsman left for Oakland, Calif. Estelle Hanscom goes to the Imperial Valley, where she has several concessions on the Crafts 20 Big Shows. Ethel McDonald, who underwent an operation several weeks ago, is still in her rooms

(See PACIFIC COAST on page 46)

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Fulton Bag & Cotton Mills

FOR SALE
CHEAP FOR CASH
LATE MODEL SINGLE
LOOP-O-PLANE
and
11 PASSENGER FORD SEDAN BUS
OSCAR BLOOM
P. O. BOX 68, NORTH LITTLE ROCK, ARK.

UNITED AMERICAN SHOWS
NOW BOOKING SHOWS AND RIDES
Have a Few Open Weeks in Iowa.
Fair Secretaries, Write.
FOR SALE
LOOP-O-PLANE and EIGHT DODGEM CARS
WANT TO BUY
28x42 Tip or Threebout. Must Be in A-1 Condition.
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NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940 SEASON
Good opening for Rollo-Plane and Skooter. R. K. Leroy and Jean Mercer want Freaks and Working Acts for Sideshow. All people previously employed, write.
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Size 46x46", Price $20.00. Size 48x48", With 1 Jack Pot, $30.00. Size 48x48", with 3 Jack Pots, $40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price $12.00

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75-Player Complete $5.00
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SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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(Complete 1940 now ready)
Single Sheets, 8½x14, Typewritten, Per M .. $9.00
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"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x8. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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Answers Mental or Verbal Questions Yes or No. Reads the Mind. Sex Indicator. 25c Seller—Should Go Over Hot. Circular Matter Free. Sample 25c.
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POP CORN
Hoosier Pride Pop Corn, fresh from our Indiana farms, and Hoosier Pride Flavorsat refined seasoning is a combination that's hard to beat. Also Complete Supplies.
INDIANA POP CORN CO.
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FRANCIS BROTHERS SHOWS
FOR SALE: 25 KW Light Plant with General Electric Generator and powered with Pierce-Arrow Engine. Good running condition, $150.00 cash. Eyelly Loop-o-Plane, Bright-Less condition, $500.00 cash. We open the middle of March on the St. Louis lots with good season's route of fairs and celebrations. Can place Ride Help on all Rides. Can place one more worthwhile Show.
Address: FRANCIS BROTHERS' SHOWS
Maryland Hotel, St. Louis, Mo.

W. E. WEST MOTORIZED CARNIVAL
Want Shows, Rides, Concessions. Capable Managers that can produce. Side Show, Girls, Geek or any worth-while attractions. I have tops and fronts, or will book with own outfits. Can place Tilt or Octopus Rides; can furnish transportation. Foreman for Loop, Mixer; must show how to drive trucks. Want Agents for Corn Game, String, Corn Gallery, Penny Pitch, Roll Downs, Pitch Till U Win, Ball Games, P. C., Nail and Swingers. Also good Man for Photo, A-1 Truck Mechanic, Free Ride, Shots all. Lena-Lee, Sid Meyers, Captain Friday, write. Shows opens in April. BOX 175, Cherryvale, Kan.

W. G. WADE SHOWS
OPEN APRIL 15TH
Now contracting Shows, Rides and Concessions.
Permanent Address:
289 Elmhurst, DETROIT, MICHIGAN
Phone: Townsend 8-1500

End Your Correspondence to Advertisers by Mentioning The Billboard.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

THE bluebirds'll be off of Dixie now!

* * *

A VISITOR in Greenwood, Miss., recently was Jack L. Oliver.

* * *

A. J. HAAS and wife, Karlotta, are wintering in San Antonio.

* * *

CONTRACTS for American Legion Post Fair, Yazoo City, Miss., were awarded Wallace Bros.' Shows last December.

* * *

JOHNNIE HOWARD cards from Hattiesburg, Miss., that his museum played to fair business there and in Meridian.

* * *

WHEN shooting for a mark (?) aim straight.—Colonel Patch.

* * *

LEO GRANDY tells from Rutland, Vt., that he has signed as electrician with King Reid Shows for 1940.

* * *

THE BILLBOARD sales agent on J. R. Edwards Shows for the last three years, William Bame is wintering in Wooster, O.

* * *

JOE ROCK pens from Spring Valley, Ill., that he has been spending the winter there.

* * *

HARRY L. SMALL, general agent, John R. Ward Shows, was sighted in Memphis and Humboldt, Tenn., recently.

Mercy, who booked his revue on Art Lewis Shows for next season.

* * *

E. B. WALKER pens from Alexandria, Va., that he has signed as special agent and in charge of billposting with the Billy Giroud Shows for 1940.

* * *

BE IT ever so humble, there is no place like the show train when it's breaking tough.

* * *

AL BERESOFF had charge of the recent President's Birthday Amateur Show in Canton (O.) City Auditorium under local labor groups' auspices.

* * *

BILL POWELL, well known in outdoor show circles, sailed from Los Angeles on February 2 on a trip which will take him to Japan, China and the Philippines.

* * *

MR. AND MRS. CLINT MEYERS left Wooster, O., recently with their Rolloplane for the South, where they will join a show for 1940.

* * *

SNAKE MAN with World of Mirth Shows, Philip Griffin is spending the winter training dogs at the V. & M. Kennels in Chicago.

* * *

TO BE worth while, carnival knockers and critics should point a way out.

PART OF THE MORE THAN 200 PATRONS who waited for opening of Pete Kortes' World's Fair Museum's No. 1 Unit at the old Ohio Theater, Cleveland, on January 28. Harry Golub, well known in theatrical circles, is associated with Kortes in the presentation. Unit has been doing exceptionally good business since opening in the Ohio city on January 27. Photo furnished by Roy B. Jones.

HANDSHAKING and back slapping serve no purpose to a hungry man.

* * *

EARL RICHARDSON has contracted two penny pitches, and Jack Arnott has taken over the Girl Revue on Hilderbrand's United Shows.

* * *

REPORTS from Jackson, Miss., indicate that Ross Crawford has returned to quarters of Wallace Bros.' Shows there.

* * *

HYLA F. MAYNES, amusement device builder and inventor, North Tonawanda, N. Y., is reported recuperating from an appendectomy.

* * *

FRED S. RADFORD, chairman, DAV amusement committee, Hopkinsville, Ky., advises he has booked Wallace Bros.' Shows for an early April date.

* * *

THERE are tricks in all trades and some operators seem to know 'em all.

* * *

MR. AND MRS. R. L. MANNING have signed their photo gallery with C. H. Tothill Attractions, making their second season there.

* * *

S. R. (BLACKIE) HOLT recently booked his p.-a. system and sound truck with West's World's Wonder Shows for 1940.

* * *

CURRENTLY IN STOCK at the New Lafayette Theater, New Orleans, is Nat

SWEDE FREDRICKSON advises from Magee, Miss., quarters of Blue Ridge Shows, that he will handle *The Billboard* sales on the organization next season.

* * *

JOINING Hilderbrand's United Shows at quarters in Bellgarden, Calif., for the season was Mildred Sparks, who went from Alabama with her photo galleries and bingo stand.

* * *

MR. AND MRS. CLARENCE H. ALTON will have three rides on Hilderbrand's United Shows' midway during shows' stand in Los Angeles, reports Walton dePellaton.

* * *

CONCESSIONER Edward Welsch cards from Jackson, Miss., that he is confined to the Imperial Hotel there with a broken foot and would like to read letters from friends.

* * *

SUITCASE swan song: "Little kaiser, don't you fret; you'll be a carnival company yet."

* * *

MR. AND MRS. FREDDIE LEACH and daughter, Betty Jo, returned to their winter home in Bruce, Miss., after a two-week tour of Alabama and Georgia, where they visited friends and showfolk.

* * *

DUDE BREWER cards he will not manage the concessions on Rogers' Greater Shows in 1940 and adds his business dealings with the management for the past two years were most congenial.

Thoughts of Youth

"IT SEEMS that Hennies Bros.' Shows, which will play the 1940 fair here, are assured of two customers," remarked Secretary-Manager W. R. (Bill) Hirsch, State Fair of Louisiana, Shreveport, in transmitting the following from the column of The Stroller in *The Shreveport Times* of January 31:

Two small boys seeking to recapture the thrills of the State Fair Tuesday sent parents, neighbors and police on a hectic five-hour hunt. Dickie Van Dyke, 5-year-old son of Mrs. Madoline Van Dyke, and Robert Parrar, 3-year-old son of Mr. and Mrs. D. L. Parrar, spent a happy half hour astride the spotted Shetland ponies at the fair last summer. Tuesday's bright springtime sunshine put the two youngsters in the horseback-ing mood again, and at 1 p.m. they set out afoot to find the ponies. Two hours later Mrs. Van Dyke and Mrs. Parrar had scoured the neighborhood for their youngsters, without avail. They telephoned the police and Patrolman Wayne Bateman joined the search. At 5:20 p.m. Patrolman Bateman and Mrs. Van Dyke found the adventure-seeking youngsters at the fair grounds searching vainly for "the ponies." Dickie and Robert couldn't understand why their ponies had vanished and why the midway wasn't still crowded with people and tents.

RETURNING TO QUARTERS of Buckeye State Shows in Laurel, Miss., recently after visiting relatives in Illinois and Ohio were Mr. and Mrs. Charles Savage.

* * *

FORMERLY with Mad Cody Fleming Shows, Harry Thompson recently purchased a new Chairplane from Gruner Mfg. Co., which he will operate on Kline's Greater Shows in 1940.

* * *

BEING a born showman may be a valuable asset—providing you weren't born 30 years too soon.—Cousin Peleg.

* * *

WITH BLUE RIBBON SHOWS in 1937 and '38, Gene Padgett has been signed to produce his girl revue with the same organization in 1940. Gene is wintering in Houston.

* * *

CONCESSIONERS with West Bros.' Shows last season, Mr. and Mrs. Andy Rasmussen have been wintering in Houston. They report they'll return to the shows again in 1940.

* * *

BERT WILLIAMS, who has been ill for the past 10 months, is recovering and will be ready to take to the road again in the spring, reports William Bame from Wooster, O.

* * *

LEE SULLIVAN, who rambled into New Orleans recently to take a peek at the Mardi Gras and visit with his old friend Ray Ellis, left for Miami, Fla., last week. Ray accompanied him.

* * *

SOME showmen are forever finding "quacks" and "over-chargers" in local professions but fail to use any elbow grease on their own dirty linen.—Whitey Cooks.

* * *

HARRY KIMMEL writes from Biloxi, Miss., that he did not go to New Orleans for the Mardi Gras as planned. He will remain in Biloxi until opening of Buckeye State Shows.

* * *

MARION KESSLER has signed her Girl Revue with Blue Ribbon Shows for 1940 and plans to leave Greenville, Tenn., soon for quarters in New Albany, Ind. It will mark her seventh season with the organization.

* * *

REPORTS that Alice From Dallas, fat girl, would be with the Side Show on

Another BIG ELI
1940 is a good year to buy another BIG ELI Wheel. One investment that always brings a dependable return on the first cost. Ask old-time ride-men where their money is safest, and the answer is "Buy another BIG ELI Wheel."

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Ave., JACKSONVILLE, ILL.

Ringling circus next season are without foundation. She will remain with Pete Kortes' World's Fair Museum, where she has been for the past two years.

* * *

"HAVE BEEN SIGNED to operate the Life Show and work the annex with Blue Ribbon Shows for 1940," pencils Ray Bayette from Bainbridge, Ga. "It'll be my second consecutive season on that midway."

* * *

WE ARE installing special machinery to carry out our extensive building program, which will start a week before the show opens.—Egbert Ironbender, Modernistic Blacksmith.

* * *

COOKHOUSE OPERATOR R. W. Stephens has purchased a 17½-acre tract on U. S. Highway No. 1 near Danville, Ill., and plans to lay out a show lot on it. At present he's operating a Drive-In Diner there.

* * *

SINCE CLOSING with Hippodrome Shows last August, Charles J. Roach, vet general agent and promoter, and H. B. Wheeler haven't missed a week with their indoor promotions, they report from Kokomo, Ind.

* * *

LEAVING Wooster, O., on February 3 for Florida for a three-week vacation were Mr. and Mrs. J. R. Edwards, of shows bearing their name, and Mr. and Mrs. Roy Snyder. They also planned to take in the Tampa (Fla.) Fair.

* * *

RUBY, pet monkey and mascot of Gruberg's World's Famous Shows, died in Hamilton, O., recently of old age, reports Gene Young. It was believed to have been one of the oldest monkeys of its type on exhibition.

* * *

THE NEW employee who is forever saying, "They didn't do it that way on such and such a show" is either a one-showman's man who lives in a one-method rut or one whose trouping has been limited to a few seasons and on only one show.

* * *

CURRENTLY working a theater in Detroit, Jackie Kantell will have the girl show on Crowley's United Shows for 1940. Joe Kantell has signed his Athletic Show again, making his seventh season with it.

* * *

CONFINED in St. Elizabeth Hospital, Danville, Ill., where he recently underwent a spinal operation, is Clifford Swisher, concession agent. His brother, John, writes that Cliff is anxious to read letters from friends.

* * *

LEAVING FRANKFORT, KY., on February 2, Mrs. R. S. Mettler went to Stamford, Conn., where she will visit her daughter, Mrs. H. E. Faith, for two weeks before rejoining the Mettler Band for the coming tour.

* * *

SINCE CLOSING with Mighty Monarch Shows Johnny Varecka has been clowning department stores in North Carolina. He cards that he'll leave soon, however, to play a number of Florida fairs.

* * *

THE adage, "If wishes were horses, beggars could ride," should be changed to "If wishes were passes—." The old adage could hold good with some carnivals that didn't have a Merry-Go-Round. After-thought: "Wishes must be passes; the beggars keep riding."—Mile McCoof.

* * *

L. C. (TED) MILLER, general agent for Bantly's All-American Shows, recently signed his organization to present the midway attractions at Elks' Convention in Uniontown, Pa., in June, reports Bill Field, of *The Herald-Genius* there.

* * *

LAST SEASON Ferris Wheel foreman with Motor City Shows, Harry (Slim) Martin and wife are wintering in their cottage in Elwell, Mich., with Slim spending much of the time trapping and hunting with his bird dog, Tipsy.

* * *

HAVING PURCHASED a tract of land in North Little Rock, Ark., recently, Ray and Leone Wheelock will build their own quarters there next fall. At present Ray is building new concessions and purchasing new canvas for the coming season.

* * *

MRS. GEORGE HIRSHBERG (Julie English), who will have the girl show on West's World's Wonder Shows this season, is playing Florida night clubs with a line of six girls. She recently signed for a six-week stand in Key West, Fla.

* * *

HAVING SIGNED their eight concessions with Arena Shows at Butler, Pa., for 1940, Mr. and Mrs. Harry B. Reeves will open with the organization in the spring. Mrs. Reeves has been undergoing medical treatment in Pittsburgh for a bronchial disorder.

* * *

NIGHT CLERKING in a Belding, Mich., hotel as usual during the winter and operating his ballroom on Friday nights only, is Tige Hale, who reports he has signed his band with a major carnival, which opens the season in April.

* * *

A RIDE BOY who had been doing some pillar-to-posting on Florida highways most of the winter suddenly announced to his hitch-hiking buddies that he was heading west. When asked his reason he confided, "I want to see if the oranges are any sweeter in California."

* * *

PAST SEASON with James E. Strates Shows, Jerry Higgins will furnish the concessions at Hebrew Boy Club's indoor doings in Plymouth, Pa. Stands include penny pitch, candy floss and apples, cigaret gallery, country store and girl in fishbowl.

* * *

ALLEN, the rice writer, with Pete Kortes' World's Fair Museum, garnered plenty of publicity in Cleveland by presenting all prominent newspaper men, radio men and city officials with their names and addresses and business affiliations on grains of rice.

* * *

GILBERT REICHERT, 8-foot, 6-inch Cleveland schoolboy giant, was among interested spectators at Kortes' World's Fair Museum, which is exhibiting there. He renewed acquaintances with Al Tomaine, show's giant, and other old friends.

* * *

FOR THE PAST SEVERAL seasons making openings and doing inside lecturing on Pete Kortes' World's Fair Museum, Joe Preveau has accepted an offer from MGM and is reported going to Hollywood soon. Joe also is well known in dramatic stock circles.

* * *

SHOWFOLK SIGHTED in El Paso, Tex., recently included Mr. and Mrs. Paul Towe and Mr. and Mrs. Tony Spring, Silver State Shows; Mr. and Mrs. Mel Vaught, Charley White and Mr. and Mrs. Blackie Tarkington, State Fair Shows, and Albert Wright and Blackie Ringol, Western State Shows.

* * *

AT THE center table in the cookhouse a carnival manager was bragging long and loud about his show. After much self-praise and comment upon his own equipment he wound up with, "Wouldn't the long-departed, early-day showmen be surprised if they could come back and view for just 10 minutes my super-modern midway?" "They sureas'ell would," said a voice at a back table, "but we'd be more surprised if they ever came back!"

* * *

AFTER A SUCCESSFUL SEASON with his French Casino on James E. Strates Shows, and attending the showmen's clubs banquets in New York, Chicago and St. Louis, Robert Mansfield went to South Bend, Ind., where he purchased a new car. At this writing he's en route to Florida.

* * *

FRANK GIOVINTO, currently with Mighty Monarch Shows with his bowling alley, swinging ball and ball game concessions, while his family operates his tourist camp in Tampa, Fla. With Frank are L. R. Lewis, Duke Rogone, Bill Manes, Jack Golden and wife, Mr. and Mrs. K. P. Ferguson and E. Kelly.

* * *

HARD rain flooded the lot. Showmen quickly spread cinders and shavings for a walkway wide enough to make a path around the midway for patrons. A customer who had bought a ticket for the animal show squawked terribly to its manager because he had bogged down ankle deep in mud and water after entering. "Yes, sir," soothed the manager, "I know it's pretty bad, but not nearly as tough a break as Noah had with his zoo."

* * *

STILL CONFINED in State Hospital, San Antonio, is Dusty Rhodes, who letters he expects to be released early enough to return to the road this spring. He and Mrs. Rhodes were with John H. Marks' Shows last season, where he had the front of H. Singer's 10-in-1 show, and Mrs. Rhodes operated Jimmie Raffery's Artist and Model Show. Dusty says their son, who accidentally swallowed poison at Lynchburg (Va.) Fair last year, has recovered from the effects. He says he'd like to read letters from friends.

Necessity

"IF I HAD $1,000,000, another pair of shoes and good rubber on my jalopy I'd take out my own carnival," remarked Dime Jam Johnson to some friends. "First, I'd advertise for and contract a trainmaster with his own train. I'd book independent ride owners, independent showmen with their own frame-ups, a billposter with his own bill car, a lot superintendent with his own wagons and an electrician who had his own cable and transformers. All of my agents would be on a profit-sharing basis, thus eliminating salaries. My contracts with fairs and committees would provide that they pay all lot, light, paper and readers, and for surplus change each concessioner would put up a heavy deposit in my office. I would sell enough national advertising to feed, clothe and sleep my employees on the products. I'd get enough paint, iron, lumber and other supplies from the advertisers to keep the show looking like new. My railroad moves would cost me nothing because I would permit the different roads to paint their names on the sides of the cars each week, thus exchanging mileage for publicity. Local draymen would be paid off with passes and big banners conspicuously located, and I would furnish their gas and oil from that I received free for national advertisers. I would do all this and maybe more, even to putting out a No. 2 show in the fall if conditions warranted.

"If you can do all that without money, just why do you need the million bucks?" asked a cookhouse listener.

"Well," explained Dime Jam, "I'd have to have enough money to frame an elaborate front gate and enough coarse notes in my kick for flash, wouldn't I?"

NEW PUBLICITY DIRECTOR and secretary of J. F. Sparks Shows, Ray Allen will join at North Birmingham, Ala., quarters when it opens the season there on April 1. A graduate of DePauw University, Allen was a newspaper and magazine editor prior to his current position as public relations director for Gunnison Housing Corp., New Albany, Ind. Shows' 1940 route includes appearance at Twin County Fair, New Albany, under auspices of Floyd County Fair Association, of which Allen has served as president the past two years.

MR. AND MRS. PETE BURKHART, concession and cookhouse operators with the Royal American Shows, a unit of the Amusement Corp. of America. Mrs. Burkhart is the former Mrs. Dillon Hurt and is known to her numerous friends in outdoor show circles as Kitty. Photo by Jack Dodswell.

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A Sensational Money-Maker! Popular! Flashy! Fast!

Beautifully Designed — Perfectly Balanced. Extra Durable! — Uniform Percentage!

WHEELS OF ALL KINDS!

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Canadian National Exhibition 1939

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Price and Terms You Can Easily Meet.
Choice Park and Carnival Locations Available
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ROLLO-PLANE
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EYERLY AIRCRAFT CO., SALEM, ORE.
ABNER K. KLINE, Sales Mgr.
European Supplier: LUSSE BROS., Ltd., Blackpool, Eng.

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., Feb. 10.—Now that weather has moderated work is progressing rapidly, and with the arrival of a number of the personnel quarters are taking on the appearance of a village. Three new fronts are ready for the paint crew and Trainmaster Evans has his crew redecorating the steel flats, purchased recently from Cole Bros.' Circus. Running gear for new wagons to be built here arrived and Chief Builder Jimmy Yotas is adding more men to get equipment ready. Chief Electrician Gifford Ralyea is planning a new neon wagon and working out new lighting effects for his Midget Town Show. Manager James E. Strates and party left for Tampa (Fla.) Fair. Bill Fleming reports progress in booking spring still dates. Mrs. Peggy Reed, ex-trouper and now a local resident, tendered a spaghetti supper to Mr. and Mrs. Ralyea, Mrs. James E. Strates, Dick O'Brien, Mr. and Mrs. Tom Evans, Will Hammond, Anna Coralis and George Tremont. All seemed pleased over Manager Strates' success in obtaining York and Bloomsburg, Pa., fairs for the fourth consecutive year. Leo Carrell reports that he will arrive soon to get his wagons ready for his animal show. Visitors included Carl J. Sedlmayr and Billie Breeze, Amusement Corp. of America, and E. Lawrence Phillips, Johnny J. Jones Exposition.

DICK O'BRIEN.

Bantly's

REYNOLDSVILLE, Pa., Feb. 10.—Ted Miller, general agent, is continuously on the job. Red Rogers signed with his Midget and Expose shows. New fronts will be built for both shows and for the Girl Revue. Medusa also has been signed. A new main entrance also will be built with a platform just inside the gate, where an orchestra will play nightly. The Sensational Kays will provide the free act. Martin Irvin will be back with his concessions, as will Al and Esther Wallace with cookhouse. Harry Faith again is chief mechanic, while Dick Keller will have the Motordrome and Fun House. Mal Fleming visits weekly. Red Rogers spent several days here drawing up plans for his two shows and will return soon to start building. Harry Copping, Mrs. Bantly's father, is still champion of the Hot Stove Pinochle League, which holds sessions nightly in Imperial Hotel. General Manager Bantly is still in Florida with two rides on Crescent Amusement Co. Plans this year call for each town to be promoted with beauty contests, baby shows, public weddings and baby giveaways.

HARRY E. WILSON.

Art Lewis

NORFOLK, Va., Feb. 10.—Since shows closed on October 28 48 wagons have been constructed and painted and are parked in the field adjoining quarters. Part of them are loaded with their rides, which have been overhauled and are ready for operation. Two new wagon fronts are being built in the workshop. In addition, Del Crouch, with his crew of builders, has almost finished a modernistic front for his Motordrome. It is neonized and indirectly illuminated. H. E. Quackenbush, neon designer, and crew are making neon tubing and effects for fronts now being built. New office wagon is almost completed.

Carlson Sisters have signed their Pachydermia Pulchritude show. Ray Marcy, who is presenting his revue at El Toro Club, New Orleans, will present a new 1940 revue. George Baldwin will also sign his Jitterbug Revue. Art Lewis, general manager, and the writer returned here after attending the various fair meetings and were pleased to find all work ahead of schedule despite handicaps caused by unseasonable weather. Manager Lewis, after okehing activities, went to Tampa (Fla.) Fair. When he returns he will remain to oversee work and complete 1940 plans. He will also attend the Albany, N. Y., fair meeting. S. A. Kerr arrived with his master mechanic, Clarence Church, and both are assembling the No. 2 penny arcade. Upon his departure for Florida, Manager Lewis was invited by Mayor John A. Gurkin and City Manager Borland to join the Norfolk Association of Commerce, which he did.

F. PERCY MORENCY.

OF THE FRONTS that have been in course of construction at James E. Strates Shows quarters in Savannah, Ga., the Vanities front for shows' girl revue has been completed. Three others, one of which will be used for Bobby Mansfield's French Casino, are rapidly nearing completion. Photo furnished by Dick O'Brien.

John R. Ward

BATON ROUGE, La., Feb. 10.—Severe cold weather forced suspension of quarters work here. When mercury dropped below the freezing point lions and monkeys suffered in a temperature that they have never before known. Outside work, however, was resumed on January 30. Manager and Mrs. Ward are making daily business trips to town. Operations in quarters are being managed by J. E. Hoemer and Dick Kennedy. General Agent Harry Small was in town for a while between fair meetings and committee conferences. The writer assumes his office duties soon.

CHRIS M. SMITH.

Wallace Bros.

JACKSON, Miss., Feb. 10. — Zero weather and 11 inches of snow put a stop to work in quarters recently. However, two ride men and a number of others arrived and work will be speeded up in order to have everything ready for opening in March. New canvas for the Merry-Go-Round arrived, and Eddie Welch is recovering from a recent auto accident. His leg is still in a cast. Bob Martin is in Lilbourn, Mo., at the bedside of his brother, Fred, who is seriously ill. Fred was with the Barker Shows last year. Mrs. Ruby Cook has been ill with pneumonia, but is recovering. She's at her home in Charleston, Mo. Ernest Farrow is visiting his parents, Mr. and Mrs. E. E. Farrow, while on a brief vacation from school in Murray, Ky. Mr. and Mrs. Abe Franks report they will arrive soon. Mr. and Mrs. E. B. Smith visited recently. Prentice Anderson has arrived and Roy Edison completed work on a new body for a ride truck.

EUGENE C. COOK.

Zimdars

ASHDOWN, Ark., Feb. 10.—With snow and cold weather gone quarters work is going along well and all will be ready for opening on March 23. C. S. Reed, general agent, came in from the North and he and Manager and Mrs. Zimdars left for the Dallas Fair meeting. Mrs. Zimdars visited her folks there while the men attended the meeting. Betty Bell Muse is attending school here. Clyde Cervalt came in from Alabama. J. C. Scott writes from California he is having a swell time, but will be here in time for the opening with his concessions. A number of folks from this show visited Jake Miller and Harry Freed's United Shows, which opened in Texarkana, Ark., last week. Recent visitors included Bud Munn Jr., Frank (Dutch) Waldron, Shorty Brown, Ed Moran and Harry Freed. The writer again will handle mail and *The Billboard* sales for 1940.

PEARL HARRIS.

Buckeye State

LAUREL, Miss., Feb. 10.—With advent of warmer weather and opening date tentatively set for six weeks hence, quarters have been turned into a veritable beehive of industry. John and Emma Ford are now feeding 33 people thrice daily and work has been greatly augmented in all departments. Merry-Go-Round and Ferris Wheel have been renovated and carpenter shop is being rushed to complete a truck body for the new Diesel power plant which will be delivered soon. Manager Joe Galler and General Agent A. J. Gentsch returned from a lengthy booking trip and announced the signing, among others, of contracts for Franklin County Fair, Meadville, Miss., and Live-Stock Show, Canton. Galler and Gentsch plan to attend the Mississippi State Association of Fairs meeting at Jackson. Special paper has been ordered for Lorraine Wallace's lion act. Radio programs are to be arranged wherever possible and all possible courtesies will be extended to the Fourth Estate. A spaghetti dinner was tendered several local officials and members of the organization, which will sponsor the opening date, at quarters by Mr. and Mrs. Galler. Reported by an executive of the show.

Coleman Bros.

MIDDLETOWN, Conn., Feb. 10.—Owners Thomas and Richard Coleman returned recently from a successful trip thru New England, New York and Pennsylvania. Work in quarters gets under way soon and management reports all will be in readiness for opening. Almost all of last year's personnel will be on hand at opening.

THOMAS J. COLEMAN.

Penn Premier

STROUDSBURG, Pa., Feb. 10.—Manager Lloyd and Mrs. Serfass returned from the Pennsylvania State Association of County Fairs meeting in Berkshire Hotel, Reading, recently with a number of contracts. Serfass currently is making a tour of New York and management plans to have shows remain on the road about 32 weeks this year. Opening is slated for May 6 here. All shows are to be ready ahead of time and room is being made to store the Ridee-o. Shows are being enlarged and will have their own transformer. Route will include New York ,Pennsylvania Maryland and Virginia. Now in quarters are Harold Heller, Munzy Lynn, Red Lambert, Duke (Ponzi) Smith and Joe Aneta. Jimmy Cunningham visited for several days and left for Pittsburgh. He'll return soon to begin lettering the trucks. Charles Keegan delivered banners for several shows.

CLIFF SWISHER.

B. & V.

GARFIELD, N. J., Feb. 10.—Quarters here will be opened about March 1 when building of new fronts gets under way. Merry-Go-Round horses were repainted and repaired before being put in the barn. Manager Van Vliet reports shows will open on April 20 and will be about

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, $3.50; 50 cards, $4.00; 75 cards, $4.50; 100 cards, $5.50; 150 cards, $8.25; 200 cards, $11; 250 cards, $13.75; 300 cards, $16.50. Remaining cards, $5.00 per 100.
No. 140—Extra Heavy Green Both Sides. Per 100, $8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, $3.50.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25. In lots of 1,000, $1 per 100. Calling markers, extra, 50c.
Automatic Bingo Shaker, Real Class $12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 .... 1.25
Lightweight Lapcards, 6x16. Per 100.... .50
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000.. 1.25
3,000 Featherweight Bingo sheets, 5½x8. Loose, $1.25 per M. Stapled in pads of 25. Per M 1.50
Postage extra on these sheets.
Bingo Card Markers, in strips, 25,000 for.. 1.25
Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940
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Now Booking Attractions For 1940
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NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940
Address: OSCAR BLOOM, Mgr., P. O. Box 68, North Little Rock, Ark.

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WANT
Free Acts, Grab Joint, Corn Game, Devil Bowling Alley, American Palmist, Lead and Cork Gallery, Mug Joint, Duck Pond. Good proposition for one Show. Ride Foremen wanted on all Rides. Twenty weeks on Long Island. Address:
128 Franklin St., Elmont, L. I., New York

WANT TO BOOK ELEPHANT
(Very Good Worker)
With Reliable Carnival for 1940 Season.
Want Reliable and Sober Man To Handle Same.
JAMES J. HAMITER JR.,
P. O. Box 1882. Dallas, Texas

DIXIE BELLE SHOWS
Now booking Shows and Concessions for 1940 season.
Want Ride Help.
Mo Smith Snake Show, contact me.
Harry Small, contact Ruff Miller.
Address: LOUIS T. RILEY, Owner & Manager, Owensboro, Ky.

DONALD MacGREGOR SHOWS
Opening Middle April, want Pit Show, Ten-in-One, Snakes, Monkey Show, Bird Show, Concessions of all kinds. Rides that don't conflict; can use Baby Rides. Rusty Woods, Dutch Krusse, Jack Dabner, Claud Jones, Geo. Sweet, get in touch at once. P.S.: Fair Secretaries and Celebration Committees get in touch with us for your midway.
HARRY KNOX, Manager, Andalusia, Illinois.

BLUE RIBBON SHOWS
WILL PLACE FOR 1940
Ride Help with semi-trailer experience. Truck Mechanic with ride motor experience. Electric come on. Carnival Electrician. Canvasman. Managers for complete Minstrel, Life, Expose, Peek and Side Show. Concessions all open. Address
NEW ALBANY, IND.

the same size as last year. Wiley McMurdo signed his concession, as did Mickey Vagell and T. H. Gall. J. Felberg contracted five stores. This season marks his third with the shows. Recent visitors included Mr. Pugal, of Milwaukee, and Sal Marsella. Ruby Kane, Joe Scoweroft and Joe Pendrick are in quarters. QUEENIE VAN VLIET.

Dyer's Greater

SHUQUALAK, Miss., Feb. 10.—Work here in quarters, which started soon after shows closed last fall under direction of Superintendent Ellsworth McAtee, is progressing nicely. Everything will be spick and span for opening. Color scheme this year will be red and silver, latter color being dedicated to General Manager William R. Dyer's 25th annual tour. Advance department advises shows will tour Mississippi, Arkansas, Illinois and Wisconsin, where a number of fairs and celebrations have been booked.
WILLIAM REY.

Blue Ribbon

NEW ALBANY, Ind., Feb. 10.—After returning from the various fair meetings, Manager L. E. Roth and W. R. Hicks expressed satisfaction with contracts negotiated. Orders are to be placed soon for new rides and canvas. Because of sub-zero weather, quarters work has been held up. At this writing carpenter shop has been opened and Jimmie Paden, assisted by Dutch Lorenz, is getting things in shape. Paint shop, under direction of artist Al Creighton has been busy, as has the canvas department. Mechanics, electricians and other employees will be added soon. Rides and fronts will be remodeled and redecorated, as will the entrance arch. Mr. and Mrs. Art Alexander arrived after visiting their parents' home in Illinois and spent two weeks in quarters. They left for an extended vacation in Florida, however, and will be joined by Mr. and Mrs. L. E. Roth. Mrs. W. R. Hicks is in Knoxville, Tenn., visiting friends and relatives. Recent visitors included Dave Bacon and party, Colonel Riley and Mr. and Mrs. Ernest Polk. The writer, secretary for the past two seasons, has returned to quarters and the office force is busy.
LEE NEWTON.

Down East

GASTONIA, N. C., Feb. 10.—Quarters work here has been going on since shows' closing last fall. George Dorman has been signed for 1940. Management has purchased considerable new equipment and shows are to be enlarged somewhat over last season. Murray Jackson, of Bennettsville, S. C., is no longer associated with the organization as the rides for the coming season will be office controlled. Management plans to open early in March and play North and South Carolina. Concessioners with the shows last season have been re-engaged for 1940. SILVER JACKSON.

Crowley's United

PORT ARTHUR, Tex., Feb. 10.—Bill crew, under Louis Ingleheim, started billing the town Friday, and Koo Koo, clown, will start working Monday, when shows move to grounds at 12th street. Five Fearless Flyers, free act, will arrive February 16. All rides and shows have reported. Owner Crowley, who has been ill with the flu, is up and around. Manager Wells will bring all animals over from Lake Charles, La., next week. Publicity department starts hitting the radio and newspapers Monday. Secretary McInnis; Don Hendrix, president Junior Chamber of Commerce, and John B. Ayres, editor *The Port Arthur News*, are co-operating. LONNIE C. SKINNER.

A MEMBER of Pacific Coast Showmen's Association, Los Angeles, for the past 10 years, Patrick A. Armstrong (left) is seen presenting President Ralph E. Smith with a check for $1,000 for the club's Cemetery Fund. Photo, snapped in the association's clubrooms on January 29, was furnished by Harry Chipman.

Hilderbrand's

BELLGARDEN, Calif., Feb. 10.—Occasional rains have not interfered with rehabilitation of Hilderbrand's United Shows Unit No. 1 at new quarters here. Painting of rides and trucks is nearing completion and all will be ready for opening at Riverside County Fair, Indio, Calif. Color scheme will be silver and blue, with the title in red lettering. Among the crew working on this unit, under direction of Manager Manfred Stewart, are D. O. McCarty, Dan Barnett, William Summers, Dave Pennington, Jimmy LaHue, Burt Warren, G. C. Conrad, Chet Barker, Tommy Vonylla, John Gonzelli, Tommy Miller, Cleo Qualls, Raph Balcom, Reggie Marrion and Manuel Vesqual. Construction work on the No. 2 Circus Unit starts as soon as the No. 1 show opens. Privilege car, under direction of Tommy Miller and John Gonzelli, closed with Silver State Attractions in Bell, Calif., and returned here to be redecorated. Hazel Fisher and Verna Seeborg sold one of their house trailers and completed work on their concessions. Ralph and Margaret Balcom also completed their concession work. H. A. Growe is building several new ticket boxes and Jack and Frank Dykes repainted their diggers. Jack Richard arrived from Texas with his cookhouse and two grab concessions. Madalon Arthur will have her Ten-in-One Side Show and two other shows with it until the No. 2 Unit opens. Manfred Stewart sold his Side Show interests and will not have any shows on the midway this season. Bud Cross will add two rides later in the season.

Six free attractions will be used until April 1, when the No. 2 Unit takes to the road. They will leave this unit and join the second unit. Acts include Capt. Bill Fox's Lions act, Hilderbrand's Elephants, Escalantes, Reggie Marrion's Sensational Skyrockets, Capt. Charles Sodderberg and Glenn Henry Duo. Acts joining the circus units will be replaced with others at that time. Shows plan to play Los Angeles until May 1, when they will head north. Downie Bros. will furnish all canvas and paraphernalia for the No. 2 Circus Unit, while the Central Chevrolet Co. has delivered the trucks necessary for transportation.
WALTON DE PELLATON.

Stella Barker

CHARLESTON, Mo., Feb. 10.—There's plenty of activity in quarters here. Being worked on at this writing are W. Japps' Sex Exhibit, Inez Japps' Crime Show, Harold Bennett's Musical Maids Show, Kennedy's Mechanical Marvels and the Athletic Show. Count Joseph Zano reports from Mississippi he'll arrive in time for opening. Mr. and Mrs. George Campbell came in recently, while Esco Collins, shows' official photographer, is away on a visit. Paul Ebersole attended the Illinois fair meeting at Springfield. Mrs. Barker and Ride Superintendent Arthur O'Neill went to St. Louis to purchase two semis from Charles T. Goss. All trucks will be repainted. Organization will be known as Stella Barker Shows this year.
T. GREGORY MURPHY.

Frank Burke

EL PASO, Tex., Feb. 10.—At conclusion of Southwest Sun Carnival here, part of shows' equipment was stored here, with the other section going to Mesa, Ariz. Owner Burke has a crew at both spots building new attractions for the enlarged 1940 shows and he has been busy motoring between the two towns supervising the work. Milo Anthony, of side show note, and Bill Ledermann, well-known cookhouse operator, have been signed and are busy painting and rebuilding. Mr. and Mrs. Brownie Miller, Silver State Shows, were here for a few days. Walter Lehmann has been released from hospital and his legs are mending. Death of Elmer Kline was sad news to shows' members. He was an old friend of Owner Burke and frequently visited the midway. Mr. and Mrs. Burke and Secretary and Mrs. Joe Zarate motored to Phoenix, Ariz to attend the services. Secretary Zarate's father, who lived here, died the same week, and the show members attended his funeral in a body. General Representative Jim Schneck has not been around enough

(See WINTER-QUARTER on page 49)

16 FAIRS **WEST'S WORLD'S WONDER SHOWS** 16 FAIRS

CAN PLACE FOR

Christian County Fair, Taylorville, Ill.; Beardstown Free Fish Fry, Beardstown, Ill.; Cumberland County Fair; DuQuoin State Fair, Mt. Vernon, Ill.; State Fair; Gibson County Fair, Princeton, Ind.; Grain Harvest Festival and Fair; Obion County Fair, Tenn.; Huntsville, Ala., Fair; Limestone County Fair, Athens, Ala.; Gadsden-Attalla Fair; Eastern Alabama Fair, Alex City; Dothan, Ala., Fair; Montgomery County Fair; Egyptian Homecoming and Free Fourth of July Celebration, Centralia, Ill., and 2 more pending. Plus a Real Money Still Date Route.

RIDES—STRATOSHIP, SILVER STREAK, SCOOTER (Will Furnish Wagons).

SHOWS—Will finance and furnish outfits to Showmen of ability. Particularly interested in Illusion Show, Fat Show, Wax Show, Monkey Speedway, Fun House, Glass House.

HELP—In all departments. Old Help report Winterquarters, Montgomery, Ala. Show opens April first. Ray Meade, Jake Rimel and Hank, write quick. Want Ferris Wheel Foreman.

WANT RELIABLE PRESS AGENT. MUST HAVE CAMERA OUTFIT.

Concessions All Open Except Bingo, Custard, Peanuts and Popcorn.

All Replies to FRANK WEST, Gen'l. Mgr., 722 Bell Street, Montgomery, Ala.

L. J. HETH SHOWS

WANT FOR SEASON 1940

SHOWS—Organized Minstrel Show with Band. Salary and percentage. Will furnish complete outfit. Side Show, Big Snake Show, Geek Show, Illusion Show, Athletic Show, Fun House or any Show of merit. Will furnish outfits for same.

CONCESSIONS—Scales, Candy Apples, Candy Floss, Fish Pond, Pitch-Till-Win, Legitimate Concessions that work for 10c.

HELP WANTED—Experienced sober Ride Help. Preference given those that drive truck. Billposter with Sound Car or Truck, Girls for Revue Show, Concession Agents for Ball Games, Penny Pitches, Hoopla.

WANT Sensational Aerial Free Act; 15 weeks' work.

FOR SALE—Joe Fontana has for sale new Chair Scales. Have 15 Fairs now contracted. Will furnish list to those interested.

WINTER QUARTERS. NORTH BIRMINGHAM, ALA.

THE JOHN R. WARD SHOWS

Season Opens BATON ROUGE, LA., MARCH 2

WANTED SHOWS. We have and will furnish to capable Showmen complete outfits for the following: MINSTREL SHOW with Band and Talker-Manager; SIDE SHOW with a good line of Attractions; ATHLETIC SHOW; GIRL REVUE; ILLUSION SHOW; WANT TALKER-MANAGER for revolving Fun House; will furnish outfits to capable Showmen with new and novel attractions; SPECIAL proposition to Showmen with their own outfits. SOBER, RELIABLE RIDE HELP for all Rides. Long season.

CONCESSIONS: Stock Concessions of all kinds except Bingo, Popcorn, Custard, Cookhouse and Photos.

LONG ROUTE of FAIRS STARTING JULY 8. CELEBRATIONS START MAY 1.

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WOLFE AMUSEMENT

OPENING MARCH 23, TOCCOA, GEORGIA

(TWO SATURDAYS) AND EIGHT GOOD SPRING DATES ALREADY BOOKED

We play all pay-roll towns, uptown locations. We have no gate and no racket. Can place the following Concessions: Photos, Ball Games, Candy Apples, Devil's Bowling Alley, Custard Machine and any legitimate Concession. Can use good Corn Game Operator; Happy Bottlehouse, get in touch with me. Can use good Ride Help; must be reliable and sober. If you are boosters save stamps. Can place good Wheel Man and Second Man. Red Mauney, Sylvester Boswell, Ray Price, get in touch with me. All wires and mail to BEN WOLFE, Royston, Ga.

BILLY GIROUD SHOWS

Can place Penny Arcade and two small Grind Shows with or without tops. Can also place Kiddie Auto Ride and Palmistry. Committees, take notice—If you want to sponsor a clean and up-to-date carnival get in touch with us. We can offer something new and novel. Side-Show Acts of all kinds, get in touch with Harry Metz, Elks' Club, Paterson, N. J.

We play New York, New Jersey, Connecticut, Massachusetts, New Hampshire, Vermont and Maine.

R. F. McLendon now connected with this organization and at this writing has contracted several Southern fairs.

Address all communications to W. J. GIROUD, 50 Salisbury Ave., Stewart Manor, L. I., N. Y. Phone: Floral Park 6344.

NOW BOOKING FOR SEASON OF 1940

WEST BROS. SHOWS WANT

Reliable Showmen capable of operating worthwhile attractions. Will book Big Snake, Fun House, Glass House, Illusion Show. Want A-1 Side Show; also Organized Revue. Have beautiful top, front flash for same. Barney Lamb, write. CONCESSIONS—Name that work for over 10c. Corn Game, Cookhouse and Photos sold. Ride Help—All Rides—Must drive trucks. No boosters. This Show has the money route of Minnesota Fairs and Minnesota Iron Range dates as well as usual good spring route.

WEST BROS.' SHOWS, 104 PECAN STREET, HOT SPRINGS, ARKANSAS.

IMPERIAL SHOWS WANT

Monkey Show, Fun-House, Glass-House, Hill-Billy, Motor-Drome, Posing, Fat Girl, Girl Review or other meritorious attractions with or without complete outfits. Want versatile Side Show People, strong Freak to feature, Novelty Musical Act, Musical Act, Fat and Tall Girls, and what have you? CAN PLACE HIGH-CLASS COOK HOUSE. All Concessions open except Bingo, Photo Gallery and Ball Games. Want Pony Track. Also capable Help in all departments.

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A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS.

World's Highest Aerial Act. No Nets—No Safety Devices! Finishing with a 600-foot "Slide for Life."

Selden THE STRATOSPHERE MAN

Permanent address, care of THE BILLBOARD, Cincinnati, Ohio

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Shows, Concessions and Free Acts, June 24-29. 350,000 population in radius of 30 miles. Near Muncie and Anderson. Contract has been completed for the Thomas Rides.

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ROBT. McKINLEY, Chief, Yorktown, Ind.

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ANNUAL CELEBRATION SHOWS, RIDES, CONCESSIONS OR SMALL CARNIVAL

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Famous for Quality and Drawing Power
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All Kinds of Legitimate Concessions.

13TH ANNUAL INDUSTRIAL EXPOSITION

Dates MARCH 4TH TO 9TH, Inclusive.
Both Inside and Outside Space.
Write or Wire O. E. ZINK, Mgr.,
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WANT

Small Clean Carnival, Week of June 3rd. Convention of Northern N. Y. Vol. Firemen's Assn. 7 Counties Represented.

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BLACK RIVER, N. Y.

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Telephone Solicitors Advertising Program Tickets. Report at once.

HENRY COGERT

Shrine Circus, Shrine Mosque, ALTOONA, PENNA.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 10.—For some time there has been considerable confusion with reference to eligibility of seasonal workers for unemployment insurance benefits. Applied to the carnival industry, this has manifested itself by the filing of some claims by employees for unemployment benefits by reason of termination of the exhibition season. We are not prepared to nor do we attempt to state whether eligibility is thus attained for benefits. Consideration must necessarily be given to the language of the statutes in the particular State involved in any case.

However, the subject has been accentuated by items in newspapers with relation to baseball players applying for such benefits, and more recently there appeared in *The Congressional Record* an item by Congressman Raymond S. Springer, of Indiana, under date of January 31, 1940, in which the congressman points out the obvious loophole, in his opinion, which permits seasonal workers to obtain unemployment benefits. He points out that employees obtaining satisfactory annual salaries for that portion of the year in which they work ought not to be eligible for unemployment assistance, and he cites by way of illustration the case of a baseball player who received $8,000 per year and at the end of the baseball season applied for and is receiving unemployment insurance. In Congressman Springer's opinion this was not the intent of the law and he urges the public to condemn such practices.

However, applied to the carnival industry, it may be just as bad to eliminate the situation and make seasonal workers automatically ineligible. While we express no personal opinion, it would seem that one extreme is as bad as the other and we would urge the industry to carefully scrutinize all proposed legislation on this subject which might create the opposite extreme situation from that now in effect. A position of reasonableness would appear to be desirable.

We plan to leave here on February 18 to attend the New York State fairs meeting in Albany and to be available there on February 19 and 20 in connection with the meeting.

PACIFIC COAST

(Continued from page 41)

but doing nicely, and Ada Mae Moore is reported recovering from a long siege of colds and flu. Brother Pat Armstrong presented club with a check for purchase of a monument for the Auxiliary. Foundation was started by Past President Mario LePore and is growing rapidly and club hopes to have monument erected by next January. Members were grieved to learn of the death of George Tipton, husband of Sister Blossom Robinson Tipton.

President Nina Rodgers conducts club affairs in an efficient manner. Club's card party on February 1 was well attended, but because of inclement weather several out-of-town members were unable to drive in. A goodly sum was added to club's coffers, however. Tables were spread in the reception room and lunch was served in the men's club, all refreshments being donated by Rose Clark, with chili coming from Nina Rodgers. PCSA co-operated splendidly and Betty Coe handled the door and tickets. Florence Webber, who left for a month's stay in Kansas City, Mo., is snow-bound. House Chairman Rose Rossard and committee handled all eats and drinks at the party, with President Rodgers keeping things moving.

Past President Mario LePore called a board meeting for February 12, it being the second under new administration. Ruth Korte and Ruth McMahon left for the Imperial Valley with Crafts 20 Big Shows. President Rodgers offered a $20 prize to member or show making the best showing in exploiting the club in 1940. Slogan this year is: "Every member bring a member." After adjournment lunch was served by Rose Rossard and cards were played the remainder of the evening, while the singers in club gathered about the piano. Allerita Foster headed the entertainment committee with old-time songs and the entire body joined in. Babe Miller rendered a solo.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

El Paso Sun Fete Biggest in History

EL PASO, Tex., Feb. 10.—Fifth annual Sun Carnival under auspices of the Lions' Club here on December 23-January 1 was largest and most successful in history, said Leon P. Strelitz, vice-president and entertainment committee chairman. Featured attractions were Frank Burke Shows on the midway, a large parade and football game in the Sun Bowl on the final day.

Decision to use a carnival was made after it had been decided not to book a midway and committee members visited the Frank Burke Shows at another stand and brought back favorable reports on the organization's methods of operation.

Officers were Dr. C. M. Hendricks, director-general; L. W. Overlock, president; E. C. Houser, Dr. J. H. Gambrell and Frank Junell, vice-presidents; Wiley Edwards, secretary, and Frank Kloha, treasurer.

N. Y. Event Will Repeat

BATH, N. Y., Feb. 10.—So successful have two previous one-day Independence Day celebrations been here under auspices of Steuben County Agricultural Society that a day is to be added to this year's event, reports Secretary J. Victor Faucett. Shows, rides and concessions will be featured and program is to be changed daily. Event operates with a small gate and attracts large crowds of people who are looking for some place to go to keep off crowded highways. Last year a turnaway crowd attended.

Toledo Show Draws 95,000

TOLEDO, Feb. 10.—Ohio Sportsmen and Builders' Show here on January 20-28 under management of Samuel E. Stone drew 95,000, making it the most successful yet staged here, reports Forrest Brown. Myers Concessions had the frozen custard privilege, managed by Maurice Myers and Frank Kuba, who said business was good. They reported contracting for all refreshment concessions except pop corn and caramel corn at the Columbus (O.) Sportsmen and Builders' Show. Quinn will handle pop corn and caramel corn.

Acts, Bands for Mass. Show

BOSTON, Feb. 10.—Sellout of 105,000 feet of exhibit space for an eight-day drug and beauty show in Mechanics Building here under auspices of Massachusetts Pharmaceutical Society and State candy manufacturers' indicates success. Show is being staged by William Orkin, who plans to book name bands and some acts thru Al Martin, Carleton McVarish, of the Yankee and Colonial networks, is engaged in contacting bands and acts allied with radio drug programs. Prizes will be awarded winners of an advance ticket sale campaign.

THE MODERN HOME FOR SHOW PEOPLE

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11TH & OAK, SIOUX FALLS, S. D.

"Buy Now On Our Easy Payment Plan"

Attractions at N. C. Expo

GASTONIA, N. C., Feb. 10.—Ten acts, an orchestra, concessions and a broadcast over a national hookup were features of the Exposition and Food Show in the Armory here on February 5-10 under auspices of National Guard and Co-Operative Stores, reports Silver Jackson. Expo was managed by Jack C. Roberts. There were 14 merchant booths. Among acts were the DeKolbe Troupe and Millie Long. J. J. (Chick) Allen's bingo and Lewis' eat and drink stand were spotted among concessions of the Down East Attractions, which are wintering here. Highlight was a CBS broadcast sponsored by a local firm from the stage.

Shorts

W. L. FULLER has again been chosen as emsee for three-day Marion County Potato Festival, Point Pleasant, W. Va., and that his sound system has been booked.

* * *

G. ARNOLD MASINO'S Barnyard Frolics is playing schools in Eastern Ohio under auspices of parent-teacher groups. Unit has been set for Massillon State Hospital and Belden School, Canton. Paul H. Kemerer is handling some bookings.

* * *

SIDE SHOWS, concessions, free acts and floor shows will be featured at 10-day Butte (Mont.) Flying Ill Carnival under auspices of the local National Townsend Recovery Club, reports Anthony Canonica.

* * *

MIDWAY, fireworks, special events and a parade are planned for annual six-day celebration in Clymer, Pa., under auspices of the Volunteer Fire Department, reports Bruce Phillips, secretary.

BALLYHOO

(Continued from page 39)

decided to hold the events on the up-and-up with only local matadors participating.

Monday matinee, billed as the Crowning of the Bull-Ring Queens, packed the lot. So a crowning was held each afternoon. At night we turned them away. A fight was staged and the winner married a blonde. On Tuesday more wild bulls arrived and there were another tunraway and another public wedding. On Wednesday we moved all of the shows back to make more space for 15,000 additional patrons; still we turned them away. And so business continued for the remainder of the week. Each night as Pete Ballyhoo gave a bride away in the bull ring he thought there was something familiar about the matador grooms but thought nothing more of it.

On Sunday on the run the boss found the six brides on the train, both with it and for it. It was then that he learned that the six assistant general agents had bribed the winning matadors, had worn their regalias and had married the grand prizes themselves. The office immediately demanded their resignations, as it has always been the show's policy to give out stock with no buy-backs.

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FOR
ST. JOHN'S CELEBRATION
JUNE 18-24 INC.

Send full details to MR. THOMAS CHRISTOS, Chairman,
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12 SHOWS BANTLY'S ALL AMERICAN SHOWS 12 RIDES

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Get place legitimate Concessions of all kinds. Few choice Wheels still open. Candy Floss, Candy Apples, Fish Pond, Long Range Gallery, Pitch Till Win, Photos, American Palmistry. Useful people at all times. Showmen with new ideas, let us hear from you. Nice proposition for Fat People Show. BABY LILLIAN, CONTACT US AT ONCE. IMPORTANT!

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Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
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Advertiser's Name and Address must be counted when figuring total number of words in copy.

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Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

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AGENTS — MEN'S SUITS, 84c; PANTS, 37c; Top Coats, 62c; Ladies' Coats, 52c; Dresses, 15c. Other big bargains. Catalog free. **ROOSEVELT MERCANTILE,** 566-SA Roosevelt, Chicago. x

AGENTS—300% PROFIT SELLING GOLD LEAF Letters for Store Windows. Free samples. **METALLIC CO.,** 439 North Clark, Chicago.

ATTENTION, SUBSCRIPTION SALESPEOPLE— If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL,** 538 S. Clark, Chicago. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD,** 4922-A Lincoln, Chicago. mh30x

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY,** Dept. 20, Dunellen, N. J. x

CLOSEOUTS—CARTOON BOOKLETS, READERS, Photos, Jokes, Unusual Books, Novelties, etc. Fast sellers. Big profits. List, 10c. **AFFILIATED ROADSHOWS,** Guntersville, Ala. x

LORD'S PRAYER ON A PENNY—INDIVIDU- ally carded. Fastest 10c seller in years. $4.50 gross. Samples 50c. **PERKINS,** 1109 Lawrence, Chicago.

MEDICINE DISTRIBUTORS — 500% PROFIT selling VI-CO Tonic Laxative. Sample 40c. Write immediately for exclusive territory proposition. **VI-CO SALES, V-5,** Birmingham, Ala. fe24x

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SALESMEN, PITCHMEN, JOBBERS—GET THIS. New Plant Vitamins B-1, E-Vmix Tablets. 10c and 20c packets. Fast seller, just coming on market. Write for deal or send $1.00 for special trial, twenty 10c packets. **PLANT VITAMINS,** 1702 North Vermont Ave., Hollywood, Calif. x

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COCKATOOS—LARGEST AMOUNT IN UNITED States. Reptiles, Monkeys, Sun Bear Cubs, Lion Cubs, Parrakeets, Lovebirds. Write for complete list. **BIRD EXCHANGE,** Box 7, Bell, Calif. fe24

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WANT TO BUY 1 VERY TAME, VERY LARGE Black Bear to wrestle. Also six Tame Bears smaller and one pregnant Black Bear. **HENRY TREFFLICH,** 215 Fulton St., New York City.

WE WANT CAMELS — BUYING ONE OR TWO humped. Send full particulars. **MEEMS BROS. & WARD, INC.,** Oceanside, N. Y.

WRITE FOR OUR ANIMAL PRICE LIST — MEEMS BROS. & WARD, INC., Oceanside, N. Y. Direct importers from all over the world.

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GOING THEATRE—COUNTY SEAT TOWN, FOR sale with or without projectors; or trade for Roadshow Equipment. **HAROLD OWEN,** Rogersville, Mo.

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COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. **ASCO,** 383 Hawthorne Ave., Newark, N. J. mh2x

A CATALOG SHOWING 500 RECONDITIONED Machine Bargains—All types. Write for free copy. **BADGER NOVELTY,** 2546 N. 30th, Milwaukee, Wis. ap20x

A-1 BARGAINS — $9.50 EACH: RITZ, TRIPLE Play, Cadet, Beamlite. $15.00 each, Pyramid, Ragtime, Chubbie, Mills Phonograph, Capehart Phonograph. **SEIDEN DISTRIBUTING,** Broadway, Albany, N. Y.

AUTOMATICS — MILLS FLASHERS, $17.50; Jockey Club, $24.50; Rays Track, $29.50; Fairgrounds, $17.50; Preakness, Rover, Racing Form, Photo Finish, Carom, Classic, Derby Day, Tycoon, $7.50 each; Exhibit Escalator Rotaries, $44.50; Folding Slot Stands, $1.00 each; Single Safe, $6.00; Double Safe, $12.50. ½ deposit. **BOYLE AMUSEMENT,** Oklahoma City, Okla. fe24

BARGAIN — EIGHT BLACK PACES RACES, $25.00 each. ½ deposit, balance C. O. D. **AL BERMAN,** 723 S. 3d St., Las Vegas, Nev. fe17

BARGAIN — SEEBURG CHICKEN SAM, ME- chanically perfect, Texas tax paid, $100.00. **BEALL FORKE,** Teague, Tex.

CHEVRON, $25.00; GOLDEN GATE, $45.00; Flash, $29.50; all free plays. Rolascore Skee-Ball, $25.00; 5c Blue Fronts, $30.00; Pace Scales, perfect, $20.00. **E. O. LIKENS,** 924 Fifth St., N. W., Washington, D. C.

CHICKEN SAM RAY-O-LITE GUNS — FOUR for sale at $125.00 each. Four months old. **W. H. STUEBINGER CO., INC.,** 137 W. Tremont Ave., New York City. Phone WA 3-3200.

CLOSING OUT SLOT MACHINES OF ALL KINDS From 1c to 50c Play—Galloping Dominos, Bangtails, Pace Races, black and brown; Roletto Junior and Senior, 1-2-3, Flashers and Vest Pockets. Cheap prices. State your needs. **AUTOMATIC COIN SLOTS CO.,** 287 Bank St., Norfolk, Va. fe17x

COUNTER GAMES — 500 PENNY CIGARETTE Machines, $3.50 each; 50 Reel Spots, $3.50; A. B. T. Big Game Hunters, $4.50; Deuces Wild, $6.50; Kounter Kings, $7.50; Skill Draws, $6.50; Gingers, $12.50; Five Jacks, $4.50. ½ deposit. **BOYLE AMUSEMENT,** Oklahoma City, Okla. fe24

DOUBLE NUGGETS, $7.50; PACKAGE NUT Vendors, $6.50; Advance 64 Nickel Bar, $9.50; Gingers, $12.50; Sparks, $16.50; Ray-o-Lite, $59.50. Trade. **GLASS,** 3908 Troost, Kansas City, Mo.

FOR SALE — WURLITZER MODEL 51, FIFTY- five dollars; 716, sixty-five dollars. Excellent condition. **E. L. GILLETTE,** 2521 Read St., Omaha, Neb.

FREE PLAYS — BANGS, $45.00; CHUBBIE, $20.00; Pyramid, $35.00; ten Penny Packs, metered, $7.50; four Rays Tracks, $20.00 each; four $75.00; Bally Dixie, 5c play, $75.00; two Ciga-Rola, Model V, $85.00; two Chrome Bells, 25c play, floor samples, $75.00; World Series, $65.00; Silver Club Chief, 5c play, $75.00. **ACCURATE COUNTER CO.,** Box 312, Patton, Pa.

NOVELTY GAMES, $7.50 — AIRWAY, RE- serves, Zeta, Cadet, Rocket, Regatta, Ritz, Rosebowl, Stoner Races, Sprint, Speed, Palm Springs, Bally Royal. Free Play, $12.50; Klick, Triple Play, Bounty, Keeney Hit Number, Miami. One-half deposit. **BOYLE AMUSEMENT,** Oklahoma City, Okla. fe24x

ONE EVANS TEN STRIKE — THIRTY DAYS old, like new, perfect condition, $75.00. One-third down, C. O. D. **JAMES SCOTT,** Huntsville, Tex.

TOM MIX RADIO RIFLES, $49.50 — ALSO other types of machines ready for immediate delivery. Liberal trade-in allowance. **CENTRAL DISTRIBUTING COMPANY,** 916 Scioto St., Indianapolis, Ind. fe17

WANT FOR CASH — PENNY LOVE METERS. State price in first letter. **GILBERT AMUSEMENT CO.,** 317 W. Otoe, Ponca City, Okla.

WANTED — OLD-TIME BATTERY OPERATED Slots, Automatic Harp, Submarine Lung Tester, Chicken Lays Egg Machine. Any Antique Slot or Old Piano; all any condition. Pay 10c pound Brass Slugs, penny to dollar sizes. **OLD COIN MACHINE EXHIBIT,** 2700 Wabash, Chicago.

WRITE FOR LIST OF COUNTER GAMES, PIN Tables and Slot Machines. All models, low prices. **A. L. KROPP,** Tuscaloosa, Ala. fe24

⅝" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING,** Mt. Pleasant, Newark, N. J. mh2x

2 GROETCHEN'S METAL TYPERS — PERFECT condition. Real buy at $150 each. **PLATTE AMUSEMENT CO.,** 107 N. Jeffers, North Platte, Neb.

3 EVANS' 1939 TEN STRIKES—IN PERFECT condition, $180.00 each. Packed in original crates. ½ deposit. **HUB NOVELTY CO.,** 519 N. Locust St., Hagerstown, Md.

5 EVANS TEN STRIKES—1939 MODEL, USED 3 weeks, $175.00 each. Perfect condition. ½ deposit. **GILBERT AMUSEMENT CO.,** 317 W. Otoe, Ponca City, Okla. x

25 KEENEY 1937 SKILLTIMES — EXCELLENT condition, with checks if desired, $35.00 each; 2 Keeney Triple Entries, A-1 shape, $125.00 each. ½ deposit with order, balance C. O. D. **GATE BROS.,** Union Vending Co., 701 N. Eutaw St., Baltimore, Md.

COSTUMES, UNIFORMS, WARDROBE

CHORUS WARDROBE — 100 COSTUMES, Shoes, Trunks, Lobby Frames. $500.00 takes it all. Shown to only definitely interested buyers. **BILL PARENT,** State-Lake Bldg., Chicago.

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Old Class, Catalogue, 5c; 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, $9.00, fine. **INDIAN MUSEUM,** Osborne, Kan. x

FORMULAS

THAXLY FORMULAS FOR PERFECT PROD- ucts. Accurate Analyses Assured. Result-ful Research. Catalog Free. **Y. THAXLY CO.,** Washington, D. C. ap6x

THREE MEAL DIET MENU—ONE DOLLAR. NO stamps. **E. F. CARTLAND,** 102 Heckman St., Phillipsburg, N. J.

FOR SALE—SECOND-HAND GOODS

CHATTILION GUESS YOUR WEIGHT CHAIR Scale—Good condition, price $50.00. Deposit 25%. **LEO A. LUIS,** 115 Market St., Hot Springs, Ark.

COVERED WAGON LEADS AGAIN — FULL line on display. All demonstrators to be sold at a discount; delivery after shows. Pick yours now, $495 to $1,500. **SELLHORN'S,** Sarasota, Fla. x

CUSTOM BUILT QUALITY SOUND SYSTEMS built to your specifications. Also several Used Systems. Write **DICK'S SOUND SERVICE,** 30 14th St., Jamestown, N. Y.

POPCORN MACHINES—BURCH, STAR, LONG- Eakins, Caramelcorn Equipment, Copper Kettles, Burners, Tanks, Popping Kettles. Winter prices. **NORTHSIDE CO.,** Indianola, Ia. mh23x

POPCORN, POTATO CHIP, CRISPETTE, CARA- mel Popcorn, and Cheese Coated Popcorn Machines. **LONG EAKINS CO.,** 1976 High St., Springfield, O. ap13x

PORTABLE ROLLER SKATING RINK FOR SALE —44'x122' Floor and Tent, in A-1 condition. **L. G. STRECKER,** R. 3, Paris, Ill.

PUBLIC ADDRESS SYSTEM — FORTY WATT Amplifier, Brush Crystal Microphone, General Record Changer, eighteen inch Jensen Speaker, eighty dollars. Excellent condition. **F. DERIVENT,** 2447 Troost, Kansas City, Mo.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE — DOG AND MONKEY CIRCUS; Props, everything. Ready to go to work. **JOSEPH F. McLAUCHLIN,** Bankhead Inn, Hillsboro, N. C.

FOR SALE — SMITH & SMITH 24-SEAT CHAIR- o-Plane. Excellent condition. Cheap buy for cash. **FRED HENRY,** Jacksonville, Fla.

FOR SALE — SIXTEEN AND TWENTY-FOUR- Seat Adult's Chair Planes. Complete with Motor, Fence, Ticket Box. **CALVIN GRUNER,** Pinckneyville, Ill. mh9

FOR SALE — DRAMATIC TENT OUTFIT COM- plete. Will sell outfit, name and territory. Established twenty years. Other interests. Cash. Write **511 S. 10TH ST.,** Mt. Vernon, Ill.

SACRIFICE—FIFTEEN 1934 DODGEMS, STEEL Flooring. Will trade for Portable Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl. **1924 S. E. 50TH,** Portland, Ore.

TRUNKS — ALL TYPES, $5.00 EACH. Per-fect condition, with Lock and Keys. Also Fibre Sample Case, $1.50. **WM. LESSER,** 517 Monroe, Chicago.

TWO NETS—SUITABLE FOR VARIOUS ACTS. One 25x15, excellent shape; 20x40, fair condition. **BUSTER GORDON,** Melbourne, Fla.

6 AFRICAN VILLAGE BANNERS, LIKE NEW, $36.00; Substitution Trunk, $15.00; Mail Bag Escape (heavy), $8.00; Chain Strait Jacket, $10.00; Large Ventriloquist Figure, $8.00. **CARROLL MILLER,** Stowe, Vt.

HELP WANTED

ALL INSTRUMENTS — STATE DOUBLES, FOR Old-Time Established Band. Like musicians that can sing either Scandinavian, Bohemian or German songs. Amateurs, drunks, lay off. Cut or no notice. Young, single preferred. Others write. **RAY STOLZENBERG ACCORDION BAND,** 704 Euclid St., Austin, Minn.

BALL TABLE MECHANIC—ONE WHO UNDER- stands Free Play and Novelty Pin Ball Tables. **SOUTHERN BILLIARD SUPPLY,** 104 S. Commerce, Mobile, Ala.

HIGH DIVER — STATE ALL FIRST LETTER. Salary, height, etc. **A. SABE,** General Delivery, Little River, Fla.

MAN AND WIFE MUSICAL ACT— VAUDE- ville, Moving Picture Show. Car, knowledge booking small towns, schools. Must be able to invest $100. **THOMAS GABBY,** Billboard, Cincinnati.

Additional Ads Under This Classification Will Be Found on the Next Page.

MED SHOW AND CONCESSION PEOPLE — Opening March 1. State all and lowest. No wires. **THOS. J. CLARK,** Frankston, Tex.

VOCALIST WANTED PLAYING THIRD VIOlin or Guitar, doubling Electric, for semi-name band. Singing novelties and straight. Salary $40-$60. Prefer single man under 30. Send picture and transcription. **DICK MARTIN,** General Delivery, Evansville, Ind.

WANT CIRCUS ACT — ALSO A-1 CLOWN. State all with lowest salary. **BOX C-396,** Billboard, Cincinnati.

WANT LINE GIRLS — YOUNG, FIVE FEET two to four inches. Salary $18.00 start. Fifty weeks' guarantee. Travel. Send full details, photos. **BOX C-397,** Billboard, Cincinnati.

WANT FOR STANDARD COMEDY ACT Now Working — Experienced Young Lady. Must sing, talk, some tap. **EDDIE (BUMPS) MENNETTI,** Clarendon Hotel, Boston, Mass.

MAGICAL APPARATUS

BUY SUPERIOR MINNEAPOLIS MADE MAGIC for Less — Latest 25c Catalogue and 15c Secret sent free. **EAGLE MAGIC FACTORY,** Minneapolis, Minn.

CATALOGUE OF MINDREADING — MENTALism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books. Wholesale. Largest stock. New 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES,** Nelson Bldg., Columbus, O. fe17

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. mh2x

LATEST 216-PAGE ILLUSTRATED PROFESsional Magic Catalogue — Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. **KANTER'S,** 1309 Walnut St., Philadelphia, Pa. fe17

PINXY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY,** 1261 North Wells St., Chicago. Illustrated folder free.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap. Terms. Factory reconditioned. Film rented. Sold, $5.00 reel. **NO. 521-E STATE THEATRE,** Pittsburgh, Pa.

AT THE FRONT WITH CHINA — 2-REELS, 35MM. Sound, $25.00. Unheard of reductions in our large 35MM. Sound Stock of Dramas, Westerns, Religious Features. What are your needs? **WALDO FILMS,** Box 524, Cincinnati.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON,** State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue S free. **MOVIE SUPPLY CO., LTD.,** 1318 S. Wabash, Chicago. mh2x

FOR SALE CHEAP—TWO POWERS ALL-TALKing Motion Picture Machines, in good condition. Write **MRS. E. Q. MARTIN,** Wrightsville, Ga.

OPERATE ROAD SHOWS — WE RENT AND sell Sound Projectors and Pictures. **SOUTHERN VISUAL,** Box 2404, Memphis, Tenn. x

Show Family Album

ILLUSTRATING the horse-and-buggy days, this scene, snapped in 1912 at Bangor, Me., shows (left to right) L. D. Hall, Capt. David Latlip and J. Harry Six, who were trouping with the Ferari Shows at that time. Two horses were hitched to the buggy but only one is shown here. Latlip was a high net diver and Hall later became his partner in operation of the Hall & Latlip Shows, a 25-car organization. Latlip had out the Latlip Home State Shows last year and plans to operate his organization as the Latlip Shows in 1940. Six was a high water diver and now operates the J. Harry Six Attractions.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SELLING PERFECT 35MM. WESTERNS, FEAtures — Large list free. Silent Reels, 50c each; Organlogues, $3.50. **SIMPSON,** 1275 S. Broadway, Dayton, O.

WILL EXCHANGE 16MM. SOUND FEATURES and Shorts — Send your list. **SAMSON'S FILM SERVICE,** 35 Portland St., Providence, R. I.

WORLD'S BEST PASSION PLAY—COMPLETE Story Life of Christ. New 16MM. Sound-Silent. **SCREENART,** 729 7 Ave., New York.

16MM. AND 35MM. NEW PRINTS—SOUND on Film. Complete Programs rented day or week at prices you can afford. **MERTZ AMUSEMENTS,** Virginia, Ill. mh2x

16MM. SHORTS, FEATURES—$15.00 FOR SIX Reels. Special rent on Projectors and Films for Tent Shows. **BODEN,** Springville, Tenn.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY,** Terre Haute, Ind. fe17

DIREX DIRECT POSITIVE PAPER — NO FADing, best gradation, highest speed. **THE POSITYPE CORP. OF AMERICA,** 244 Fifth Ave., New York, N. Y. je15x

FREE — 1940 DIRECT-POSITIVE CATALOG. Just off the press, with biggest stock of equipment for 4-for-dime operators in the country. Write for yours now! **MARKS & FULLER, INC.,** Dept. BC-33, Rochester, N. Y. mh2x

PHOTO MEN—WHY WASTE TIME AND PAY privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos. Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. $159.00 complete with best lens money can buy. Write **HASSAN,** Box 971, Parkersburg, W. Va. fe17x

PHOTO MACHINES — MAKE FAST MONEY. Investigate latest modern equipment all size photos. **A-SMILE A-MINUTE PHOTO CO.,** Salina, Kan. x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO,** Unionville, Mo. mh9x

STRIP PHOTO OUTFIT—LIKE NEW. QUANtity of Frames, 2-Wheel Trailer, 10-Foot Frame. Excellent condition. Bargain, $125.00. **CONSTANS,** 1305 S. Albany Ave., Tampa, Fla.

YOUR FAVORITE PHOTOGRAPH COPIED AND Enlarged to Beautiful 5x7 Enlargement, 25 cents. **PROMENADE PHOTOS,** 30 E. 20 St., New York City. x

PERSONALS

ROBERT WHITFIELD LIGHTBURN — INFORmation wanted of his whereabouts. Write immediately to **RALPH KINGSBURY,** care Fountain Square Hotel, Cincinnati, O.

SALESMEN WANTED

AMAZING SALES BOOSTER PLAN FOR FILLing Stations, all Retail Dealers. Fast seller. Big profits. Sample free. **PROFIT-MAKERS,** 160 N. LaSalle, Dept. 8-8, Chicago. mh2x

COMPLETE LINE EVERYDAY NECESSITIES— Over 2,000 items. 50% savings to every merchant. Experience unnecessary. Samples free. Commissions advanced. **NORTHWESTERN,** 625-G Jackson, Chicago. x

NEW PROPOSITION FOR MAGAZINE AGENTS —Make more money selling this flashy specialized Farm Magazine. Best deal to men working east of Mississippi River. Write for details. **S. E. PETERSON,** Room 1201, 140 S. Dearborn St., Chicago, Ill. mh2x

SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily. 725 fast selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. **WILLENS,** 2130 Gladys, Dept. VA, Chicago. x

WANTED — PERMANENT REPRESENTATIVE for Hoover Uniforms, Waitresses, Doctors, Nurses. Slack Ensembles. Aprons, Frocks. Smartest styles. Finest quality. Exceptional commissions. Line free. **HOOVER,** 251 W. 19th St., Dept. BK-4C, New York City. fe24x

SCENERY AND BANNERS

BANNERS — PICTORIAL FRONT PANELS. The best for your money. Studio of **DON LUTTON,** 627 Prospect, Kansas City, Mo.

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels — Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. fe24

TENTS—SECOND-HAND

SLIGHTLY USED, GOOD AS NEW. LESS THAN half price. No rags, no mildew. State size, send stamp. Postals ignored. **SMITH TENTS,** Auburn, N. Y. mh16x

THEATRICAL PRINTING

WINDOW CARDS SPECIAL! — 100 14x22" Non-Bending, 2-Colors Ink, $2.65; 5,000 Merchants' Tickets (paper), $3.00; Flashy Letterheads with Illustrations. Samples. **SOLLIDAYS,** Knox, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, $2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Penna. x

WANTED TO BUY

ALUMINUM FOIL — SEND SAMPLE, ALSO advise quantity. **ERNEST DEHNING,** 418 W. 19th St., New York, N. Y.

FOR CASH—STEEL ARENA, SUITABLE FOR Five Lion Act. Send full details to **CHRIS SMITH,** Box 148, Baton Rouge, La.

SMALL PICTURE, VAUDEVILLE TENT SHOW— Complete or parts. South, Midwest, West. Cheap for cash. Consider young partner. **BOX C-395,** Billboard, Cincinnati.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at

5c a word—FIRST LINE IN THIS STYLE TYPE

2c a Word—FIRST LINE IN THIS STYLE TYPE.

1c a Word—FIRST LINE in this style type.

Minimum 25c **Cash With Copy**

AT LIBERTY ACROBATS

TEETERBOARD TOP-mounter—Do three high, fulls and double to chair. **JACK SCHULTZ,** 156 Ohio Ave., Tiffin, O. fe24

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—CARNIVAL AGENT AND CLOSE Contractor. Sober, reliable, age 28. Really know Ohio, Indiana. **HAROLD H. THORPE,** Box 232, Hillsboro, O. fe17

PUBLICITY MAN — GETS RESULTS. EXPERIenced with hotels, orchestras, shows and night clubs. Sober, reliable, age 28, married. Connections everywhere. Wants carnival or any worth-while job. Small salary to prove ability. Address **GEORGE E. STUPALSKY,** Hotel Camden, Camden, South Carolina.

AGENT—Twenty years' experience. Can route and book any live unit in money spots, coast to coast. Salary only. Address BOX 418, Billboard, Chicago, Ill.

CHARLES GILLIS—Vaudefilm house experience. Stage, personnel and publicity. Six years theatrical. Young, excellent appearance, quick, sure study. Lots of pep, experience and ability. For one of best showmen out of San Francisco address Sons of CHARLES GILLIS, 4110 Peters Ave., Sioux City, Ia. Telephone 66469.

COMBINATION MANAGER and Projectionist — Would like to operate small-town theatre on salary or percentage. Will go anywhere and will consider any situation, large or small. P. W. EDWARDS, Charleston, Tenn.

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE—Union, 11 Men. Sweet or swing. All essentials, library, P. A. system, uniforms, transportation, fronts, advertising. Cut or augment. Location or road. Go anywhere. Reliable. BLUE GLASS, 172 N. Kingston St., Caledonia, Minn. fe17

AVAILABLE for Hotels, Clubs and Ballrooms— Twelve Men, Girl Vocalist and Leader fronting. Many instrumental and vocal doubles; also specialties. Radio experience, union. Have photos and publicity. Will give exclusive to reliable agent. Write or wire JOHN FILES, 695 E. 4th St., Brooklyn, N. Y.

ORGANIZED Ten-Piece Union Dance Band—Available at once. Numerous doubles, splendid fronts and uniforms. Will take club dates but prefer location. Have photos, mountings and publicity. Can furnish Girl Vocalist. For more details write BOX 127, care Billboard, 1564 Broadway, New York.

CLEVER TRIO—Young college husband. Wife double dozen instruments, vocals. Finest equipment, training, experience. Real producing concert-dinner-dance unit for hotel, resort. Locate, travel. Notice essential. For "Music With Style" write TRIO, 77 Walnut, Elmira, N. Y. mh2

FIVE-PIECE NEW YORK Society Dance Orchestra —Plus Girl Vocalist. Feature original style ensemble singing, novelty arrangements. Interested only in Southland engagements after February 15. Now playing swanky Rose Room, Mobile. Write JERRY GILBERT, Cawthon Hotel, Mobile, Ala.

ROY SANDERS SYLVANIANS—Union, 11 men. Sweet or swing. Up and coming band. DEL EDWARDS, 1017 N. 9th St., Reading, Pa.

SIX-PIECE Entertaining Orchestra—Available for location. Three singers, novelties, modern library. Sweet or swing. Augment if necessary. ORCHESTRA LEADER, care Radio Station, Gladewater, Tex. fe24

AT LIBERTY BILLPOSTERS

2 MEN WITH CAR — BILLER AND BILL Poster with a good carnival. Write or wire **W. D. JONES,** 20 Ellis St., Saugus, Mass. fe17

AT LIBERTY CIRCUS AND CARNIVAL

A-1 SOUND TRUCK OP-erator—experienced. Open for season with carnival, circus or show of merit. Will send photograph. **ROY FOSS,** Fulton, N. Y. Sound Car Operator. fe17

CHAMPION ROPE SPINNER—FEATURE TRICK Eight Loop Spin; also use Whip. **JESS NICKELL,** Avondale, Ariz.

ELEPHANT TRAINER — HANDLE ANY KIND for the money. Unhelmeted Head Carry. No job too big or too small. I can qualify. **BLACKIE BOWMAN,** 1005 Woodland, Emporia, Kan.

SOUND TRUCK — ATTRACTIVE, POWERFUL, beautiful sound; not a noisemaker. Also do advance and billing. Sober. Last year Johnny J. Jones. **AL BERESOFF,** P. O. Box 265, Canton, O. fe24

COMIC — For Girl Show Review or Unit. Work in and out entire show. M. C. do burlesque bits; also first-class clown. COMIC, Billboard, Chicago, Ill. fe24

ELECTRICIAN — Years of experience. Was former chief electrician of a large manufacturing concern. Expert on generator plants and also transformers. Hold government license as a radio operator, highest class. Can operate public-address systems and other electronic devices. Would like to join up with an outfit that pays off in cash, not in promises, which I found I could not convert to money. Tell your best offer and all essential details in your first letter. JOSEPH KOMM, 228 W. 115 St., Chicago, Ill.

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. ma16

YOUNG MAN—Wants job with carnival. Can handle Merry-Go-Round, Kiddie Auto Ride. Don't drink. Can start work after March 15. Please state pay. ALFRED WICKESSER, 13 Prospect St., Holyoke, Mass.

AT LIBERTY
COLORED PEOPLE

A-1 STRING BASS PLAYER—With large band experience. Sing, play some piano and arrange some. Desire connection with fast band. State all in first. Union, no drinker. BASS PLUCKER, General Delivery, Denver, Colo.

COLORED TRUMPET PLAYER—Read, age 27. Nite club, show, orchestra experience. Appearance. Ticket? Yes. Wire, write BILL HOLLIDAY, 15 Liberty St., Albany, N. Y.

AT LIBERTY
DRAMATIC ARTISTS

EXPERIENCED ACTOR AND TECHNICIAN — Age 23, 6 ft., 170 lbs. Excellent appearance. Quick, sure study. Stage manager and electrician. Stock or summer theater. College graduate. Salary your best offer. Join at once. **JAMES D. PIERCE,** Flora, Ind.

AT LIBERTY
MAGICIANS

FIRST - CLASS MAGICIAN — FOR CLUBS, schools, theatres. From 15-minute acts up to two hours. Photos. Go anywhere. Address **MAGICIAN,** 185½ Oak St., Binghamton, N.Y. fe17

CRYSTAL GAZING, Magic, Hypnotism, Straights in Acts. Private readings. Man and wife. Open at once. Gas and oil advance. ELMAR, 2811 Scioto Trail, Portsmouth, O.

FEATURE MENTAL ACT—Also Magic. Business builder for night club, theater, hotel. Palm or crystal readings. Salary for act, percentage on readings. PRINCE YOSE, The Billboard, Cincinnati, O.

AT LIBERTY
MISCELLANEOUS

THE CAPT. MACK SMALL FRY CIRCUS— Going places, drawing and pleasing crowds is our job and reputation, with references. We solicit contacts, inquiries. Answer all from sources that can handle a first-class Novelty Trained Animal Ace Circus Attraction. Uniquely new, different, with P. A. and music. Personnel, equipment finest that's available. Organized for fraternal fund-raising auspices, fairs, parks, theatres, nite clubs especially. Motorized, travel anywhere for right money. Feature ten 3x7 Miniature Circus Cage Wagons. Contain tiny live unusual menagerie animals. Performing program sensationally presents Capt. Mack and his boy actor, Junior Mack; "Mike," a huge fascinating trained Gander; "David," Belgian Mastiff Educated Mental Dog; "Three Baby Bears," snappy act of excitement; "Animal Doll House," extraordinary illusion; "Bo and Jo," monkey business really ala carte; "Hi, Ho and Silver," three fast-stepping dog trio. Live-wire executives scouting a real show will do well to write for complete details. Booking fast, open after March only. Hurry. Thank you, "Billboard," for results of our last and recent Classified Advertisement. Our midget circus has definitely caught on. **CAPT. MACK,** R. D. No. 1, Paterson, N. J.

BERWALD — The Mechanical Wonder. Unique Outside Novelty Act. Sensational attraction that draws the crowds. Puzzling, mystifying. Only act of its kind. MYER BERWALD, 729 Spruce St., Philadelphia, Pa.

YOUNG MAN—28, versatile, well educated, likable, neat appearance, single, desires theatrical or club connection to learn more of business. Have had stage, dance band experience. EDDIE BEECHWOOD, JR., 2411 Genesee, Utica, N. Y. fe24

AT LIBERTY
M. P. OPERATORS

PROJECTIONIST - ELECTRICIAN — CAPABLE and reliable. A-1 Sound Man. Inventor safety device control and change over. Pennsylvania State approval. Wire or write **JOHN MARCUM,** Box 65, Independence, Kan. fe24

AT LIBERTY
MUSICIANS

CAPABLE VIOLINIST — Cocktail, strolling. Composer, Arranger. **WALTER FRANKLIN,** Pensacola, Fla. fe24

FAST TRUMPET—ALL ESSENTIALS. Address **TOAD THARP,** Throckmorton, Tex. fe24

HAMMOND ORGANIST — With own Hammond. Young woman. Radio, theatre, club and orchestra experience. Plays classical and swing. Can cut requests. Union, references, photos, newspaper notices. **BOX C-394,** Billboard, Cincinnati, O. fe17

HAMMOND ORGANIST — Specializing in roller rink work. Pittsburgh district preferred. **BOX C-390,** The Billboard, Cincinnati, O. mh2

A-1 PIANIST—ALSO ALTO SAX, CLARINET. All essentials. Experience theatre, dance. Will separate. Panics, lay off. **JACK McADOW,** care Park Hotel, Columbus, O.

ALTO TENOR, CLARINET — AGE 22. READ, transpose, arrange. Conservatory education. No take-off. Am dependable musician, not a ham. Write, wire **MONTE LA FRANCE,** 404 Wyandotte, Shreveport, La. fe17

AT LIBERTY — TENOR SAX, DOUBLING Clarinet. Take-off, have studied legitimately. Prefer section. All offers considered. Age 22, union. **RENO FILIPPI,** 5522 23d Ave., Kenosha, Wis.

DRUMMER — UNION NO. 26. JUST OFF LOCATION. Age 23, sober. Six years' experience. Play solid drums. Go anywhere. White pearl set. Write or wire **R. K.,** 725 Second St., Peoria, Ill. fe24

DRUMMER — DANCE OR SHOW UNIT. GO anywhere for decent sure salary. Experienced, union. Cut anything. **ANDY HEATH,** 1915 Gilpin Ave., Wilmington, Del. fe24

FEATURE VOCALIST AND GUITARIST — Really good voice. All types of numbers. Transpositions unnecessary. Experienced in bands, cocktail units, radio, etc. Play good rhythm; $400 guitar. Now working steady job but will leave for good reliable proposition. Young, union. All letters answered. Please state full details. **BOX C-387,** Billboard, Cincinnati.

HAMMOND ELECTRIC ORGANIST — NOW playing roller rink, wishes new connection. Union. Address **ORGANIST,** Apt. 31, 2330 N. Clark St., Chicago, Ill.

MODERN MARIMBA—VOCALIST, AVAILABLE immediately for cocktail unit or small band. Read, fake anything. Union. Reliable. **BUD KEYES,** 220 Jefferson, Portsmouth, O.

ROLLER RINK ORGANIST—BILL STAFFORD, Musicians' Local 101, Canby Bldg., Dayton, Ohio.

TENOR SAX AND CLARINET—NO TAKE-OFF. Section work preferred. Travel or location. Union, young, single. **KENNETH NESTER,** Ironton, O.

TENOR SAX, CLARINET — 2D OR 4TH CHAIR. Tone, read, dixie "go" on both instruments. Name band experience. **BUD LILLEY,** 75 Thomas, New Bedford, Mass.

TROMBONIST — CUT IT ANYWHERE. GOOD dresser, best equipment. Don't use liquor. Trouper. **BING HARRIS,** General Delivery, San Bernardino, Calif.

TWO TENORS — BOTH ARRANGE, DOUBLE clarinet, transpose. Have car. Drummer and Girl Vocalist also available. **MUSICIAN,** 173 N. Allen, Albany, N. Y. fe24

A-1 GUITARIST—Solo, read, jam and take off. Solid rhythm. Experienced name bands. Young, neat appearance, single, sober, reliable. Want reliable band or combo. No panics. EDDIE BEECHWOOD, JR., 2411 Genesee, Utica, N. Y. fe24

A-1 SWING DRUMMER—Age 21, single, sober, dependable, neat appearance, union. Rudimental, read, jam, speed. Theater, radio and floor show experience. Solid rhythm, flashy, fine take-off, four beat or Dixie. Gene Krupa pearl drums and temps. Good references. Swing band preferred. No panics, please. Don't misrepresent, I haven't. NEILL BELANGER, 917 4th Ave., S. W., Aberdeen, S. D. fe24

ACE ALTO SAXOPHONIST—Clarinet. Read and all essentials. Wide experience, competent, good character. Excellent reference, dependable. Only reliable offers considered. Write JOHN KIDWELL, Crittenden, Ky. mh2

ACCORDION — Doubling altsaxophone, clarinet, celocello, arranging; young, good appearance, union; have small concert library and gypsy special arrangements; plenty experience. Photos, go anywhere. Address MUSICIAN, 8634 62d Ave., Forest Hills, L. I., N. Y. fe17

AT LIBERTY—Hammond Organist. Now working. Want to change. Go anywhere. Non-union, large library. Efficient, reliable. RAYMOND DARR, General Delivery, Miami, Fla. mh30

AT LIBERTY — Alto Sax doubling Bb Clarinet. Non-union, 38, dependable, footloose. Excellent tone, good reader. Dance and pit experience. Anything considered. Write BOX 104, Hopplemand, Va.

DRUMMER — Recording experience. Vaudeville, hotel, dance. Sight reader, young. Can join immediately. Wire or write GEORGE SMITH, 1526 Maryland Ave., Steubenville, O. fe17

GUITARIST AND DRUMMER—Electric Spanish and Spanish. Young, featured vocals, single. Sedan, P. A. system. Four years in hotel strolling units, radio and first name experience. Drummer has car also. Young, play any show, recording experience, tymps, sight read; also double vibes. Have library including fine specials. M. C. experience. Will join single or together. Both available on short notice. Reliable references. G. SARGEANT, General Delivery, Steubenville, O.

TENOR SAXOPHONE, CLARINET — Age 24. Read, fake, jam, ride. Distance no object. All offers answered. Prefer good jam band. LEE ULSRICH, 148 Mill, Memphis, Tenn.

RECORDING BASS—Trombone Double. Eight years' concert and dance experience. Want location with institution or plant band. Consider other duties. College trained, chemistry. MUSICIAN, Box 114, Murfreesboro, Tenn. mh2

TROMBONIST — Age 28, union, sober, reliable, experienced. Can join at once. BEN E. STUMP, Box 74, Wheaton, Mo.

AT LIBERTY
PARKS AND FAIRS

CAPT. MACK SMALL FRY CIRCUS—Presenting a sensationally new type of show. Read detailed description of this attraction now under At Liberty Classified—Miscellaneous. CAPT. MACK, R. D. No. 1, Paterson, N. J.

CHARLES LA CROIX — Outstanding High Class Trapeze Artist. An original (Platform) Free Attraction. Now contracting outdoor celebrations, fairs, etc. Also indoor events. Committees wanting a real act, with attractive equipment, write me. Special large, beautiful advertising posters furnished free. For literature, price, etc., address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

CLOWN OF MERIT — Produce comedy for entire show. Work grand stand, burlesque acts, concert show. Plenty props and numbers. Best of wardrobe. CLOWN, Billboard, Chicago. fe24

DIXIE DANDY CIRCUS—Five Dogs, one Baboon, one Rhesus Monkey. Fast, clever, amazing, new. Animal entertainment deluxe. BUD HAWKINS, 2830 Drakewood Drive, Cincinnati, O. fe17

FLYING COWDENS—Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. fe24

AT LIBERTY
PIANO PLAYERS

AVAILABLE IMMEDIATELY — NAME BAND Pianist, Vocals, Arrange. **PIANIST,** Radio Station, Tyler, Tex.

EXPERIENCED PIANIST—EXCELLENT READER, ability, appearance. **MAURICE LUCKETT,** 925 Center St., Milford, O.

MODERN PIANO MAN — ARRANGER. ALL essentials. Location. **JERRY ASBELL,** 926 I St., Bedford, Ind.

BRILLIANT PIANIST—Doubling Accordion. Concert to swing. 100% musician. Go anywhere. BLAND, General Delivery, West Palm Beach, Fla. fe17

PIANIST — Single. Young Man. Accomplished, wide experience, concert, dance, desires hotel orchestra, radio work. Accompanist, soloist. Anything reliable. State particulars. RAYMOND DEMPSEY, Franklinville, N. Y. fe24

PIANIST AND ARRANGER—Solid rhythm and fill man. Also Hammond Organist. Age 27, sober and reliable. Experienced, union. No panics, please. BOX 12, Austin, Minn. fe24

AT LIBERTY
SINGERS

SINGER AND STRAIGHT MAN — 25 YEARS old. Good wardrobe and personality. Lyric tenor. Go anywhere. Will answer all wires and letters. **ARTHUR MILLINGTON,** 373 E. Main St., Chillicothe, O.

DESIRE JOB With Midwest Band as Male Vocalist —Nineteen years old, fine personality, good vocals, voice training. Radio and club experience. BENNY CADE, Box 154, Walnut, Ia. mh2

AT LIBERTY
VAUDEVILLE ARTISTS

A-1 GUITARIST — Solo, read, jam, take off. Young, neat appearance, sober, reliable. Experienced stage, name bands. Want connection with musical act or stage band. EDDIE BEECHWOOD, JR., 2411 Genesee, Utica, N. Y. fe24

BUYERS OF Quality Entertainment—Read in this issue detailed description of the grandest Miniature Circus and Menagerie ever produced. See At Liberty—Miscellaneous column. CAPT. MACK, R. D. No. 1, Paterson, N. J.

CHARACTER MAN (Old Timer)—Also Straights, Blackface, Songs, Monologues. Will join act or company. Reliable. Write ROBERT, 810 W. 55th St., New York, N. Y.

DIXIE DANDY CIRCUS—Five Dogs, one Baboon, one Rhesus Monkey. Fast, clever, amazing, new. Animal entertainment deluxe. BUD HAWKINS, 2830 Drakewood Dr., Cincinnati, O. fe17

NOVELTY ACT—Performing Dogs, Lady Trainer, All Girl Band and Clown. Want to book up for 1940 season. MISS CLARA BERGMAN & COMPANY, 341 Climax St., South Hills, Pittsburgh, Pa.

PAMAHASIKA'S SOCIETY CIRCUS—Dog, Pony, Monkey, Birds, Clowns and Novelty Acts. GEO. E. ROBERTS, Circus Manager, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

THE ORIGINAL Fiddlin' Farmers—A nationally known radio and stage act. Fifteen years' experience. Formerly with Topsy and Eva in production of Uncle Tom's Cabin. Typical Hillbilly and Western, novelty and comedy. Available after February 20, 1940. Write or wire WM. M. JEFFERS, care The Billboard, Cincinnati.

UNIT NOTICE—Second Comic, Girl Show Reviews, Emsee. Play drums, plenty comedy. Unit, fairs, carnival, circus. No ticket needed, go anywhere. COMIC, Billboard, Chicago. fe24

VENTRILOQUIST—Have dummy, modern act. Do Punch and Judy. Have stage, figures. Will consider 50-50 proposition with show if you furnish transportation, top, banner, etc. Write, wire BILL HOLLIDAY, 15 Liberty St., Albany, N. Y.

VERSATILE YOUNG MAN—Med. Rep or Vaude Acts, Bits, After Pieces. Drums in orchestra. Have outfit. Song and dance specialties. ROY WYANT, 221 S. Lincoln, Ponca City, Okla.

WINTER-QUARTERS

(Continued on page 45)

for the personnel to get acquainted with him. He was here a short time, left on a booking trip thru New Mexico and Arizona, returned for a short visit and left again for his old stamping grounds, Montana, Wyoming and Colorado. Mrs. Schneck is still here. Reported by an executive of the shows.

W. R. Patrick

DISHMAN, Wash., Feb. 10.—Since quarters opened over a month ago, new semis have been built for two trucks and two show fronts have been completed. All work is conducted in one building by all types of machines and equipment owned by the show. So far the crew is about the same. Owner W. R. Patrick is busy supervising the work and Mrs. Patrick is holding down the office job. Much money is being spent to put shows in shape and many new attractions are being added. There will be a complete change of concessioners and showfolk this year, but ride staff will be the same as last season. E. L. Kemper has signed for the Congo Jungle Show. Jack Arnott will have a Girl Show and Snake Show. Mrs. Jack Hughes returned from California to her apartment at quarters, where she and husband have been living since the shows closed. Reported by an executive of the show.

Rogers & Powell

YAZOO CITY, Miss., Feb. 10.—Manager J. R. Rogers and Secretary Mrs. J. L. Powell, of Rogers & Powell Shows, have returned here from Hot Springs, Ark., to begin work in quarters for an early opening in the Oil City. Recent arrivals included Mr. and Mrs. Doc Bass, Mr. and Mrs. Earl Lane and Red and Babe Liptery. Odie Sheffield, mechanic, is getting motors in shape and Mom Cole is supervising quarters. General Agent Bass left on a booking trip. R. MILLER.

Blue Ridge

MAGEE, Miss., Feb. 10.—Manager Joe Karr had all equipment moved here from Wiggins, Miss., where it had been stored for two months. Quarters work is progressing nicely under direction of Swede Fredrickson and Sailor White. Manager Karr has purchased all equipment from Ernest Marohl, who was his partner last season, and will operate the shows himself this year. Marohl, however, has booked his Ferris Wheel and Chairplane for 1940. All equipment is to be painted orange and black, and Art Sorrell, with sound car, is expected soon. Joe Park will present the free attraction. Management purchased a new marquee from Fulton Bag and Cotton Mills.
SWEDE FREDRICKSON.

Holiday

AUGUSTA, Ga., Feb. 10.—Developments in quarters this week relative to midway circus to be presented by shows with a free-gate policy included the booking of the Bedell Troupe and the Wilson Society Circus, management reported. Current plans call for the circus to be an individual show, with the midway laid out in front. Other acts to be presented are The Lamberts, Capt. Frank Cushing, Dawn Collero, Grace Darling, Tommy Ardell, Shawn and Shawn, Charles Siegrist and Co., Madam Winola, Marjorie Bailey and Capt. Henry Mars. Management will present matinees to be sponsored by advertisers with a wide distribution of merchants' tickets daily. A high-wire act is to be used downtown three days prior to shows' stand. Usual billing and radio and newspaper hookups will be used. Shows open here in March. A number of rides, shows and concessions are being booked.
TOM TERRILL.

Donald MacGregor

ANDALUSIA, Ill., Feb. 10.—Work started in quarters here on February 1 and everything will be overhauled and put in shape by opening, which is slated for April. Merry-Go-Round is being overhauled and modernized. Mrs. R. B. McKenzie, owner, recently returned from her home in Duluth, Minn. Mrs. Harry Knox also returned after a week's visit with her parents in Ripon, Wis. Manager Harry Knox has been lining up a number of dates and shows will play Iowa and Illinois territory as usual. Reported by a representative of the shows.

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2 DAYS FOR ST. PATRICK'S

Big Crowds, More Cash Seen; Parades Set for Saturday

Pitchmen, badge-board workers stocking up for top sales—paper carnations loom as big item on Sunday—veterans back to work New York area

NEW YORK, Feb. 10.—Because St. Patrick's Day this year falls on a Sunday, pitchmen and badge-board workers are looking forward to a big two-day observance March 16 and 17. With many O'Briens, Mulligans and Dolans getting pay checks just before they attend celebrations and march in parades, the boys are looking forward to big takes on shamrocks, Erin-Go-Bragh buttons, clay pipes, silk flags and green paper carnations. Everything points to the biggest St. Patrick's Day in history of the novelty business. According to Jack Epstein, of Epstein Novelty Co., large shipments of badges, buttons with crossed American and Irish flags, harps and clay pipes attached to shamrocks and green streamers have been sent to all States. Charlie Zukor, Sam (Fats) Zudick and Julius (Colonel) Zoup, who recently returned after working the Mardi Gras in New Orleans; Sam Oefield and Sam Cohen, all veteran pitchmen, are anticipating the biggest St. Patrick's Day trade they have ever had.

Green Hats To Go

George Keiner, of Harry Keiner & Son, reports that he anticipates big sales for pitchmen on green hats. The novelty, an excellent party number, will appeal to wearers of the green. A golden shamrock pin with green ribbon attached also looms as a top item. The Irish flag and Irish American flag pins are seen as sure-fire numbers again this year.

Phil Goldfarb, of Goldfarb Novelty Co., says that he has talked over plans with some pitchmen. Nathan (Taft) Massover, Bennie (Senator) Kofkowitz and Eddie (Shrimp) Prunt said that they will be out with the usual line of St. Patrick novelties.

Recalls Big Takes

Samuel Goldfarb, a former pitchman, recalls the big business he did along Fifth avenue when he worked among crowds. He says he has attended nearly every March 17 event in the last 15 years and ships large quantities of Erin novelties to streetmen in the hinterlands.

According to William Caldwell, of Rex Novelty Co., the public will again buy round green balloons imprinted with a harp. More streetmen are expected to appear with this item than ever before. While some of the boys will vend this item alone, many others will use it to supplement their badge boards for additional profits.

St. Patrick's Day items are more or less staple, but the boys should get big profits as low prices are being offered. Not in recent years have the boys been given such an opportunity to serve the Irish with such complete lines.

Prize Users Turn To Wood Novelties

CHICAGO, Feb. 10.—Bingo and salesboard operators are finding wooden novelties much in demand this year and that they are among top items in the merchandise field.

The boys are said to be pushing cigaret cases with slide tops. Banks shaped like dogs and donkeys are going well, as are nut dishes and tie racks. One of the most popular numbers is the cocktail set with wooden tray, ice bucket and coasters. Salesboard ops say they find it easy to complete boards when there are several of these to be awarded.

BINGO BUSINESS

By JOHN CARY

WITH Lent being observed over the nation and some bingo games discontinued at churches, a lot of fans will be left with time on their hands. The other side of the story is that bingo games that are continuing will have a good chance to lure these players to their halls. Operators realize that bingoers generally return to the fold, but the boys who haven't shut down are anxious to get the opportunity to see new players at their tables. The situation offers the up-and-coming counselor a chance to use his showmanship and experience to convince his backsliders that his is the best game, where the best quality and most useful merchandise is awarded.

* * *

G. J. ONDRASEK, of Fond du Lac, Wis., writes:

"It wasn't until I attended a carnival at our fairgrounds last fall that I saw one of those wheeled carts into which bingo players tossed a baseball in an effort to strike a hole carrying a number they might want.

"This apparently is done so that players themselves choose the numbers called.

"The other evening a friend insisted that this or other methods of letting players choose the numbers for bingo has been in operation for several years, but as I had never seen or heard of it before, I did not agree with him. He suggested that I write you to learn how long it has been since players have been choosing numbers for bingo and which of the distributors of bingo equipment was the originator.

"If you can give me this information I will be grateful."

Origination of new ideas in bingo generally brings up arguments. In order to give Ondrasek the right information on this "throw the number you need" idea, we are inviting counselors to send in their views. How about it, operators? Let's hear from you.

* * *

THE OTHER NIGHT we ran into a most interesting incident. While it was funny, it proves that professional operators have to rely upon experience to give the people what they want.

Jack Taylor, announcer, related that one time he asked the players at a certain game to write their prize choices on the backs of special slips. The question was "What do you need in your home?" And it was explained that the operator wanted to supply merchandise that could be used to advantage.

The answers were far from the point. Some said they needed a Rolls Royce, a Myrna Loy, a moon, a million dollars, etc. The only sensible answer was a request for a baby carriage.

This bears out our theory that bingo players go to games primarily for pleasure. It also proves that the experienced operator has to know the trend in prizes. When an operator cannot rely upon a survey he must use his own judgment to see that prizes are the kind that will bring repeat business.

* * *

HOW about matinee games?

Recently we sat in on a game that has been held at 1:15 p.m. on Wednesdays for 41 weeks. The crowd numbers about 500. Attendance fell off only once—during the week between Christmas and January 1. The set-up is 35 games for 40 cents for merchandise prizes. Enthusiasm of players compares favorably with that of night games and the majority of patrons also attend Sunday evening affairs.

Games begin promptly after children have been sent to school and end shortly after 4, giving housewives ample time to get home and prepare dinner.

This strikes us as something of a record. We'd like to hear from other counselors who are achieving success with afternoon games. Drop us a line.

New Series of Legal Opinions

In the next issue will appear the 25th of a new series of legal opinions. It will be titled *Liability of Owners or Lessors for Injuries to Amusement Patrons*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Boys Look Forward To Big Feb. 22 Sales

NEW YORK, Feb. 10.—Badge-board workers and streetmen are looking forward to earning additional cash on Washington's Birthday. The boys are already getting supplies of Washington buttons with red, white and blue streamers, American flag lapel pins and small silk flags. "Keep America Out of War" buttons are also expected to go at this time.

Novelty supply houses report business on party merchandise is also good. Large crepe paper balls, paper hats and other items are being sold in quantities larger than ever. Night clubs are said to be going in for patriotic decorations this year, boosting output of these items greatly. Schools planning dances are also large purchasers of red, white and blue decorating materials.

Scenic Novelties Come to the Fore

NEW YORK, Feb. 10.—Scenic items are proving one of the hottest numbers on record for novelty workers and prize users, those in the know report. With several big festivals scheduled, items of this type are tops in demand.

The line includes water globes, plates and ash trays. Outstanding spots pictured include Wildwood, N. J.; Niagara Falls, New York, Washington, New Orleans, Chicago, Los Angeles and San Francisco. Places pictured on the items include Bok Tower, Empire State Building, Radio City and Statue of Liberty, religious figures, sea horses and water plants.

It is reported this line is now being worked for a good margin of profit. Line went well during the Mardi Gras in New Orleans and prize users in cities where crowds of tourists and visitors are skedded to gather are buying large quantities at low prices.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Had a chin fest with a local operator the other day and he brought up an old operator peeve. Why, he wanted to know, can't some local officials let well enough alone insofar as the salesboard business is concerned. Here, he said, is a business which in the main is conducted as cleanly as any, which provides gainful employment to thousands of individuals who might not have been able to find employment otherwise, which offers an outlet to manufacturers and distributors for merchandise that runs into the millions of dollars each year, which gives John Public a chance to have a little fun anticipating the award of a valuable premium for a small expenditure and yet, despite all this, is often the first to feel the heel of some local politician who has a personal ax to grind.

Well, there is an old saying that a business without some headaches just wouldn't be a business. Practically since the day the first card was laid operators have had to put up with crusades and these have come to be such an old story that the boys have learned to take them in stride. The salesboard business is built on such a strong foundation, has such terrific consumer appeal, that it has always been able to weather and will continue to weather whatever storms may come its way. Give an operator who knows his way around a good item to work and he will rake in the shekels regardless.

Basically the biggest headache to operators has been the few short-sighted selfish operators who really do not belong in the business. We refer to those boys who are so hungry for the do-re-mi that they never give the purchaser a break. They misrepresent the value of the premium offered, switch items whenever they can, deliver something different from that which was originally shown and in some cases skip altogether after a collection has been made without delivering anything. This type of operator, fortunately in the great minority, is the cause of many of the crusades and the loophole thru which the ax-grinding politician can deliver a punishing blow on occasion. This type of operator is penny wise and pound foolish and a pain in the neck to everyone else. If he can be shown the error of his ways, and we can all do our bit if we want to, much of the pressure can be lifted.

* * *

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200 W. Adams St., CHICAGO

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.

Car-Fare Holder

This 24-carat gold-plated coin holder attaches to milady's purse. Because it saves time by avoiding the need of fumbling thru keys and cosmetics for change, novelty workers are finding it an item commanding quick sales, Rex Novelty Co. reports. The coin holder is 1¾ inches long, an inch wide and thick enough to hold two nickels, four dimes or three pennies. Opened merely by pressing the sides at the top, it allows women shoppers to produce a nickel quickly enough to catch subway trains and street cars. It is attached to the purse by inserting the prongs in two pin holes. New low prices are offered, the firm reports.

Bed Lamp-Radio

Sleepytime Pal, a combinastion bed lamp and radio, is making plenty of cash for salesboard and bingo operators, Premium Products Mfg. Co. reports. The five-tube superheterodyne radio operates on AC or DC current, has a built-in aerial

---

A Real Action-Getter!

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COMBINATION RADIO and Electric CLOCK

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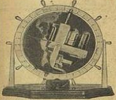
NAVIGATOR GLOBE RADIO

COMBINATION RADIO AND WORLD ATLAS

A complete radio receiver in **a colorful world atlas.** Positively a sensation in its combined educational, entertaining and decorative value. It's a real super-hetrodyne that gives you actual 7-tube performance. Its rich, resonant tone quality evokes instant admiration. Full 5-inch dynamic speaker. No aerial or ground needed.

"JUST TURN THE WORLD TO TUNE THE RADIO"

THE SENSATION OF THE COIN SHOW



THE RADIO IS IN A HIGHLY COLORED GLOBE

It was the talk of the show. Everybody who saw it acclaimed it the greatest sales stimulator of the year. Its wide appeal to young and old makes it a sure-fire promotion item. Stands 15½ inches high. Fully colored globe measures 10 inches in diameter.

As you turn the world, station after station comes in. It's a born winner. It will start you off for 1940 with a bang. It attracts sales like a magnet. Rush your sample order. Act now! Send 25% Deposit on C. O. D's.

RETAIL LIST $29.95

WRITE OR WIRE FOR PRICE

Write, Wire or Phone Your Order.

Distributors: Write for special proposition and territory.

D. A. PACHTER CO.

NATIONAL PREMIUM REPRESENTATIVES

MERCHANDISE MART • CHICAGO, ILLINOIS

Send for Our BIG

GENERAL CATALOG

- PREMIUM USERS
- SPECIALTY MEN
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- STREETMEN
- PITCHMEN
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- NOVELTY WORKERS

You can't afford to miss the hundreds of "Money-Making" values to be found in our Big General Catalog No. 51. It brings to you the most extensive lines of Premiums, Novelties and Specialties we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of items that can make money for you! Send for your FREE COPY of this big "Buyer's Guide" today!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

BINGO GAMES AND SUPPLIES

WRITE FOR OUR NUMBER 40 CATALOG

MANY FAST SELLING ITEMS AT LOWEST PRICES

Be sure and mention your line of business

MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

GOOD NEWS FOR 1940

WAGONMEN — DISTRIBUTORS AGENTS — CANVASSERS

NEW LOW PRICES—GIVE BIGGER PROFITS. Big Complete Catalog Ready. Thousands of Fast-Selling BIG PROFIT Items.

CARDED GOODS, DEALS, NOTIONS, DRUG ITEMS, SIDELINE MERCHANDISE. Send for Catalog—It's **FREE**

THE NEW **WALTHAM Electric Shaver**

Unbreakable Case — Flashy Pouch — Attractively Boxed.

85c each INCLUDE POSTAGE

CHAMPION SPECIALTY CO., 814-S Central Street, Kansas City, Mo.

200 WITTY CONFUCIUS REMARKS—200

Fastest 5c Seller for Newsstands and Streetmen

100 BOOKS 65c—1,000 BOOKS $5.75

Plus Postage — Include Deposit With C. O. D. Orders.

RIMMEL and MILGROM PUBLISHERS, 425 W. 42nd St., N. Y. City

and needs no ground connection. Cabinet is of streamlined bakelite and available in ivory or walnut. Brings in popular 1720 KC police radio band and has vernier for easy tuning. While it is primarily a bed lamp-radio, item may be used on end tables. Light and radio are independently controlled by conveniently located switches. Salesboard workers say that with Sleepytime Pal as a prize they have little difficulty in completing a board. New low prices are being offered to introduce the item, the firm reports.

Novel Chrome Utensil

Skiddle is the name of a new combination skillet and griddle that is getting great reception from users of prize and premium merchandise. It is the newest member of the popular Speedy-Clean family of chrome cookware by the Everedy Co. Thickly plated with chrome, it heats rapidly and cleans easier and faster than most kitchen utensils on the market. Because the number is so universally in demand and popularly priced, the firm predicts it will be one of the biggest sellers in the field for 1940.

Rota-Knife

Revolutionary in principle, the recently introduced Rota-Knife promises to become the greatest knife sensation in years for prize and premium users, its maker, Carter Products Corp., reports. You open the handle instead of the blade, easily and quickly, and it locks open or locks closed. Knife is furnished in nickel plate, stainless steel or gold-plated finishes and is available at prices within almost any prize budget, it is stated.

Thermodex

Zephyr Thermodex, a new streamlined fountain pen desk set with dial thermometer of dashboard type, is the latest money-maker produced by the Zephyr American Corp. A companion product to Autodex, the unit is available in black, walnut or ivory. Strictly a quality number, it nevertheless is available for prize, salesboard and premium purposes at a popular price, the company reports.

Radio-Clock Combo

Here is an item that is making money for bingo and salesboard operators, Evans Novelty Co. reports. The new combo combines the beauty and usefulness of a five-tube AC Majestic radio and a high-quality electric clock in ivory plastic cabinet. Since the item has plenty of

BIG VALUES—LOW PRICES

IODINE—Small. Gr.	$ 2.25
IODINE—Large. Gr.	3.25
MERCUROCHROME—Small. Gr.	2.25
MERCUROCHROME—Large. Gr.	4.25
ADHESIVE PLASTER — ½x5 or 1x2½ — Regular or Water Proof. Your Choice. Gr.	4.40
HANDI-STRIPS — 8 to Cardboard Folder. Gr.	1.35
TOOTHBRUSHES—U. S. A. Gr.	5.75
ASPIRIN TABLETS—Certified Brand. 12 to Tin. Gr. Tins	1.35
UNDERWOOD DRY SHAVERS—Ivory Case With Pouch. Ea.	.85
MAGNETIC TRICK DOGS. Doz. Sets.	.75

BENGOR PRODUCTS CO. 878 BROADWAY, NEW YORK, N. Y.

"POCKET TRICK"

Mystifying! Baffling! Fascinating!

Pass them out at 50c each. Everybody wants one—easy to demonstrate. A beautiful chromium finish product. Send only $2 for dozen or 25c (cash) for Sample. We prepay all shipments. AGENTS & DEALERS, ACT FAST.

A. M. WALZER COMPANY

Midland Bank Bldg., Minneapolis, Minn.

MONEY GETTERS

FOLDERS with Glove Insert, 6 diff. Hot Cake Sellers Doz. 45c Gro. 4.80 16 MM Camera with 32 Subjects on film Doz. 4.50. Skunk Perfume (phoney) Doz. 25c. Puzzle Pants .65 Doz. Poo Poo Pillow 60c Doz. and Boy oh Boy . . .

JUNIOR SWEATERS		JOKE ITEMS	doz.
Fur. . . . . . . .doz.	3.50	Hot Pepper Gum. .	.35
Knitted . . . . "	3.50	Foaming Sugar . .	.35
Satin . . . . . . "	1.50	Dishwater Beer . .	.30
Flannel . . . . "	1.20	Salt Chiclets	.25
Wiggly Cheese	doz.	Snake on Stick . .	.60
75cdz. BottlePuzz.	.35	Trick Soap red. bl.	.50
Comic Hebrew Letters Wall Signs . .	.15	Shimmie Dancers .	.25
		Sand Cards v.p.. .	.30
Hitler Jackass Party		Magnetic Dogs . .	.35
Game . . . new . .	.75	Black Widow Spider	.45

BOOT or TORPEDO WHISTLE, Special 05

Big Variety of Hitler Jokes in our new Catalogue, send 25c for copy. Refunded with first order. Samples 50 & Cat. 2.00

MAGNOTRIX NOV. CORP., 130 Park Row, N. Y.

HOT WATER *with* **SPEED KING**

MAGIC DISC Works on Any Electric Light Socket

MILLIONS of homes, stores and offices everywhere need SPEED KING—the new, amazing Water Heater—that heats water boiling hot so fast it takes your breath away. No muss! No waste of time or fuel! Just a simple "plug-in" at any 110-volt light socket—and presto . . . just the amount of hot water you need for washing, for shaving, for dish-washing. CHEAPER because you don't have to heat gallons when you need only a few quarts. FASTER because the intense electric heat goes directly into the water. Sells fast on a 60-second demonstration. Small in size—fits the pocket, easy to carry. Anyone can afford it. Everyone wants it!

SAMPLES for AGENTS

JUST SEND NAME

I WANT you to know the almost uncanny heating action of this speedy water-heating invention. Write quick for my Sample offer—a postcard will do. Get an actual sample SPEED KING for making demonstrations. You can make plenty of cash as my agent. HURRY! Big season starting now. SPEED KING solves the hot water problem when furnaces shut down. Act quick and I'll show you how to make the fastest money of your life, now.

Send No Money!—*Just your name.*

Address: L. B. Patterson, Pres.,

NU-WAY MFG. COMPANY

Dept. 432B Walnut Building, DES MOINES, IOWA

NOTICE

Comic Glove Card Users

The following Glove Card subjects: THIS IS NO BULL, SOMETHING FOR MY BABY DOLL, and TO MY VALENTINE have been unfairly copied and sold by unauthorized concerns who have seen fit to plagiarize and infringe on our copyrights.

Action will be brought against any infringer, whether that infringer is the actual manufacturer, agent, jobber or dealer.

Until further notice these cards are priced at 60c per dozen and $6.00 per gross, F. O. B. Factory.

We will gladly quote jobbing prices upon request.

Rex Manufacturing Co.

West Richfield, Ohio

Extra Value! $2.25 EACH

5 for $10.50 5 for $10.50

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12½ L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for $10.50.

DEALERS, Write for Catalog.

ROHDE-SPENCER CO.

223 W. Madison St., Dept. "S" Chicago

FURS! FURS! FURS!

Seidel Offers BIG VALUES

In Beautifully Illustrated Catalog, Showing All the Latest Styles in CONEYS, SEALINES, COCOLETTES, SQUIRRELETTES, MUSKRATS, GENUINE SQUIRRELS, CARACULS, PERSIANS, Etc. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

From $8.00 Up

M. SEIDEL & SON

243 West 30th St., New York City

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

ELECTRIC EYE
ANNUNCIATOR AND BURGLAR ALARM

STORES, Homes, Taverns, Shops, Garages—scores of others—waiting for the RAY-ALARM Burglar Alarm and Annunciator. Real protection—guards against intrusions. Invisible beam of "Black Light," when interrupted, sounds continuous alarm. Plugs in any light socket. Unfailing demonstration takes 10 seconds—makes sales on spot.

SEND NAME Huge profits. Write AT ONCE for particulars of Distributor Plan or agent proposition. No money. Just send name.

RAY-ALARM 225 Fifth St., Dept. R-432B, DES MOINES, IOWA

SPECIAL—ELGIN & WALTHAM

18 Size—7 Jewels in New Yellow or Chrome Cases with chain. Each . . . $1.85
18 Jewels, Each $2.35
17 Jewels, Each $2.85

MEN'S WRIST WATCHES, with strap and box. Ea. $2.75
6 Size, 7 Jewels, Knife Edge. Ea. $2.50
Special Prices for Quantity Users. 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog.

N. SEIDMAN 175 Canal Street, New York, N. Y.

flash, salesboard operators are finding it an incentive for the public to complete boards. To introduce this number a special low price is being offered, the firm reports.

NOTES from SUPPLY HOUSES

D. A. Pachter Co. has been appointed national premium representative for Radio Corp. of America. The Pachter firm represents such nationally advertised lines as Stewart-Warner, Sonora, Sentinel, Motorola and General Electric as national premium representatives, and says that with the addition of the RCA line it is in position to serve premium users with a type and style receiver to meet practically any prize requirement.

* * *

Sol Goldfarb, of Goldfarb Novelty Co., has returned to New York after a stay of 10 days in Washington. He combined pleasure and business during the trip.

ST. PATRICK'S DAY NOVELTIES
At Lower Prices!

	Gross
BB4088—PLAIN SHAMROCKS	$ .60
BB3086—HAT SHAMROCKS	.60
BB7824—ERIN FLAG	.75
BB3062—GREEN SNAKES, Doz. 30c	2.50
BB3065—GREEN BALLOONS	1.75
BB7812—GREEN BOWS	.70
BB1148—PAPER HORNS	1.25
BB3087—CREPE HATS	2.00

Sample Asst. — 1 Doz. Each of the Above POSTPAID. Cash with order 1.50
25% Deposit Required With All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

ELGIN, WALTHAM, BULOVA

Reviewed Guaranteed. MEN'S WRIST AND POCKET WATCHES. STARTS AT $2.95
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

CLOSING OUT!

$4.50 Per Doz.
VALUE $1.50 EACH

This attractive 3-Piece Buckle Set, now selling at popular retail stores for $1.50, offered for a limited time at close-out prices! Choice: all gold, all silver, two tone. Famous Giant Grip Buckle with matching Collar Clasp and Tie Chain, packaged in a sensational bakelite ash tray.

No. B25J75—$4.50 Per Dozen; 40c Each. (2 Samples Postpaid for $1.00)

Write for copies of latest Merchandise Catalogs. Mention your business, we do not sell retail.

JOSEPH HAGN CO., Dept. BB
Wholesale Distributors
217-223 W. Madison Street. CHICAGO

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

FEATURING . . . New Engraving Pins with either '39 or '40 year guards—styles that are click-ers! . . . timely sellers like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Lockets . . . Best Selling Whitestone Ring Styles . . . Cameo Rings . . . Billfolds . . . Compacts . . . Photo Jewelry. Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago Ill.

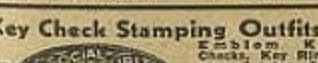
ELGIN & WALTHAM REBUILT WATCHES $1.75
7 Jewel, 18 Size, in S. H. Engraved Cases, at
Send for Price List. Money Back if Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

ST. PATRICK'S DAY NOVELTIES

No. 131—IRISH HARP, Metal With Attached Pin, 2½x1½". Dozen, 30c; Gross $3.00
No. 132—Same as Above, 1½x1". Dozen, 25c; Gross 2.50
BUTTONS, Shamrock or Flag. 100, $1.20; 1,000 . . . . . 10.00
No. 133—1½" SHAMROCK BUTTON BADGE. Two Good Qual. Silk Ribbons Attached. Dozen, 30c; Gross . . 2.75
No. 134—ENAMELED SHAMROCK PIN, with Silk Ribbon Attached. Dozen, 25c; Gross 2.50
RIBBON, No. 5 Green Silk, 10 Yds. 25c
GILT FRAMES FOR BUTTONS, 100 . . . . 2.00
No. 135—SHAMROCK BOW FLAGS. Gross 60c
No. 136—SHAMROCK, With Pins. Gross . . 85c
No. 137—SHAMROCK, With Hat. Gross . . 85c
Send 25c for Complete Sample Assortment.
1/3 Deposit With All Orders, Balance C. O. D.

EPSTEIN NOV. CO. 116 Park Row, NEW YORK CITY

PUSH BUTTON PENS
$18.00 PER GROSS Assorted Colors



Write for PRICE LIST
STARR PEN COMPANY
300 W. Adams Street, Chicago, Illinois.

Key Check Stamping Outfits

Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.
SOCIAL SECURITY PLATES
KEMP
463-B East 176th St., NEW YORK CITY

MEDICINE MEN
Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER
(Cincinnati Office)

OF IMPORTANCE . . . to pitchmen and sheetwriters is the bill modifying the Colorado sales tax and use of tax laws in the State, which was approved by the governor and became effective May 9, 1939. Sales tax of 2 per cent applies to all local sales within the State, and the use tax of 2 per cent applies to all goods used in Colorado that are not covered by sales tax, altho such goods may move in interstate commerce. Reports from the attorney-general's office indicate that that office intends to apply all the penalties of the law, which are severe, against anyone making sales within the State, who has not registered with the Treasury Department and arranged for collection and remittance of the use tax. These penalties will apply with equal force to any person resident in Colorado, who makes sales as a representative of a publisher or agency as it will to any transient sales person.

* * *

WILL IT BE more business than tourist this season?

* * *

HARRY (COLLINS) BUNTING . . . of Lord's-Prayer-on-a-penny note, and Sylvan Beebe, well known in pitch circles, are associated with Jeff Davis' new program, "People on the Move," which they hope to present in Ohio theaters and on the air. Bunting is handling the bookings, with Beebe doing the producing. Cliff Cochran, formerly of burlesque, is working with Davis in the skit as his Good Man, Friday." Unit recently was auditioned at Station WCKY, Covington, Ky.

* * *

"THINGS HAVE BEEN . . . pretty tough here and the cold weather and rain have kept the boys on the rocks," shoots James Wells from Chicago. "Ray Wetsakie, son of the owner of the hotel in which we are stopping, played host at a dinner recently to pitchmen and showmen. All reported a good time, and among guests were Ralph Wibberley, Bill Remick, J. P. Snyder, Karl Holdorf, Frank Davis, Jack Ross, Tommy Burns, Doc McDonald and the writer."

* * *

YEA, WE MAY have an early spring, but don't shed the heavies just yet.

* * *

HERE COMES . . . a pipe from Tampa, Fla., by Dan Sherwin: "It's too bad that this State has a prohibitive license on medi, because the cream of the crop in the pitch field is here. I have met Jack Moulan, H. B. Paja, Jim Ferdon, Bill Ware, Babette Evans and Tommy Alvin. On the way down, as I passed thru New Orleans, I saw some of the boys working (not med) and they seemed to be getting fair passouts. I will start back to Oklahoma in time to open my show there by the middle of April. Would like to read pipes from Doc Kincheloe, Red Maynard, Murl Webster and Louie Dean."

* * *

WINTER NEEDS should be remembered during the summer.

* * *

HOW MANY . . . are going to make Arp, Tex., for the Mule and Horse Colt Show there February 17?

* * *

BILLY (SNOWBALL) RIMMER . . . pencils from Wauchula, Fla., that he will be with the Earl Weatherford Tent Show this season, doing black. The show is playing houses now, but will soon open under canvas in Georgia. Rimmer would like to read a line from Robert M. Smith and C. L. Stumpf.

* * *

JEFF FARMER . . . is in Union City, Tenn. After working that territory he will head west. He has gone back to herbs and oil and says he has found biz fair.

* * *

Do you know when a patron can be legally evicted from a place of amusement? If you don't, write to the Editorial Department of The Billboard, 25-27 Opera Place, Cincinnati, O., for reprints of the article, "When Eviction Is Lawful," which appeared in The Billboard of October 28, 1939. Three cents postage will pay the mailing charge for each five copies desired.

* * *

MARJE BUELL . . . pens from El Paso, Tex.: "El Paso is n. g. at this time. I sympathize with the fellow who piped that he couldn't eat the climate. 'The Boy From the Country' has been eating his vegetables, which is tough on the peelers. I did okeh south of the border (Juarez, Mex.). No word to date from Doc Byron Dean in Denver. Would like to see pipes from the Fred Allens, Carl and Betty Swanson, Dick Allen, Byron W. Kerr, Joe Ackerman, Prof. John Wagner, George Harris, Claude Laws. I understand Otto Schreiner has gone and hitched up Virginia Roll in St. Louis. Where's Charles Halley and Johnny Shanahan?"

* * *

PAT MURPHY . . . was seen in Bryan, Tex., a few days ago, working sheet to fair biz.

* * *

JACK (BOTTLES) STOVER . . . tells from Harrisonburg, Va., that Billy (The Kid) Dietrich has returned to the Shenandoah Valley with only fair reports from the tobacco marts. "All the boys around here are waiting for the blue

Authentic WALT DISNEY PINOCCHIO BALLOONS

Cash in on the popularity of Pinocchio, Walt Disney's latest hero. In addition to the toss-up shown here, Oak offers a head balloon with protruding nose and an attractive print on regular balloons. Ask your jobber, or write to us for details.

The OAK RUBBER CO.
RAVENNA, OHIO.

FREE NEW CATALOG! of latest popular sellers in Mother of Pearl LOCKETS, Cameo & Whitestone RINGS, ENGRAVERS' JEWELRY, CROSSES, NOVELTIES, etc. IMMEDIATE DELIVERY. Send $2.00 for samples. MAJESTIC BEAD & NOV. CO., 307 5th Ave., New York, N. Y.

CARD MEN ACE BLADES AT FACTORY PRICES
Here are the kind of blades that sell and repeat. Leather-stropped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Rush name for free blade and profit details.
ACE BLADE CO., Dept. 52-A, 65 E. Eagle St., Buffalo, N. Y.

NEW TURN SIGNAL
FLASHES from REAR WINDOW—DASH Control
AGENTS A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 244%. Biggest sensation of year. High sales quick for Jobbs and Demonstrator sample plan. All Free! Rush.
WATCH-MY-TURN SIGNAL CO., Dept. W-432B, Walnut Bldg., Des Moines, Iowa

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!

Big earnings for ambitious men and women in new Diamond and Gold with famous Hoover uniforms. Diamond line of smart, distinctive uniforms for restaurants, hospitals, hotels, taverns, stores, offices, doctors, dentists, etc. Set up your own business. No experience needed to get into this easy, big-income business. Big product now in demand. Hoover Uniforms are Guaranteed to Fit. Easy, quick, fast and money-making proposition—see FREE.
HOOVER 223 West 19th Street Dept. BK-4A, New York

BIG PROFITS

Own Your Own Business Stamping Key Checks, Social Security Plates. Sample with Name and Address, 25c. Send for Catalogue No. 39.
HART MFG. CO., 511 Degraw Street, Brooklyn, N. Y.

SOCIAL SECURITY PLATES

Start your own business Stamping Social Security Plates and Key Tags. Die Set Letters and Figures, $2.50. Better Die Set Letters and Figures, $4.00. Gauge, 75c. Key Tag Gauge, $1.50. SOCIAL SECURITY PLATES, size 1½x3/8", 2½c each. All Plates have been revised. Agents, send for your New List. FRANK BONOMO, 65 Central Ave., Dept. BB-17, Brooklyn, N. Y.

birds and are doing nicely. Among them are Blackie Fats and Fred Shifflett, Barrel Rodefer, Ray Neff and Specks Higgins."

* * *

KEN MEEKS . . . sends his first pipe from Hagerstown, Md.: "Since leaving Max Sambo Trout's Minstrels and doing emsee work around Chicago, I have for the past nine years been pitching and batting 100 per cent."

* * *

FAMOUS LAST WORDS: "I've never worked a blooner in my life."

* * *

S. N. (SI) ULLMAN . . . stopped at Madison, Ind., a few weeks ago, while en route south to get a few subs on his new publication, which sounds like a gag, *The Goat World of Vincennes, Ind.* Says he saw Pinky Hamilton and Jimmie Barnes working the tobacco market there on the poultry paper. Ullman went from Madison to Louisville, where he joined his former partner, Ray Bowers. Ullman says he gave up his job on the police force at Indianapolis, because the call of the road got him. He is working his way to Florida, stopping at the larger towns to work trade publications. Says he's still using silk stockings, for the women, and cigars, for the men, as premiums. "Let's hear from boys in Columbus, O. Pipe in Donahue, Atherton, Etty, Lawson, Ladeaux, Richardson and Sam Steedman."

* * *

PRINCESS FALLING WATER . . . is in Pittsburgh, recovering from an operation. She is anxious to hear from friends, infos W. R. Saunders.

* * *

"GLAD TO SEE . . . the pipe of Gene and Juanita Kite, giving the lowdow on folks down in Arkansas," say L. E. (Roba) and Gladys Collins from Piedmont, Mo., where they still have their eating place.

* * *

PITCHMEN'S SAYINGS: "Gentlemen, this is a famous Chinese Spizerinktum!"—Doc Hauser.

* * *

DOC BATES AND WIFE . . . are working med out of Piedmont, Mo., and Chief Ed and Mary Eagle are still around there, taking things easy, with Ed occasionally working wire jewelry.

* * *

2-10 DANIEL . . . veteran magician of the Burke & Gordon tent med show, played a few schools thru the vicinity of Piedmont, Mo., recently.

* * *

SCOTTY LATHAM . . . and Jack Carter are working paper in Oskaloosa, Ia., territory to good results. Say they saw King La Marr recently, working herbs. He carries three entertainers and his passouts are always big, Latham reports. He also says King has a new Oldsmobile sedan. Doc Neale and Eddie Cosari are asked to pipe in.

* * *

W. R. (WILD BILL) OWENS . . . has been marking time in Bryan, Tex., for some time, but says he's going to start out soon. He's been putting out a little soap and getting little long green in return. "Think I will work sheet here for a while, as plenty of work is going on here and everybody has a little money," he infos.

* * *

TRIPOD OPININGS: "Work clean and handle a good line and watch the natives welcome you in towns where you haven't been in years."

* * *

SIGHTED WORKING . . . Los Angeles recently, when weather permitted, were Herb Johnston, Art Davis and John Wicks, jam; Little Joe Colby, blocks and blades; Mike Kelly, needles, and Maurice (Speed) Hascal, cards and folding paper tricks.

* * *

"CERTAINLY . . . was a pleasure to see Eddie and Lucy Gaillard back in the States again," blasts Maurice (Speed) Hascal from Los Angeles. "Their foreign tour was canceled because of the European war and they returned here after an extended stay in China. They left to work the Sportsmen's Show in Boston."

* * *

ANYBODY WORK . . . the sportsmen's shows in Boston and Cleveland? How was business?

* * *

WHAT'S DOIN' . . . Dewitt Shanks, Red Wood, Frank Hiar and all the boys and girls from Indianapolis?

* * *

JACK ZIMMERMAN . . . comes thru with one from Carmel, Calif.: "Am at present on the leaf with farm sheets. I publicize the cultural *Peoples' World*. Mary Ragan and Chet Webb are making a permanent pitch in Crystal Market, San Francisco, taking care of the body, while I, in my modest way, try to switch from the intense culture of the soil to the culture of the salesman's public. May pitchmen score on this tip. The San Joaquin Valley towns are mostly open. Sheet men can work on permit, and there are plenty of vacant doorways."

* * *

DOC CHARLES V. GRAHAM . . . well known in med circles, is confined in U. S. Veterans' Hospital, Memphis. He writes he'll probably be there for several months and would like to read pipes from friends.

* * *

B. J. STARK . . . who has been working pens thru the Middle West to good success, rambled into Cincinnati last week for a few days' stand, but took enough time off to visit the pipes desk. He said he planned to go south from the Queen City, and eventually wind up in California. He added he'd like to read a pipe from Hoot McParland.

* * *

TALK OVER OLD TIMES and cut up jack pots when the day's work is done, not while you're doing it.

* * *

SPORTSMEN'S SHOW . . . in Cleveland's Public Auditorium had its share of the pitch fraternity on hand. Sighted at the event were W. G. Barnard, who is working his culinary gadgets to successful results; G. F. Brooks and Andy Waterson, scopes and handwriting analysis, and Charley Ray, shivs and juicers. Paul Trexler recently opened the Cintrex Studios in Cleveland and is preparing packages for the Kresge chain.

* * *

SPRING . . . must be near, observes Doc George V. Blue, who last week saw Kid Carrigan, the shoestring king, at Kingan's plant, Indianapolis. Blue says he seems to be the only one working shops in Indianapolis. It's hard to hold tips and there is very little money on the streets there, according to Blue.

* * *

DOC EARL H. RAMSAY . . . of the Ramsay Med Co., Riverdale, Neb., says he is just sitting around there waiting for spring to come so he can get going again.

* * *

WE KNOW OF A NUMBER of boys and girls who still manage to make some of that long green because they spend some of their time each week working up a new pitch.

* * *

AL AND ANN DECKER . . . recently jumped from Mobile, Ala., to Tampa, Fla., for the winter fair, which they say looks like a big thing. L. H. Ackerman is still with them. They have corn bread and milk three times a day and that there's no hard times in the South, they report.

* * *

STANLEY NALDRETT . . . has been laying off in Atlanta due to a four-week attack of flu. He opened in Columbus, Ga., February 12.

* * *

BOB YZNAGA . . . and Red Noble are still hitting high figures on oil and "koonx," respectively, at Neisner's, Boston. Yznaga reports that applications to the Wallack Club are still pouring in. He says: "Let's have pipes from club members Bob Freedman, Morry Kramer, Eddie Ross Zanger and Benny Platt."

* * *

Pitchdom Five Years Ago

Doc Stumpf had his med show clicking to lucrative results in Graceville, Fla. . . . F. L. (Pergy) Ferguson, traveling representative of General Products Laboratories, Columbus, O., was visiting friends in Cincinnati, where he stopped while en route to the South. . . . Las Animas, Colo., was proving good territory for Doc Tom McNeeley. . . . Well known to all in Pitchdom, Doc Jack Dorsay dropped dead in Philadelphia as he stepped out of his house on the way to a dentist. . . . Charter members of the Gimick Club, Boston, included Doc Ralph E. Anderson, LeRoy Mus, Charles R. Huke, Jack Dillon, Harry Adams, Al Brass, Bill Schultz, Al Matherson, William Sullivan and Pop Taylor. . . . Rusty and Dot Williams were still with the Odell White talking picture and vaudeville show. . . . Leo and Dolly Conn were vacationing for a few weeks in Cottondale, Fla., while the Connie and Dolly Show was being repainted in temporary quarters in Dothan, Ala. . . . Ralph E. Anderson was still working in Sam Lewis' pitch store on Tremont street, Boston. . . . Roving Al Burdick started his season of street clowning in Temple, Tex. . . . Doc L. R. Ernest rambled into Newton, Miss., after clicking with med in Asheville, N. C. . . . Temple, Tex., was proving winning territory for A. J. Hector with razor blades. . . . Doc Marshall and his Sunny South Show were idling away a few weeks near Stockton, Ga. . . . Harrisburg (Pa.) Farm Show resulted in okeh takes for Johnnie Miller. . . . Roster of Art Gilbert's *All-Fun Revue* and orchestra, which was playing Port Wentworth, Ga., included Art and Runa Gilbert, Nick Kay, Al and Myrtle Bordan, Bill Burgess and Lucille and Evelyn Day. . . . Fred X. Williams closed at the rabbit show in Youngstown, O., and headed for another rabbit show at Cuyahoga Falls. . . . John H. Jones managed to get the geedus, working Chinese tricks at the Mardi Gras, New Orleans. . . . Jack Fox had his West Madison street store in Chicago working full blast. . . . Doc Rance Gray, well-known pitchman and former actor, died from injuries sustained in a fall in Chicago. . . . That's all.

Next Issue

LIST NUMBER

Will Feature the Following Lists:

WINTER FAIRS
COMING EVENTS
CONVENTIONS
POULTRY SHOWS
DOG SHOWS

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Events for 2 Weeks

February 12-17

CALIF.—Hollywood. Tropical Fiesta, 16.
LA.—Baton Rouge. Natl. Home Show, 12-17.
MICH.—Munising. Ski Tournament, 15.
Sault Ste. Marie. Winter Carnival, 14-17.
Detroit. Shrine Circus, 5-18.
MO.—St. Louis. Celebration, 17-19.
O.—Cincinnati. Shrine Circus, 12-17.
W. VA.—Morgantown. Farm & Home Week, 12-15.

February 19-24

ARIZ.—Tucson. Midwinter Rodeo, 21-25.
CALIF.—Cloverdale. Citrus Fair, 21-25.
COLO.—Lamar. Live-Stock & Poultry Show, 23-26.
FLA.—Eustis. Washington's Birthday Celebration, 22.
MICH.—Detroit. Detroit Builders' Show, 18-25.
Ironwood. Winter Carnival, 22-25.
MO.—Kansas City. Better Homes & Bldg. Expo, 24-29.
N. Y.—New York. Natl. Sportsmen's Show, 17-25.
O.—Cleveland. Grotto Circus, 19-March 2.
TEX.—Laredo. Washington's Birthday Celebration, 21-23.
WASH.—Seattle. Gift, Lamp & Houseware Show, 25-29.

OUTDOOR WORKERS

(Continued from page 3)

acknowledged by Meany, but no action was apparently taken at the quarterly meeting of the AFL's executive council which concluded its sessions in Miami, Fla., on Thursday. If no action is taken by the executive council the organization will go ahead as an independent guild. A meeting of the new union has been tentatively scheduled for next Tuesday (13), but may be pushed back to give the AFL more time to state its position. Meeting will take up ratification of a constitution and by-laws, already drawn up and awaiting action. Wage scale and working conditions will also be discussed at the rally.

New group claims a paper membership of 600, which coincides with the number of authorizations it has received for collective bargaining in addition to applications for membership. Stroud Hester, organizer on the Ringling-Barnum circus during the AFA regime, has been assigned to the Big Show by the union, and it is claimed a contract, including both workers and concessioners, has been drafted.

Status of former AFA members is described in a circular being distributed which notes that individuals in this class of the Circus and Carnival Division of the AFA who were paid up to Jan. 1, 1940, and all prepaid members will receive "charter membership cards" at no cost upon application to national headquarters. It says "all former members who were not paid up" to that date "must pay not less than $3 before the season opens, which will be credited to year's dues starting April 1." Initiation fee is $3 and dues $15. Benefits promised are "better wages and working conditions, workmen's compensation insurance, seniority, medical attention, protection of salaries, etc."

Ringling show's season will open at the Garden in April. It is penciled in for April 4 or 6. John Ringling North, head of the show, is due in from Italy next Thursday (15).

LOUISIANA WANTS TAX

(Continued from page 3)

of Louisiana on money they earn in the State." This suit is the first of its kind brought into court and will be watched with great interest in theatrical circles. Just how far the law can be stretched to cover other out-of-town entertainers, including night club performers, may be determined by the course of the suit.

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ROUTES

(Continued from page 24)

Lane, Edwards & Allen (Belmont) Miami Beach, nc.
Langford, Libby (Commodore) Detroit, nc.
LaPlaya Dancers (Rumba Casino) Miami Beach, nc.
Larsen, Sigrid (Penthouse) NYC, nc.
LaTowe, Nita (State) Columbus, O., re.
Lauren, Vicki (606 Club) Chi, nc.
La Vall, Inez (Colosimo's) Chi, nc.
Laverne, Doris (Parkway) Brooklyn, nc.
LaVonne, Jane (Vine Gardens) Chi, nc.
Layton, Zerby (State-Lake) Chi, t.
Lazier, Freda (Morocco) Detroit, nc.
Leary, Johnny (Palumbo's) Phila, nc.
Lee, Rox (Wivel) NYC, nc.
Leon & Mace (Continentale) Miami Beach, Fla., nc.
Leonard, Eddie (Brown Derby) NYC, nc.
LeRoy, Del (Frontenac) Detroit, nc.
Lerford Trio (Shrine Circus) Detroit.
Leslie, Mona (Marty Burke's) New Orleans, nc.
Leslie Sisters (Dutkin's Rathskeller) Phila, nc.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc.
Lewis, Joe E. (Continentale) Miami Beach, Fla., nc.
Lewis, Buddy (Book-Cadillac) Detroit, h.
Libuse, Frank (Diamond Horseshoe) NYC, nc.
Lily & Margot (National Casino) Havana, nc.
Lippich, Angelo (Vine Gardens) Chi, nc.
Lisa, Mona (Club Gaucho) NYC, nc.
Lit, Bernie (Silver Dollar) Baltimore, nc.
Liu, Jai (606 Club) Chi, nc.
Lloyd, George (Le Ruban Bleu) NYC, nc.
Lloyd & Willis (Mayfair) Boston, nc.
Lob & Andre (Embassy) Phila, nc.
Long, Walter (Royal Palms) Miami, Fla., nc.
Lopez, Pepito (Mon Paris) NYC, nc.
Lord & Janis (Bowery) Detroit, nc.
Lord, Carole (606 Club) Chi, nc.
Loring, Walter (Royal Palms) Miami, Fla., nc.
Lorraine Sisters (Hi-Hat) Chi, nc.
Lorraine, Billy (Gay 90's) NYC, nc.
Lorraine & Rognan (Colonial) Dayton, O., t.
Louis & Ramon (Gaucho) NYC, nc.
Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc.
Love, Walterson (Weylin) NYC, h.
Lowe, Hite & Stanley (Bowery) Detroit, nc.
Lucas, Estrellita (Seminole) Jacksonville, Fla., h.
Lucey, Alice (Silver Lake Inn) Clementon, N. J., ro.
Lukins, Patsy (Sherman) Chi, h.
Lynch, Walter (Coq Rouge) NYC, nc.
Lynn & Marianne (Bertolotti's) NYC, nc.
Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., cb.
Lynn, Ginger (Dutkin's Rathskeller) Phila, nc.
Lynne, Don & Betty (Tower) Kansas City, Mo., t.

M

McCabe, Sara Ann (Roney-Plaza) Miami Beach, Fla., h.
McCoy, Elena (Jimmy Kelly's) NYC, nc.
McHale, Jimmy (Westminster) Boston, h.
McKenna, Joe & Jane (Pal) Cleveland, t.
Mack, Bob (Benny the Bum's) Phila, nc.
MacPherson, Sandy (Club 15) Phila, nc.
Madison, Rudy (Bill's Gay '90s) NYC, nc.
Mae, Doris (Netherland Plaza) Cincinnati, h.
Makula, Kalman (Gypsy Camp) NYC, nc.
Malvey, Hal (New Paradise) NYC, nc.
Mangean Sisters, Four (Diamond Horseshoe) NYC, nc.
Manners, Carole (Earle) Washington, D. C., t.
Mansell, Margie (Imperial) Detroit, nc.
Mara & Maralynne (Cocoanut Grove) NYC,h.
Marcano, Grupo (El Chico) Phila, nc.
Mark Talent Trio (New Yorker) Chi, nc.
Marlow, Great (Viking) Phila, c.
Marlyn & Martinez (Maxim's) NYC, nc.
Marlyn & Michael (Rainbow Grill) NYC, nc.
Marr, Patsy (Roosevelt) Jacksonville, Fla., h.
Marshall, Vivian (Radio Franks) NYC, nc.
Martel, Arthur (Bob Berger's) Boston, re.
Martell, Louise (London Chop House) Detroit, re.
Mason, Melissa (Capitol) Washington, D. C.,t.
Maurice & Cordoba (Plaza) NYC, h.
Maxwell, Marvel (Edgewater Beach) Chi, h.
May, Betty (El Dumpo) Chi, nc.
Mayhew, Nye (Copley-Plaza) Boston, h.
Mayzy & Brach (Roxy) NYC, t.
Mazell, Lou (Parakeet) Phila, nc.
Mele, Al (Wonder Bar) Atlantic City, nc.
Mercer, Maryann (St. George) NYC, h.
Midnight in Paris (Capitol) Salisbury, N. C., 15; (Paramount) High Point 16; (Granby) Norfolk, Va., 17-19; (Colony) Portsmouth 20; (James) Newport News 21-22; (Victory) Charleston, S. C., 23-24, t.
Miles, Jackie (Maxim's) NYC, nc.
Miller, Juanita (Embassy) Phila, nc.
Miller, Merrill (Pal) Cleveland, t.
Mitchell, Frankie (Silver Dollar) Baltimore,nc.
Montez, Mona (Havana-Madrid) NYC, nc.
Moore, Peggy (Nappo Gardens) Chi, nc.
Moore, George W. (Hofbrau) Camden, N. J.,nc.
Morris, Chester (Loew's State) NYC, t.
Moya, Lila (Embassy) Phila, nc.
Murray, Steve (Parkway) Brooklyn, c.
Muriah Sisters (Bowery) Detroit, nc.
Music Hall Girls (Stamp's) Phila, nc.
Musical Moods, Three (Harry's New Yorker) Chi, nc.
Myrus, Timmie (Covered Wagon) Detroit, nc.

N

Nani, Nino (Spatola's) Phila, re.
Nichols, John (Capitol) Washington, D. C., t.
Nixon, Georgie (Old Fashioned) Boston, c.
Nissen, Gertrude (Chicago) Chi, t.
Nightingale, Billy (Cozy Corner) Detroit, nc.
Nite Wits (Shalimar) Newark, N. J., nc.

NONCHALANTS
WITH EARL CARROLL'S "VANITIES"
THIS WEEK, BUFFALO, N. Y.
Direction—Music Corporation of America.

Nolan, Peggy (Benjamin Franklin) Phila, h.
Nolan, Bert (El Dumpo) Chi, nc.
Norman, Karyl (Frontenac) Detroit, nc.
Norman, Patricia (RKO-Boston) Boston,8-11,t.

O

O'Connell, Alice (Neptune) Washington, D. C., nc.
O'Connor, Eileen (New Yorker) NYC, h.
O'Dea, Sunnie (Chez Paree) Chi, nc.
O'Neal, Mitzi (Roadside Rest) Miami, Fla., nc.
O'Neill, Lee (Netherland Plaza) Cincinnati, h.
Ojedas, Los (Cuban Casino) NYC, nc.
Oldfield, Emmett, & Co. (Earle) Washington, D. C., t.
Oshins & Lessy (Royal Box) NYC, nc.

P

Page, Ann (Belmont) Miami Beach, nc.
Page, Judy (Gay '90s) Chi, nc.
Page, Anita (El Dumpo) Chi, nc.
Paree, Pat (Royal Box) NYC, nc.
Paris, Frank (Paramount) NYC, t.
Parker & Daniels (Chez Paree) Chi, nc.
Parker, Lew (RKO-Boston) Boston, 8-11, t.
Parks', Frances, Debutantes (Gayety) Cincinnati, t.
Parr, Mildred (Florida) Gainsville, Fla., 14; (State) Tallahassee 15, t.
Parrish, Johnny (Embassy) Phila, nc.
Paucel, Rolande (Club Gaucho) NYC, nc.
Payne, Billy (Cocoanut Grove) Boston, nc.
Pelletiers (Bowery) Detroit, nc.
Pennington, Ann (Belmont) Miami Beach, nc.
Peters Sisters (Pal) Cleveland, t.
Pickard, Roy (Bartlett Club) Rochester, N. Y., nc.
Ponti, Frank (Dutkin's Rathskeller) Phila, nc.
Powell, Dick (Lyric) Indianapolis, t.
Powell, Eddie (Talk o' the Town) Peoria, Ill., nc.
Preston, Lois (Silver Dollar) Baltimore, nc.
Provost, Eddie (Brown Derby) Boston, nc.

R

Ramon & Lula (Gaucho) NYC, nc.
Ramsey, Mary (Yacht Club) Phila, nc.
Ray, Rene (Dutkin's Rathskeller) Phila, nc.
Ray, Virginia (Silver Dollar) Baltimore, nc.
Raye, Martha, & Co. (Buffalo) Buffalo, t.
Raymond & Shap(Royal Palms)Miami, Fla.,nc.
Red River Dave (Village Barn) NYC, nc.
Renard, May (21 Club) Astoria, L. I., nc.
Renee & Duval (Vine Gardens) Chi, nc.
Renee & Root (Edgewater Beach) Chi, h.
Reyes, Pura (London Chop House) Detroit, re.
Rhodes, Sylvia(Netherland Plaza)Cincinnati,h.
Richards, Danny (Brunswick) Boston, h.
Ringer, Mary (Taunton) Taunton, Mass., h.
Robbins, Betty (Colosimo's) Chi, nc.
Roberts, Roberta (606) Chi, nc.
Roberts & Douglas (Paramount) NYC, t.
Rock, Mildred (El Dumpo) Chi, nc.
Rodriguez (Montparnasse) NYC, nc.
Rodriguez, Teddy (Benny the Bum's) Phila,nc.
Rogers, Patsy (Nappo Gardens) Chi, nc.
Rooney, Pat (Palumbo's) Phila, nc.
Rosalean & Seville (Roosevelt) New Orleans,h.
Royce, Lee (Hollywood) NYC, cb.

S

St. Clair & Day (Roxy NYC, t.
St. John Bros. (Hofbrau) Camden, N. J., nc.
Sandra, Edith (Dutkin's Rathskeller) Phila, nc.
Sandra (Parakeet) Phila, nc.
Santen, Lilli (Hofbrau) Camden, N. J., nc.
Santino & Lenora (Bal Tabarin) NYC, nc.
Santos & Elvira (Cuban Casino) NYC, nc.
Sarche, Bee (Commodore) Detroit, nc.
Schlepperman (Shubert) Cincinnati, t.
Sedley, Roy (Latin Quarter) Boston, nc.
Setz, Val (Mayflower) Akron, h.
Shaver, Buster (State-Lake) Chi, t.
Sheldon, Gene (Stanley) Pittsburgh, t.
Sherman, Muriel (Cocoanut Grove) Boston,nc.
Shields, Peggy (Stamp's) Phila, nc.
Shor, Betty Ann (Walton) Phila, h.
Shura (Cocoanut Grove) NYC, h.
Shutta, Ethel (Chez Paree) Chi, nc.
Slate Bros. (State-Lake) Chi, t.
Slepoushkin, Stephan (Casino Russe) NYC, nc.
Sloan, Estelle (Palumbo's) Phila, nc.
Sparrow, Billie (Blue Ribbon) Paris, nc.
Spencer, Elaine (Bertolotti's) NYC, nc.
Spirits of Rhythm (Rendezvous) Phila, nc.
Stadlers, The (Capitol) Washington, D. C., t.
Stanley, Irene (Le Poissonier) NYC, re.
Starr, Jackie (Imperial) Detroit, nc.
Stevens, Mary (Barn) Warwick, R. I., nc.
Stevens, Roseanne (Blackhawk) Chi, nc.
Stewart, Bonnie (Cadillac) Phila, nc.
Stoker, Bill (Monte Carlo) NYC, nc.
Stouch, Emma (Parakeet) Phila, nc.
Stowe, Carl (Westminster) Boston, h.
Stroud Twins (Commodore) Detroit, nc.
Sunderland, Ann (Bill's Gay '90s) NYC, nc.
Swann, Russell (Savoy) NYC, h.
Sydell, Paul & Scotty (New Yorker) NYC, h.

T

Tanner Sisters (Royale) Detroit, nc.
Temple & Jaren (Club Bali) Miami, nc.
Terrell, Billy, & Co. (Strand) New Orleans, t.
Terry, Ethelind (1523) Phila, nc.
Tharpe, Sister (Kit-Kat) NYC, nc.
Thomas, Eddie (Cadillac) Phila, nc.
Titan Trio (New Yorker) NYC, h.
Tonya (Nappo Gardens) Chi, nc.
Torres, Magola & Louis (Embassy) Phila, nc.
Tosan, Lili (Havana-Madrid) NYC, nc.
Town Hall Trio (Silver Dollar) Baltimore, nc.
Townsends, The (Mayfair) Boston, nc.
Tremore & Clare (Stork Club) Phila, nc.
Tudell & Jean (Roadside Rest) Miami, Fla.,nc.
Tung Pin Soo (Bismarck) Chi, h.
Turner, Joe (Cafe Society) NYC, nc.
Two Jacks (Delmonico's) Phila, re.
Tyner, Evelyn (Neptune) Washington,D.C., nc.

V

Valdez, Vida (Havana-Madrid) NYC, nc.
Valero Sisters (La Conga) NYC, nc.
Van, Gus (Colosimo's) Chi, nc.
Van Zandt Sisters (Roosevelt) New Orleans, h.
Vanderbilt, Gloria (Bellevue Stratford)Phila,h.
Variety Singers (Roxy) NYC, t.
Vaughn, Nancy (Barney Gallant's) NYC, nc.
Verdun Jitterbugs (Colosimo's) Chi, nc.
Villon, Renee (Embassy) Phila, nc.
Vincent, Larry (Commodore) Detroit, nc.

W

Waldron, Jack (Walton) Phila, h.
Warner, Andree (Morocco) Detroit, nc.
Watson, Eunice (Steve's) NYC, nc.
Wayne, Nicholas: Tamaque, Pa.
Welch, Frances (Samye Van) Brooklyn, nc.
Wences (Buffalo) Buffalo; (Colonial) Dayton, O., 16-22, t.
Wenton, Ruth (Village Brewery) NYC, nc.
Weil, Everett (New Yorker) NYC, h.
White, Danny (Delmonico's) Phila, re.
White, Billy (Boulevard Tavern) Elmhurst, L. I., cb.
White, Geri (Caravan) NYC, nc.
Williams, Louie (Dutkin's Rathskeller) Phila, nc.
Wilson, Jack (Blue Ribbon) Paris, nc.
Wilson, Leo (Rendezvous) Phila, nc.
Wise, Don (Frontenac) Detroit, nc.
Woods, Ginger (Gay '90s) Chi, nc.
Wright, Charlie (Weylin) NYC, h.
Wynn, Nan (Monte Carlo) NYC, nc.

Y

Yvonne, Bubbles (Nomad) Atlantic City, nc.
Yvonne & Frederick (Blackhawk) Chi, nc.
Yvonettes (20th Century) Phila, nc.

Z

Zeke & Stooges (Plymouth) Ft. Fairfield, Me., h.
Zimmerman, Al (Zero Hereford) Boston, nc.
Zolar, Eddi (Garden of Italy) Indianapolis,nc.
Zolt, Frank (Gypsy Camp) NYC, nc.

DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (Grand O. H.) Chi.
Bankhead, Tallulah: (Locust Street) Phila.
Bennett, Constance: (Hanna) Cleveland; (Cass) Detroit 19-24.
Cornell, Katharine: (Erlanger) Atlanta, Ga., 12-14; (Carolina) Charlotte, N. C., 15; (Lyric) Richmond, Va., 16-17.
Draper, Ruth: (Curran) San Francisco.
Evans, Maurice: (English) Indianapolis, 12; (Hartman) Columbus, O., 14-15; (Taft Aud.) Cincinnati 16-17.
Fifth Column, with Franchot Tone: (Colonial) Boston.
Hayes, Helen: (Cass) Detroit.
Hot Mikado: (American) St. Louis.
Huston, Walter, in Passenger to Bali: (Nixon) Pittsburgh.
Man Who Came to Dinner: (Harris) Chi.
Man Who Came to Dinner: (Biltmore) Los Angeles.
Margin for Error: (Shubert) New Haven, Conn., 16-17.
Night Music: (Shubert) Boston.
Streets of Paris: (Forrest) Phila.
Thanks for My Wife: (Selwyn) Chi.
Three After Three: (Erlanger) Chi.
Tobacco Road: (National) Washington, D. C.
Vanities: (Erlanger) Buffalo 12-14; (Royal Alexandra) Toronto 15-17.
Waters, Ethel: (Shubert) New Haven, Conn., 12-14; (Bushnell Aud.) Hartford 15; (Playhouse) Providence, R. I., 16-17.
What a Life: (Geary) San Francisco.
White's, George, Scandals: (Palace) South Bend, Ind., 13; (Coronado) Rockford, Ill., 14; (Palace) Peoria 15; (Lincoln) Decatur 16; (Majestic) Springfield 17; (American) St. Louis, Mo., 18-24.

BURLESQUE

(Hirst Circuit Shows)

Barrel of Fun: (Casino) Pittsburgh 11-17.
Burlesque Parade: (Lyric) Bridgeport, Conn., 11-17; (Empire) Newark, N. J., 18-24.
Co-Eds on Parade: (Trocadero) Phila 18-24.
Funz-a-Poppin: (Gayety) Washington, D. C., 11-17; open, 18-22.
High Steppers: (Empire) Newark, N. J., 11-17; (Gayety) Baltimore 18-24.
Jazz Babies: (Mayfair) Dayton, O., 10-16; (Casino) Pittsburgh 18-24.
Let's Go: (Hudson) Union City, N. J., 11-17; (Old Howard) Boston 18-24.
Lovely Lassies: (Old Howard) Boston 11-17; (Lyric) Bridgeport, Conn., 18-24.
Models From Montmartre: (National) Detroit 9-15; (Garrick) St. Louis 17-23.
Peek-a-Boo: (Gayety) Baltimore 11-17; (Gayety) Washington, D. C., 18-24.
Red, Hot & Beautiful: Open, 11-14; (National) Detroit 16-22.
Revels of 1940: (Trocadero) Phila 11-17; (Hudson) Union City, N. J., 18-24.
Top Hatters: (Garrick) St. Louis 10-16; (Mayfair) Dayton, O., 17-23.

MISCELLANEOUS

Alexander, Magician: (Hollywood Club) Kalamazoo, Mich., 9-16.
Arthur, Magician: Victoria, Ala., 14-15; Goodman 16-17.
Birch, Magician: Wink, Tex., 13; Carlsbad, N. M., 14; Pecos, Tex., 15; McCamey 16; Stanton 19; Odessa 20; Big Springs 21; Snyder 22; Slaton 23.
By-Gosh Co.: (New Irvin) Irvine, Ky., 12-18; (Max) Falmouth 19-24.
Campbell, Loring, Magician: Thorpe, Wis., 13; Pittsville 14; Stevens Point 15; Weyauwega 16; Appleton 19; Menasha 20; Beaver Dam 21; Madison 22; Milton 23; Waukesha 24.
Carlsen, Bill: (Tromar Ballroom) Des Moines, Ia., 15; (Turnpike Casino) Lincoln, Neb., 16; (Skylon Ballroom) Sioux City, Ia., 17.
Daniel, B. A., Magician: Jefferson City, Mo., 14-15; Mexico 16-17; Moberly 19-20.
DeCleo, Magician: Marysville, O., 12-17.
Hudson, Dean: (Univ. Va.) Charlottesville, Va., 15-17.
Hunsinger, Harry: (Bank Bar) Toledo 12-17.
Jaxon, Ventriloquist: (Rathskeller) Fond du Lac, Wis., 11-17.
Kemp, Hal: (Tulane Univ.) New Orleans 17; (Univ. Ala.) Tuscaloosa, Ala., 22.
Leckvold, Magician: Milton, Ore., 13; Pendleton 14-15; LaGrande 16; Pendleton 17; Baker 19.
Lewis, H. Kay, Hollywood Varieties: Reaves, La., 13; Crowley 14-15; Iowa 16; Lake Charles 17; Lafayette 18-19; Jennings 20; DeRidder 21-22; Leesville 23-24.
Lippincott, Magician: Morganton, N. C., 12-14; (Spring School) Lancaster, S. C., 15; (Brooklyn School) Lancaster 16; Chesterfield 17; Heath Springs 19.
Long, Leon, Magician: Laurel, Miss., 14-19; Waynesboro 20; Enterprise 21; Meridian 22-26.
McNally's Variety Show: Millville, Del., 12-17.
Marlowe, Donald, Players: Cleveland, O., 9-21.
Mel-Roy, Magician: Texarkana, Tex., 11-17; Jefferson 18-21.
Princess Edna Show: Robstown, Tex., 12-17.
Sloat, L. Verne, Theater Workshop: Oshkosh, Wis., 13; Green Bay 14; Spring Green 15; Oregon 16; Columbus 19; Beloit 20; Rockford, Ill., 21; Sterling 22; Lamont, Ia., 23.
Taber's, Bob, Monkey Circus: Entiat, Wash., 13; Almira 6.
Virgil, Magician: Vidalia, Ga., 13; Sandersville 14; Sparta 15; Augusta 16; Newberry, S. C., 19; Denmark 20; Manning 21; Darlington 22; Marion 23.
Wright's Dog Circus: Sutton, N. H., 23.

CIRCUS AND WILD WEST

Davenport, Orrin: Detroit, Mich., 5-18; Cleveland, O., 19-March 2.
Polack Bros.: (Music Hall) Cincinnati, O., 12-17; (Jefferson Co. Armory) Louisville, Ky., 19-25.
Texas Jay's Wild West: Paincourtville, La., 16; Pear Pair 17-18; Labadieville 19.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

B. & H. Am.: Swansea, S. C.
Bright Light Expo.: Varnville, S. C.
Cotton State: Midville, Ga.
Crescent Am. Co.: (Fair) Fort Myers, Fla.
Great Southern: Albany, Ga.
Greater United: Laredo, Tex., 14-26.
H. B. Am. Co.: Folkston, Ga.
Kline's Greater: Foley, Ala.; Bay Minette 19-24.
Mighty Monarch: Clewiston, Fla.; Pahokee 19-24.
Southern Attrs.: Manor, Ga.
Southern States: Sanford, Fla.
Tassell, Barney: Stuart, Fla.; Lake Worth 19-24.
Texas: Mercedes, Tex.
Wise Greater: Omega, Ga.
World of Fun: Greenville, S. C.

St. Louis

ST. LOUIS, Feb. 10.—Walter Hale, publicity director, Fairly & Little Shows, who has been here the past two months, left Thursday for a tour of the East with Flash Williams' Thrill Drivers, for whom he will do publicity work for the next two months. Before leaving he signed William A. Lee to handle his Expose Show on Fairly & Little Shows. Jack Downs, general agent Snapp Greater Shows, visited *The Billboard* offices while en route to Texas and Louisiana. He was elated over the fact that he had contracts giving shows one of the best fair routes in their history. Mr. and Mrs. John Francis, Greater Exposition Shows, are on the road to recovery. Mrs. Francis will be confined in the hospital for several more weeks, while John is up and around again and making daily jaunts to quarters in East St. Louis, Ill.

Mr. and Mrs. Flash Williams, owners of Flash Williams Thrill Drivers, passed thru the city Tuesday en route from Memphis to the East. They advised they had some good bookings lined up for the next two months. Charles T. Goss, Standard Chevrolet Co.; Frank Fellows, Springfield Wagon and Trailer Co., and Ray Marsh Brydon, manager International Congress of Oddities, visited *The Billboard* Wednesday, when the last named closed a deal with the former two for some new motor equipment and trailers, which he will use to enlarge his show. Mr. and Mrs. Barney Williams, last season with Gold Medal Shows and Miller Amusement Co., and who have been sojourning here for two months, left for Philadelphia quarters of Gruberg's World's Famous Shows. Sam Fidler, owner, and Joseph O'Brien, general agent Fidler United Shows, are on a booking tour of the North. T. A. Fuzzell and P. Maurice Woods, owner and general agent respectively of Fuzzell's United Shows, passed thru the city en route to quarters in North Little Rock, Ark. Sam Gluskin, general agent Goodman's Wonder Shows, visited *The Billboard* office this week. He was en route north. Carl Byers and R. E. Lee, Byers Bros.' Shows, visited the city while returning to quarters in Kennett, Mo., from a booking trip.

Mr. and Mrs. Arthur O'Neal, Barker Shows, visited *The Billboard* offices on Wednesday. Mrs. O'Neal was, until the day prior to her local visit, Mrs. Stella Barker, but was married to O'Neal on February 6 at Benton, Mo. O'Neal for the past 12 years has been electrician and mechanic on the shows. Mr. and Mrs. Al Baysinger, of shows bearing their name, came thru the city from Illinois to Poplar Bluff, Mo., quarters. J. O. (Buster) Shannon, ride owner with Fairly & Little Shows, arrived this week after visiting relatives in Baltimore. Francis L. Deane, Fulton Bag and Cotton Mills, returned after a month's trip thru Northern States. Bobbie Barrett, of girl-show note, is visiting friends and relatives here. George Davis, Johnny J. Jones Exposition, left two weeks ago to join the Polack Bros.' Indoor Circus, where he is handling concessions. Mr. and Mrs. Dee Lang and John Sweeney.

INSURANCE
Charles A. Lenz
"Showman's Insurance Man"
A738 Insurance Exchange, CHICAGO

1940 CHEVROLETS
— TRUCKS AND PASSENGER CARS —
Immediate Deliveries
Write CHAS. T. GOSS
With STANDARD CHEVROLET CO., East St. Louis, Ill.

Out in the Open

by Leonard Traube

IF THE crowds don't swamp the WP amusement area beginning May 11 it won't be the fault of Lincoln G. Dickey, personal adviser to Board Chairman Harvey D. Gibson. "Link" has handled crowds during all of his working life. He grew up with the famous chautauqua organized by his father in Winona, Ind., when the lad was nine. His first job with it was reporting on attractions. The chautauqua grew and grew until a big auditorium was needed. A building with 4,400 capacity was put up, and at the age of 24 young Link became assistant general manager. His reputation grew when he emerged as general manager of Redpath Chautauqua.

Just before the World War Dickey was vice-president of the Colt-Alber Chautauqua. In 1918 he supervised the entire program of the United States and Allied Powers War Exposition, a job which he performed for the Department of Information. Having charge of 32 cars containing war trophies, he broke all attendance records for short-time expos when 40,000 paid admissions came thru the gates in Pittsburgh on a single afternoon. Show played to big takes in other cities.

Dickey went to Cleveland as secretary of the Advertising Club and later became business manager of Cleveland's Symphony Orchestra, leaving to take a berth as first manager of Cleveland's Municipal Auditorium, an appointment made by Mayor Fred Kohler with the admonition that no politics enter into the hall's administration. As chief of the hall he handled the multitudinous details in connection with preparing it for the Republican National Convention in 1924. He came to New York to take over the Convention and Visitors Bureau, but resigned to go back to Cleveland as general manager of Great Lakes Exposition.

In between—and now I quote from Out in the Open of four years ago—"he went east to build and pilot the colossal—too colossal—Convention Hall in Atlantic City. Every man has to have his white elephant when big-time stuff is charted. The Jersey resort's huge auditorium might aptly be termed 'Dickey's Folly,' but Dickey put up a good clean fight and was at fault only because he was a few years ahead of his time. The dreamer triumphed over the practical craftsman in this particular instance, but he emerged from this fracas as tall in stature as he ever was, with nothing to blemish his personal record and his skillful way of dealing with men and intangibles."

Surrounding himself with the best manpower available, including Al Gonsoir, Peg Humphrey, Almon R. Shaffer and Frank D. Shean, he built Great Lakes Exposition in the legendary time of 85 days and it ran for two seasons. It was during the second edition that a friendship with Billy Rose, whom Dickey brought in, grew into the team terrific—the team of which Link is the general manager of Aquacade, of which you may have heard.

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Dribbles. . . . Harold Pelley, sec of the Bangor (Me.) Fair, gave Gotham a couple days' whirl. . . . This is the year of Ben (Williams Shows) Williams' 25th anniversary, but it'll be his first crack at a road show, having played metropolitan territory exclusively during the still-date circuit. . . . Read *Luke's Circus*, novel of the tanbark with an English locale, by Ruth Manning-Sanders, and then dry your eyes. More on this later. . . . A book with pungent circus stuff in it is Lady Eleanor Smith's autobiographical *Life's a Circus*, another contribution from the British Isles. And *The Saturday Evening Post's* latest circus serial is Walter D. *(Drums Along the Mohawk)* Edmonds' *Red Wheels Rolling*. It concerns "Huguenine's Great and Only International Circus and Equestriole," featuring "Oscar—Not Only the King of Beasts, but the Largest and Most Noble of his Kind that is to be Seen; Lady Lillian Mounted on the Academic Horse Bucephalus; Chad and Caroline's Backstage Circus Romance; the Pamplona, Premier Gymnasts of Europe; the World's Unparalleled and Only Living Wonder, Claude Cronk, the Dog-Teethed Boy—He Eats Raw Metal! Come one! Come all! Playing Only 8 Weeks 8."

MOTOR CITY SHOWS
NOW BOOKING ATTRACTIONS FOR 1940. SHOWS, RIDES AND CONCESSIONS.
VIC. HORWITZ
Hotel Detroiter, DETROIT, MICHIGAN

WANTED
SILHOUETTE MAN
3 or 4 Weeks' Employment.
Address: BOX 161, care Billboard, 390 Arcade Bldg., St. Louis, Mo.

DYER'S GREATER SHOWS
Want for March opening. Shows with own outfits. Must be neat, clean. Good opportunity here. Long season north, south good number fairs booked. Picture Gallery and other legitimate Concessions open. Former Employees, Ride and Concession Agents, write. For Sale—Chair-o-Plane, ready to operate, weight about 3 tons. Address:
BOX 66, SHUQUALAK, MISS.

GRUBERG'S WORLD FAMOUS SHOWS
OPEN APRIL 8, PHILADELPHIA, PA.
Wanted: Cookhouse. Will sell exclusive with Grab Joint. One who knows how to handle a big show. We take plenty of meal tickets. Wanted: White Help for Merry-Go-Round and two Ferris Wheels, Caterpillar, Lindy-Loop and Scooter. Wanted: Will book Octopus, Eight-Car Whip and Tilt-a-Whirl. Have for sale beautifully framed Corn Games, size 24 by 30. None like it on the road. Party that buys it can book it with show if desires to. Would like to hear from Working Men for all departments, Talker and Grinders. Wanted: Working Act and Freaks for Circus Sideshow. Write to Lew Alter, manager. Norman C. Wolf wants Girls. Must be good-looking for French Casino. Jack Montague wants to hear from his people who worked for him before. Leona and Gene Young want to hear from Animal Trainer for Monkey Show. Preacher and Jack Monroe want to hear from the people who worked for him before on Illusion Show. Wanted: Concessions of all kinds, but must be strictly legitimate Grind Stores only. Winter quarters now open and located at Penrose Ferry Bridge street car barn. Write
MAX GRUBERG, MANAGER, POST OFFICE BOX 101, PHILADELPHIA, PA.

C. F. ZEIGER UNITED SHOWS
Want Tilt-a-Whirl Foreman, experienced Ride Help all rides, Boss Canvasman, useful Carnival People all departments. Top salary, no booze. Can place Strong Woman Act. Will furnish outfits for money-getting shows. Want Athletic, Dancing Girl, Side Show and Mechanical Show. Long Range Shooting Gallery, legitimate Concessions, write. Will buy Monkey and other Animal Acts. Show opens in March; thirty-five-week season in proven territory; best State and County Fairs and Celebrations.
C. F. ZEIGER, BOX 325, TUCSON, ARIZ.

SIEBRAND BROS.' CIRCUS & CARNIVAL
WANT CIRCUS ACTS
State salary expected. We furnish board and gas. Also want Girl Revue, Hawaiian or Posing Show. Will furnish outfits. Want Working Acts for Side Show, also other Shows with own outfits. Can place legitimate Concessions that work for stock only. No Wheels or Count Stores. Show opens San Diego, Calif., March 1st. Address 1980 Main St., San Diego, Calif.

Hartmann's Broadcast

OUR attention has been directed to an item on the front page of *The Ennis* (Tex.) *Weekly Local* of January 25 in which John M. Weekley, former editor of *The Ennis Daily News* and said to be one of Ennis' most popular church leaders, commended the Ellis County Fair directors for their decision to dispense with a carnival at their 1940 fair, which will be their 53d.

"I do not put myself above other people," Weekley is quoted as saying in a letter to the fair directors, "but I do have convictions on what is right and what is wrong, and I believe that immoral shows and gambling devices in the name of a fair are just as degrading and reprehensible as if they were sponsored by some notoriously unsavory organization or institution."

So far as immoral shows go, we are in hearty accord with Weekley, but when he speaks of gambling we are afraid he includes those small games of chance where merchandise is given out as prizes and we, personally, cannot see any harm in these. Of course, if fair directors don't want such petty games on their grounds there is a way of putting a stop to them, the same as with immoral shows, without shutting out the carnival and depriving many people of their favorite form of amusement.

†

This reminds us of the instance about which we told you in our issue of February 3 where *The Parsons* (Kan.) *Sun* commented on the refusal of the Winfield (Kan.) Chamber of Commerce to book a carnival for its fair this year. After accusing carnivals of cheating, stealing and what not, the editorial ended with: "If all the fairs would do what Winfield is doing this year they might clean up the carnivals so they would be presentable in decent communities. But it would be a job."

For the benefit of Weekley and the directors of the Ellis County Fair at Ennis, Tex., we repeat what we said in answer to that editorial because some of our statements can be applied to their case.

"If 'a carnival cheats and steals and breaks every law that stands in its way of grabbing money,' as the editorial would have its readers believe," we said, "it doesn't speak so well for local enforcement officers, and those acquainted with show people know that they will not violate laws any more than lay people, and that if there are violations it's generally because they are encouraged locally.

"The writer of the editorial plainly shows that his knowledge of carnivals is very limited in saying 'there may be a decent carnival somewhere.' He then makes an indirect apology in these words: 'If there is this statement probably wouldn't apply to it.' Why the 'probably'? we ask. Couldn't a decent carnival be excepted without the use of that word?

"And what puzzles us is how all the fairs, if they did what Winfield is doing this year, 'might clean up the carnivals so they would be presentable in decent communities.' If this happened, how could there be any carnivals? Fair men know that to attempt such a step would be silly. They know, too, that a carnival will present that which they sanction, and that should there be a violation they have the law to call upon if not settled peacefully."

Notes From the Crossroads

By NAT GREEN

A CORRESPONDENT in Nebraska laments that no tent shows ever come his way. "We're hungry for shows out here," he writes, "but for some reason they give us the go-by. The people out here have money—not a lot but enough to take in any good shows that might play our territory. About the only show we've had in Western Nebraska in recent years is O'Neil's repertoire company."

Not being familiar with the territory we can't answer the correspondent's plea. We do believe there are opportunities for some new shows in the Middle West—shows with a modest nut and real entertainment value.

•

E. V. Darling in his syndicated column, *On the Side*, says that a good attraction for either the San Francisco or New York world's fair would be a good old-fashioned Wild West show, including a rodeo. Wonder if he saw the fiasco at the New York fair last year! Of course it scarcely could be called "old-fashioned" and maybe that was one of the things wrong with it.

•

Picture a summer garden on a river bank, studded with palmetto trees from which hang festoons of Spanish moss and among the trees tables topped by huge umbrellas—or maybe parasols. On the river adjacent to the garden a huge showboat moored to the bank, its port side cut out to reveal a stage on which is being enacted one of the good old melodramas. Would the folks come to "sip and see" in sufficient numbers to make it a profitable investment? A local promoter thinks so and has interested a sponsor. So maybe the old Dixiana, which for several years has lain at anchor in the north branch of the Chicago River may come out of retirement and have another try as a summer entertainment spot.

•

Robert Ringling and his two sons, Jimmy and "Chapple," have hied themselves to sunny climes and are now ensconced in their Sarasota home. . . . L. S. Hogan is sporting a new LaSalle car which he and Dennie Howard drove back from Green Bay, Wis. . . . Flu, laryngitis and just plain colds are playing hob with the show people in the Chicago area. M. H. Barnes, Walter F. Driver and Bill Carsky are among those who have been laid up. . . . W. B. Naylor, former circus publicity man, has been doing nicely handling Finnish relief speakers in Chicago territory. . . . Frank P. Duffield back from an extended trip east and ready to pitch in on the Showmen's League Spring Festival plans. Sunny Bernet, chairman of the affair, is back from a trip southwest and meetings of the various committees are being held daily. It is hoped that the league's new quarters in the Hotel Sherman will be completed before the spring party. Remodeling starts this week.

Los Angeles

LOS ANGELES, Feb. 10.—Much activity prevails at quarters of the various shows here. Mr. and Mrs. Archie S. Clark, Clark's Greater Shows, returned from Gilman Hot Springs. Pierre Ouelette, last season general agent Hilderbrand's United Shows, is in town deliberating on the acceptance of two offers for 1940. George Coe is in the North looking over territory, as is Will Wright. Max Bernard came in from Montreal and New York. He's recovering from a recent nervous breakdown. Mr. and Mrs. Frank R. Ward left for Tucson, Ariz., where Frank assumes his general agent duties on C. F. Zeiger's United Shows. Frank Murphy came in from Sawtelle, Calif., and National Military Hospital. John S. Lyons is recovering from injuries sustained in a fall. Roy Barnett again will be with Conklin Shows.

Mr. and Mrs. J. W. (Patty) Conklin left for the East after four weeks in Southern California. Capt. Serafin Guterlez has returned with the Mexican Cossacks from a tour of Mexico. D. C. Baker is promoting two shows here. Les Enos and Jack Daveney came in from New York en route to San Francisco. William J. Lowney returned from National Military Hospital, Sawtelle, Calif. Mr. and Mrs. Elmer Hanscom will be with Crafts 20 Big Shows, Elmer as legal adjuster. Mrs. Hanscom will have the photo gallery. Hort Campbell is planning to launch a new show this season. Harry Horwitz will be with Clark's Greater Shows again.

Charley Walpert returned from Emeryville, Calif., to join one of the West Coast shows. Red Norton and Danny Brammer returned from Calexico, Calif. Jimmie Gold is engaged in the printing business. Claude and Leona Barie report they will not return to the road this season. Jimmie Smith has the clubhouse program box at Santa Anita Race Track. Howdy Walker returned to town for the remainder of the winter. Frankie Richards has a cafe on South Main street. Frank W. Babcock is preparing for 1940 and states he will play trade shows and sponsored events only. Eddie Stewart is back from Arizona and located as a night clerk in downtown hotel. Joe Fontrees came in from New Orleans.

Tampa Fair Sets New Gate Record And Daily Marks

TAMPA, Fla., Feb. 12.—Florida Fair, January 30-February 10, closed its Silver Jubilee here on Saturday with all-time record attendance of 555,724, previous record of 547,287 having been set in 1938. First week smashed all previous first-week records with 242,839. Biggest days were Children's Day with 120,516 and Gasparilla Day with 118,973, both setting all-time marks.

Hal Kemp, Red Norvo and Eddy Duchin bands, used this year as grand-stand attractions instead of the usual acts, drew good crowds on nights when weather was good. Fair officials have not yet said whether they consider the bands bigger drawing cards than acts. Rodeo made its debut at the fair, Joe Greer and his performers giving plenty of thrills. Lucky Teter and His Hell Drivers consistently drew large crowds and auto races were big attractions. Thursday of the second week was Tampa Day, city and county offices closing a half day, and Duchin began his three-day engagement.

Friday was State School Children's Day, sponsored by Tampa Junior Chamber of Commerce, and kids of 100 schools in 65 towns were transported here in school busses. Final day, Saturday, was another Auto Race Day. Royal American Shows on midway did best business on Gasparilla and Children's Days, the new ice skating show causing wide comment.

New Series of Legal Opinions

In the next issue will appear the 25th of a new series of legal opinions. It will be titled *Liability of Owners or Lessors for Injuries to Amusement Patrons.* One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

With the Ladies

By VIRGINIA KLINE

TAMPA, Fla., Feb. 10.—Midwinter Fair at Harlingen, Tex., had Bill Hames Shows on the midway, and since the weather was cold I saw most of the fair from the car and the trailer home of Mary Bowen McClanahan. We had a good visit with them and Madge Buckley, who has some concessions with the Hames Shows. Mary had the cookhouse on the Oscar Bloom Shows when I was moving from show to show with a Loop-o-Plane and we had some good meals together.

Charro Days festival at Brownsville, Tex., was to open in a few days and J. George Loos Shows were moving on the lot in the heart of town and we again visited with Loos. As we were telling him of our adventures in Mexico, he responded with a tale of his adventure, some years ago, with Mexico's native drink. He said he and a friend spent a quiet evening together and drank about two bottles of mescal. Parting about midnight, he retired feeling fine. Waking, he went to the coffee shop and had breakfast, and as it was very early took a walk in the half-light. He glanced across the street to the lot where shows were playing and was horrified to see them fully illuminated at that time in the morning. He was all set to give all a good bawling out when a newboy began calling the paper he had for sale, and George realized that it was next evening and not the morning after. Needless to say, he wasn't in favor of the mescal drink, altho he said there was no after feeling. Mr. and Mrs. Ralph Forsyth and son were in Brownsville with their Octopus, as was George Hill with several rides.

* * *

At Houston I talked with Mrs. J. M. Sheesley at Auditorium Hotel and she's planning a trip to the Northwest this summer. Tobe and Hattie Mae McFarland were at the Dallas Fair meeting so we missed seeing them. At Lake Charles, La., we found Mr. and Mrs. Cliff Liles surrounded as usual by a group of friends. Mrs. Liles was having a Sunday dinner party for Mr. and Mrs. Charles Brown, Mrs. Sam Thiel, Mr. and Mrs. Harry Beach and Mrs. Beach's mother, Mrs. Flanigan, and Jack Wilkerson. After a brief visit and a promise to stop when we were en route home we moved on. Mrs. Irene Lachmann, who also is wintering in Lake Charles, was ill with a cold, so I did not get to see her. We were sorry to learn that Cliff lost by a close margin in his race for State senator. We stopped at Millerville, La., home of the Ralph Miller Shows, but learned that Miller was away on a trip to Springfield. Mrs. Miller entertained us, however, and promised to visit us soon in Miami, Fla., as she intends to fly to Cuba from there with her husband. She told me one of her Christmas presents from Mr. Miller was a $500 airplane ticket and she intends to use it.

We also stopped at the home of John R. Ward Shows a little farther along on the road, but the shows were on the way to quarters, so we did not see Mr. Ward. We were in time for the opening of the Tampa (Fla.) Fair and found many showfolks there and enjoying themselves. Mr. and Mrs. Jack Dondlinger, Mr. and Mrs. Harry W. Hennies and Mr. and Mrs. Bill Kemp rented a large house where they entertain early and often. Mr. and Mrs. Clint Nogle live near by and are frequently visitors. Mr. and Mrs. J. S. Bullock, with daughter, Virginia Harris, and niece, are at Eddie May's Trailer Camp in their new house trailer. Mrs. Larry Banthin, of Royal American Shows, has been ill with the flu, but is recovering. Margie Simpson, who sells tickets on shows' Roll-a-Planes, is out on crutches with a broken leg. Ruth Spallo and son, Louis, stopped to hear the latest news from Kansas City, Mo.

* * *

Ruby Francis, who has her picture machine in the concession line-up, had just had the news that her mother-in-law, Mrs. John Francis, had a serious relapse. All hope Mrs. Francis will recover soon. Billy and Solly Wasserman again have the cigar and candy stands in the main building at the fair and, while Solly is well, Billy has been having a bad time with her teeth. Floyd (Whitey) Newell came in in time to take us to the big night show at the grand-stand where Hal Kemp's Orchestra is the big drawing card. Night was too cold for much visiting, but we enjoyed coffee with Bernie Mendelson, Mr. and Mrs. Edwards, the Bill Kemps, Rose Hennies and the Dondlingers. Lew Keller came in from Miami, Fla., looking for a bridge game. After a visit to the Royal American Shows' office, with Mr. and Mrs. Elmer Velare, Curtis Velare and Carl Sedlmayr, we called it a day and decided to look the remainder of the fair over the following day.

Is It True What They Say About Dixie?

CINCINNATI, Feb. 10. — Syndicated story in the press today stated that Joe Arcaris, animal trainer at Clyde Beatty's Jungle Zoo, Ft. Lauderdale, Fla., yesterday saved the life of Chester Czaja, 24, another employee, as the latter was being mauled by five full-grown lions at the zoo. Only a short club, it said, was used by Arcaris, whose age was given as 30 years and weight as 105 pounds. Story also stated the zoo officials could not explain the presence of Czaja in the moat-inclosed grotto where the lions were on display.

RALPH MILLER, of Miller Amusement Co., returned to quarters in Baton Rouge, La., last week after attending the Dallas fair meeting. On the trip he purchased some trailers from Springfield Wagon and Trailer Co., and sold a Ferris Wheel to Charles Drill, concessioner of St. Louis.

LETTER LIST

(Continued from page 28)

Wortman, Ray
Wright, Prof. Arthur
Wuse, Bill
Yamamoto, Jimmy
Yoe, Mike
Young, J. J.
Young, Roscoe
Young, Roy B.
Youngblood, Zeke
Youngs, Toby
Zelmo, the Great
Zangar
Zaparo, Frank
Zorda, Frank
Zeravel, Stanley
Russell, Harold Hank
Russell & Christine
Russell, Rose
Sanders, Scott or Slim
Schlemmer, Mr.
Schelling, Wm.
Scott, John Lester
Sherman, Pa & Ma
Simonds, Rube
Sullivan, William D.
Van Sickle, Roy
Wagner, Howard (Whitey)
Weber, Samuel
Williams, TexVale
Zietz, Count Theodor
Hunt, Mrs. Walter
John, Betty
Johnson, Mrs. Mabel
Lee, Mrs. Carrie
Leone, Mary Edith
McCoy, Madeline
McHill, Violet
Miller, Betty R.
Moorehead, Mrs. C. S.
Norton, Mrs. Nellie
Smith, Elizabeth
Stanley, Anna
Stanley, Mrs. Dorothy
Thatcher, Mrs. Adean
Turner, Mary
Wilson, Mrs. Bill
Willson, Mrs. Mary

Men

Alford, Allen C.
Barlow, Dick Wayne
Bartholomew, H. W.
Bastisheimer, Alvin R.
Bimbo, Steve
Boley, Bert (Pat)
Brown, Roy A.
Bruce, Col. Wm. Ray
Carlson, Ernest
Chevanne, Jimmy
Clark, Harry
Clarkson, Al
Cole, E.
Cole, J. C.
Dennison, James
Elmer & Oswald
Emerson, S. C.
Flannigan, Robert E.
Freed, H. T.
Gehrls, Burton E.
Gerry Sr., Frank J.
Goad, Dude
Goody, Ray
Green, John Maurice
Grimm, Jonny
Hansen, Al C.
Hanasaki, Frank
Harding, Steve F.
Hockwald, Arthur
Houser, Allie Ray
Koch, Fred & Virgie
LaVelda, Ted
Learned, Raymond
Lidic, G. F.
Martin, Terry
McKee, Charles "Chick"
Miller, Melvin
Mullins, Moon
Nelson, John
Parks, Lester
Perry, Captain
Rave, J. L.
Rhodes, T. A.
Roberts, Bill
Roberts, J. W.
Rodin, Billy
Rose, Harry W.
Rossi, Tony
Roth, Fred
Russell, Ross
Scott, Fred
Shinault, Gene
Smith, G. B. (E. C. Smitty)
Smith, T. J.
Sparks, Frank
Springstin, John
Stanley, Jack or Bud
Stanley, Lasie
Stanley, Paul
Stirk, Stanley
Sullivan, Blakie J.
Suddeth, Forest
Sweeney, John
Wagner, R. L.
Webster, Fred
Webb, Frank H.
Weber, Billy
West, Glenn
Wheelock, Ray
Wilson, Bill (Monk)
Wilson, Jack (Happy)

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway.

Women

Barrelo, Rose Marie
Belvedere, Rose
Berry, Virginia
Brandon, Jean
Burnett, Edna C.
Carl, Mrs. James
Carlson, Dee & Flo
Galvin, Dellie
Cleary, Teena
Cook, Fanne & Rose Mary
Dobney, Lillian
Davis, Hazel
Day, Evangeline
Dennis, Grace
Diaz, Virginia
Downey, Evelyn
Dunches, Evelyn
Fair, Sally
Frankford, Mabel
Friel, Ferne
Hill, Marguerite
Hebeth, Margaret
Jenkins, Leah
Johnson, Mrs. George
Johnson, Linda
Klieboff, Mary E.
Koert, Catherine
LaRenale, Helen
Lewis, Lily
Little, Freda
Lois, Tora
Lupino, Miss
Marston, Babe (Dancer)
Newman, Laura
Parker, Gerry
Phillips, Elsie
Sperry, Jean
Richards, Nellie
Rochelle, Jeanne
Rush, Edna
Scotti, Lena Nora
Shannon, Terry
Shrand, Elaine
Stillwell, Mrs. Frank
Symington, Eve
Walter, Mary
Whitwirth, Violet
Williams, Julie
Young, Lucille Armstrong

Men

Ame, Harry
Ayres, Ralston & Orchestra
Barber, Earl D.
Baker, J.
Barbarina & Poma
Barlow, Capt. James
Bee Bee & Co.
Ben-Ali, Hadji
Berger, Harry
Borden, Tex Earl
Bradam, Paul
Brown, Ralph
Burke, Murray
Clayton, Frank
Clayton, Joe
Corey, Tex
Couture, Leo J.
Day, Pat O.
Day, Ted
DeMont, Charles
Dennaker, Paul
Di Amore, Franklin & Anita
Dilmore, Nicholas B.
Dubois, George
Dunn, Tiney
Ellins, Eddy
Evans, Daniel
Frost, Jack
Fenton, Jack
Finck, Jack
Fisher, Lucius
Flanders, Ray
Ford, Chester
Fox, Major (Midget)
Franklin, Anthony (Jerry)
Frost, C. F.
Gaynor, William
Gayton, George Blondy
Gebler, Millard F.
Goldstein Bros.
Gregg, Anthony D.
Hamid, Jimmy
Hamilton, Ray (Doc)
Harris, Sarah or Lew
Helden, Fred
Hepner, Paul
Hicks, Alexander
Hillburn, Dickie
Honey Family
Knoll, William Tex
Koert, John
Krieger, E. R.
LaRose, Harry Willis
Le Belle & Ray Troupe
Lee, James
Leslie, Ernie
Lewandz, Leo
Lewerenz, Heinz
Lockhart, Rollie
Long, Paul
Lytle, Wm.
Mark, Eddie (Happy)
Mark, Harold
Mahoney, Slim
Marcus, H. W. Jack
Marshall, Dan
McCormack, F. A.
McLean, Jack
Menkin, Sam
Miller, W. R.
Mullins, Moon
Murphy, E. J.
Murphy, W.
Noonan, Scottie
Nungesser, Lee
Orlando, Joe
Owens, Jack
Pate, Billy
Parks, Sam J.
Perkins, Clem Z.
Peters, B. F.
Phillips, J. D.
Rains, Arnold L.
Randall, Sammy
Redmond, Billie
Renz, Tommy
Rhanah
Robertson, Allan D.
Rodnie, W. M.
Ross, Harry W.
Hurst, Frank
Russell, Blackie

MAIL ON HAND AT

CHICAGO OFFICE

404 Woods Bldg.,
52 West Randolph St.

Women

Billiken, Billie
Brockleyer, Sally
Carr, Jany
Green
Cronin, Stella
Davis, Dorothy Valarie
Dell, Mable and Alice
Garrick, Marie
Gibbons, Mary Ann
Haydon, Virginia
Hill, Ruth
Johnson, Mrs. Nellie
Kelly, Mrs. P. B.
La Haye, Lillian
Mark, Mrs. Jas.
Marvell, Miss
McKee, Mrs. Nancy
O'Rourke, Helen
Pruitt, Mrs. Kant
Rooney, Mrs. Minnie Hodgkin
Russak, Mrs. N. A.
Seigfried, La Rosa
Vincent, Montine
Walker, Wanda
Webb, Elizabeth and Slim
Wentz, Wanda
Yeager, Joy
Zorn, Zada

Men

Allen, Capt. Frank
Allen, "Pony Boy"
Ames, Alfred B.
Anderson, Fred Joe
Armstrong, John & Jade
Arnolds, The Three
Ballantine, Carl
Beck, Donald Stern
Blair, Buddy
Bowen, Roy
Bresnahan, T. J.
Bruno, Anthony (Tuni)
Bryant, Otis
Halbock, R. T.
Burns, James A.
Carlson, Bill
Cartwright, Charles
Casey, Larry
Chargin, Abdel Zader
Chastine, Spencer
Christopher, George
Clarde, Claudine
Corbett, Ed W.
Courtney, O. W.
Croake, John J.
D'Area, Johnny
Delmar, John or Jack
Deter, Charles
Dillie, Jack
Duby, Ralph
Dyer, Tony
Ellwood, Francis
Erickson, Pete
Frymark, Ralph
Funk Chemical Co., James A.
Gardiner, W. S.
Gorman, Tom
Hatch, J. Frank
Hayes, Eddie
Herrington, Bill
Hill, Will H.
Hoffman, Harry
Hokler, Ernest
Hunter, Lewd F.
Hurst, Charles H.
Hye, Cy
Jerome, Paul
Johns, Harvey S.
Kaul, David
Kennedy, H. D.
Larson, Windy
Le Cardo, Mr.
Lettridge, Harry
Manning, Otis
Mark, J.
Mennetti, Eddie B.
Morris, Elmer
Morton, Bob
Mulcahey, Joe
Mullins, Moon
Nelson, International Slim
Nelson, Milton V.
Noon, T. G.
Norman, Tom
Nungesser, Lee
Pedro & Lula
Rogers, George
Rosen, Mr. & Mrs. Mike
Rabold, Ralph
Rosenbaum, Herbert V., & Co.
Rose, Mr. and Mrs. Ben
Russell, Ross
Sauna, John
Schultz, Jack
Sikorsky, Frank
Sauchler, Bernay
Steffen, J. E.
Stewart, Vincent E.
Sweeny, Frank (Reach Over)
Tripp, Larry L.
Vantine
Wells, Al
Wolfe, Capt. Rocky
Yerro, Vincente
Young, Ray B.
Yule, Joe
Zandu, Prof.

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Hall, R. P., 15c Wilson, Buddy, 6c

Women

Allen, Mrs. Gertrude
Chevanne, Mrs. Louise
Doby, Katherine
Hayes, Mrs. Dodie E.
Hester, Mrs. Mae

Museums

Address Communications to Cincinnati Office

Kortes' Cleveland Unit Chalks Capacity Crowds

CLEVELAND, Feb. 10. — Pete Kortes' World's Museum's first week here gave unit one of the largest grosses in its history. Capacity crowds prevailed thru the seven days, excepting Friday afternoon, when a heavy wind and light snow kept patrons in their homes. Business has been helped considerably with the overflow crowd from the movie *Gone With the Wind,* which played to turnaways in the next block. Another big factor in the business here is that almost 80 per cent of the patrons purchase tickets for the annex attractions.

Owner Kortes left Sunday for New Orleans to visit his No. 2 unit, where several personnel changes will be made. Many of the performers there will be brought here, while entertainers here will be sent to New Orleans. Jack Johnson is being contracted for a later date. Visitors included Elmer Shafer, Walter Main, Mr. and Mrs. Flash Williams and Colonel Long.

Va. Date Good for Lauther

CHARLOTTESVILLE, Va., Feb. 10. — After a six-week stand in Washington Carl J. Lauther's World's Fair Museum opened here on January 29 and to date business has been good, reports Claude Bentley. Unit presented plenty of flash here and all acts performed on individual stages. Percilla, monkey girl, proved popular, as did Jessie Franks, bag puncher. Claude Claudette continues in the annex.

Philadelphia

PHILADELPHIA, Feb. 10.—Business continues good at Eighth Street Museum. In the main hall are Tex Mahoney and Co., Western pastimes; Dorman, contortionist; Herbet, ventriloquist; Poses Plastique; Mysteria and Headless Woman illusions. Annex has dancing girls.

Will Give Half Interest

For the Backing of the World's Fastest Group Game. A Game That Should Grow Into Millions.

C. T. TODD

BOX 268. LOWELL, N. C.

J. A. C. CIRCUS, DAYTON, OHIO

WEEK FEBRUARY 26

Peanuts, Popcorn, Candy Apples, Candy Floss, Prize Sweets, Drinks, Eats and Novelties open. No Games.

Want to hear from Acts, stating lowest.

Address: DICK DILLON, J. A. C. Circus Headquarters, 121 N. Main St., Dayton, Ohio.

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.

FIGURES

(During the illness of Walter W. Hurd, coin machine editor, we have presented editorials written by him during the past year. The most popular editorial, so judged by the number of commentary letters received from coinmen, was "Boosters," which was reproduced here in the issue of February 10. "Figures," which follows, was the editorial which resulted in the second largest number of commentary and complimentary letters.)

The man who invented the saying that figures can't lie should be crowned the prince of liars. Modern methods of propaganda have shown that figures can be made to prove most anything.

Economic experts are busy at handing out statistics that get to be very confusing if they are collected and compared. It's no wonder that the man in the street never knows just which way the country is going. Efficient statistical organizations at a price can furnish "facts and figures" to support any theory, or that will condemn any party or theory. The figures can be had to order.

Statistics, unfortunately, are on the way to getting a bad reputation since they have become so important a part of modern propaganda. Newspapers are the purveyors of these statistics to the masses of the people and it is unfortunate that such statistics are beginning to become tainted. The masses of the people would like to retain a simple faith in facts and figures as such. Perhaps newspapers could do much to prevent the loss of faith in statistics by carefully distinguishing the sources and the purposes back of figures given out to the public.

The coin machine industry itself has been subjected to a lot of exaggerated figures. For the purpose of injuring the industry figures have been exaggerated about the earnings of machines and even the number of machines.

A simple illustration may be taken from a large newspaper in the Midwest. A reporter went out to find just how much pinball games in the city earned during the course of a year. Somebody told him that a game earned $8 to $10 per day; someone else estimated that there must be 14,000 games on location in the city. Then it was a simple matter to calculate that pinball games must be taking in $40,000,000 to $50,000,000 a year in the city. Even in this day when we are accustomed to talking in billions that is a lot of money. When compared with the total retail trade in the city for one year the outlandish exaggeration in the figures could easily be seen.

That is an illustration of a very simple and yet very effective way of exaggerating figures to distort the truth. Newspapers can be pardoned for using such exaggerations about pinball games since newspapers must supply sensation to their readers—because the readers want it. Newspapers ought to be good enough sports, however, to recognize that a big percentage of the people also like to play coin-operated amusement games.

But if the coin machine industry thinks that it is the only victim of "facts and figures" shuffled for a purpose, then the modern fad of quoting statistics ought to be studied more carefully.

Reliable facts and figures are necessary if people are to think straight, and there is no intention here of poking fun at those reliable and impartial organizations and experts that try to discover facts. But there is such a vast array of figures in our current reading matter, shuffled for propaganda purposes, that it is about to cast a reflection on the reliability of all statistics.

There is the common question of "who owns America?" and facts and figures have been quoted to show that 2 per cent of the people own the country. Here is an entire column in a big newspaper quoting facts and figures to prove that 2 per cent of the people do not own America—but that the millions of stockholders own it.

That is a case apparently where figures can't be made to tell the whole truth, so both sides can be pardoned. If 2 per cent of the people do own so much wealth in their own name it is impossible to make figures show how much power, how much control, how much manipulation goes with their wealth. Also, it is impossible to make figures show how little power goes with one or a few shares of stock in a great corporation.

Here is a full-page advertisement appearing in newspapers over the country. It is warning the consumer that 20 cents of every dollar he spends goes for hidden taxes. Perhaps some of the biggest lies now being told in figures are about taxes.

It is strange that business would be using the same tactics that radicals use to fight capitalism. The radical points out that so many cents of every dollar goes to support executives and bosses, so much goes to sales costs, advertising costs, so much to profits, overhead and so on. It would be much better in the long run for business just to let the good old dollar alone rather than to be pointing out too much just where the dollar goes.

In fact, if you want to see how silly statistics can be some time, add up all the cents that are supposed to be in a dollar, based on the statistics of what goes to taxes, overhead, mark-up, selling costs, advertising, freight, profit, wages, salaries, etc., and you will find that the dollar would have to be made up of about 200 pennies to cover the bill. I think it was Bernarr Macfadden, in Liberty magazine, who once gave out an editorial on the fact that 85 cents of every business dollar goes to wages. This may be true as far as it goes, but it isn't even half the truth and hence must be classed as abuse of statistics.

Here is the National Industrial Conference Board giving out statistics to show that only 64 cents of the government's pump-priming dollar has really produced an increase in national income. But equally expert statisticians show that this figure is deliberately false because it is admitted that an unfair comparison was made between different years. In other words, it would be very difficult for an honest citizen to know when, where or how he could get reliable figures on what he gets for his money.

It now appears that just as the coin machine industry has been subjected to exaggerated figures of its business and earnings, so the whole country is being subjected to "facts and figures" to prove this and that—and who can tell what the end will be? Probably the best rule is to take all figures with a big grain of salt.

Are You the Guy
WHO DIDN'T ORDER
Keeney's New 1940
SUPER SIX?

PRACTICALLY EVERY OTHER OP DID—AND NOW WE'RE GOING AT TOP SPEED FILLING RE-ORDERS. THE FELLOWS WHO BOUGHT 5 NOW WANT 25. BIGGER PLAY'S THE REASON. SO HOW ABOUT IT? ARE YOU GOING TO LET GRASS GROW UNDER YOUR FEET?.....
Order Today!

FREE GAME INSTANTLY CONVERTIBLE TO STRAIGHT NOVELTY

See Next Week's Big Ad on Keeney's—

ANTI-AIRCRAFT MACHINE GUN
Or better yet—order yours now for earlier delivery. Cash in now —not later!

See Next Week's Big Ad on Keeney's—

REMOTE CONTROL WALL BOX
Remember—Keeney's works with any make or model phono. Cable contains just 4 wires.

J•H•KEENEY & COMPANY (NOT INC.)
"The House That Jack Built"
2001 CALUMET AVENUE, CHICAGO, ILL.

Heavy Ordering On Skee-Ball-Ette

CHICAGO, Feb. 10.—"Orders are pouring in," reports Dave Gottlieb, of D. Gottlieb & Co. "There has been an avalanche of requests for territory for Skee-Ball-Ette from distributors in all parts of the country. Meanwhile we have been busy equipping the new factory which we have found advisable to operate. Both plants, it is planned, will go into 24-hour operation.

"It was an impossibility to even hope to turn out anywhere near the quantity needed to supply the unprecedented demand at the Gottlieb plant alone. Now with the additional factory and the new equipment being installed, plus hundreds of employees, we hope to be able to keep up. Both plants represent beehives of activity, as they work night and day to complete final operations for full production.

Asked about the details of Skee-Ball-Ette, Dave Gottlieb replied: "We planned to introduce this unusual game to the trade weeks ago but had to postpone it while we equipped not only our own plant but our additional factory, too, to take care of the advance orders that flood us day after day. Skee-Ball-Ette is so different from anything, there's no comparison to any other game."

Operators Accept Genco's Big Town

CHICAGO, Feb. 10. — "Good news spreads like wildfire," declared officials of Genco, Inc., this week. "And it was good news that spread among the nation's operators of the debut of Genco's Big Town.

"Big Town is one of those naturals which catch enthusiastic approval of operators and players from first sight. The game is literally packed with action. All over the board there is an exceptionally generous sprinkling of features that keep the player on tip-toe from the first ball to the last second of the game.

"Big Town offers four thrilling ways for the player to win. One way is by high score. The second way is by lighting lights one to five, after which each bump of four special bumpers records a free game. The third way is by lighting lights one to six in the backboard tower. These are lit by putting ball thru certain alleys when lit. The fourth method of winning is by putting the ball thru No. 5 lane when lit."

Meyer Gensburg, Genco head, remarks: "From the marvelous reception given Big Town at its premier showing, it certainly looks as if we have another hit for America's operators. Test reports are very good. We are already in high-speed production on Big Town and it already appears that we may have a job on our hands to fill orders."

Baker's 4-5-6 Going Strong

CHICAGO, Feb. 10.—"Another carload order of Four-Five-Six is on the way to the Brooklyn Amusement Co., Brooklyn, announced Harold L. Baker, president of the Baker Novelty Co. "Bill Alberg and Charley Aronson are two of our greatest boosters on the game," said Baker. "There must be a reason for such popular demand.

"Distributors and operators are lining up to receive shipment. The reason for this unusual demand is obvious. Four-Five-Six is the answer to the average operator's prayer because the game is amazingly simple yet exciting. Above all it is engineered and built right."

Harry Hoppe, vice-president of the firm, reports that due to the rush of business Western Union has found it advisable to install a teletype system in the Baker offices.

"From all indication," says Hoppe, "territories are opening for club equipment. That is the reason we are enjoying such a marvelous business on Baker's Pacers."

WEEKLY SPECIALS RECONDITIONED GUARANTEED

5 Vest Pockets $24.50
10 Mills Cherry Bells, 5, 10, 25c play.. 39.50
15 Mills Blue Fronts, 5c play, refinished like new 29.50
12 Double Jack Pot Columbias, like new 39.50
15 5c Pace Deluxe Comets $39.50
3 5c Jennings Silver Chiefs 39.50
150 Pace All-Star mystery Comets, refin., 5, 10, 25c play, $24.50, or 10 for 200.00
10 Pace All-Star mystery Comets, 1c play $19.50
1 Pace Saratoga, 25c play 89.50
1 Jack Pot Pacer Races, brown cab. 89.50
3 5c Play Cigarettes. 79.50

Above offered subject to prior sale. On receipt of one-third deposit, will ship subject to inspection. Write for complete list of Free Play Pin Ball Games and Counter Games.

AUTOMATIC SALES CO. 416-A BROAD ST. NASHVILLE, TENN.

Extra Plant For Gottlieb

CHICAGO, Feb. 10.—"Based upon the overwhelming reception at our private preview during and following the show," said Dave Gottlieb, of D. Gottlieb & Co., "Skee-Ball-Ette will definitely be the outstanding advancement of the industry for 1940. Even tho the game has not yet been officially announced, an avalanche of orders already has been received.

"We have taken over an additional factory of more than 20,000 square feet of floor space, which is now being completely equipped. Hundreds of extra help are being put to work and both plants will operate at top capacity 24 hours a day to meet the demand.

"It's the old story with a fresh slant," said Dave Gottlieb, president of the company. "Make a machine so good and the world will find out somehow and make a beaten path to your door to get it. As a result of the reports from test locations on Skee-Ball-Ette we're been deluged with orders. In the tests the game has not only borne out our own expectations, as well as those of our distributors, but it has proved so sensational that we've had to arrange immediately for production at a rate heretofore unknown. Skee-Ball-Ette has everything operators have dreamed about. From start to finish it's an unparalleled hit success that meets with instant approval wherever it goes—from players, locations, operators and the trade. It is becoming the industry's 'best seller' even before official introduction to the trade."

MAN BITES DOG!
. . . that's News! And PHOTOMATIC pictures are always News, too—because the universal appeal of pictures and picture-taking never grows old. That means bigger, steadier Net Profits from PHOTOMATIC!
INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

BARGAINS FROM DAVE MARION

Seeburg Chicken Bam with Base $142.50
7 Penny Packs, Repainted, Reconditioned A-1 7.50
West Pocket Ball, Tight Reels, Reconditioned 29.50
8 A-I-Lee 5c EZ Prize Ball Gum Venders.. 3.50
10 Hold & Draw $ 4.50
1c Mills Blue Frt. 27.50
De Luxe Grippers 12.00
3 Punch-a-Balls. 3.50
No. 33 N.W. Prest. 4.50
2 Spinner Winner 11.50
3 25c War Eagles 17.50
10 Reel 21 ... 3.50
Bang-a-Way ... 100.00
6 Three Cadets 3.00
10 Dicematic 1c Cls. ... 3.50
3 Big Game Hunt. 7.50
2 1c Pace Bantams ... 12.50
J. Duchess, 1c-5c 12.50
Phonographs, $20.00 Up—Write.
1/3 Deposit Required—Bargains Every Week.
Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

"IMP"
The NAPOLEON of Counter Machines. 1c Cls. or 1c & 5c Fruit Reels. Metered. $1.50 Extra.
Size 5x5x6, Weight 5¼ lbs. 6 for $67.50.
Jobbers, write for quantity prices. Immediate delivery. 1/3 Deposit with order.
ORDER TODAY
MARION COMPANY,
Wichita, Kan.
$12.50 Prepaid

Imp THE IDOL OF A MILLION PLAYERS!

IMP is replacing thousands of obsolete games on the counters of America.

Greatest Earning Sensation of 1940.

See your Jobber for Immediate Delivery.

GROETCHEN TOOL CO.

130 N. Union St., Chicago.

EASTERN FLASHES

NEW YORK, Feb. 10.—A big crowd was attracted by the showing of the new Rock-Ola Luxury Lightup phonos at the offices of Archie Kass in Newark, N. J., Friday and Saturday. Kass has been appointed subdistributor by Interstate Coin Machine Sales Corp, New York, to cover the New Jersey territory. Joe Fishman and Marvin Liebowitz, of Interstate, were on hand to greet their many New Jersey friends.

Cliff Baille, district manager for Rock-Ola, was on hand to greet the visitors. Among others present were Everett Masterson, Jerome Morris, Mr. and Mrs. Barclay, Harry Pearl, Nat Cohn, David Stern, Arthur A. Seger, Eduard Marks, D. F. Westervelt, B. Shellin, Emanuel Ehrenfeld, Dave Simon, Joe Darwin, Frank Savage, Barney Sugarman, Harry Goldberg, Tom Burke, Joseph De Leo, Irving Ornstein, George G. Tillotson, Harry Wichansky, Morris Emerson, John Schnorrbusch, Morris Silverstein, Al Schlessinger and Ed F. Corriston.

• • •

BUSY . . .
Over at the Bally Building, Jack Fitzgibbons reports he's busier than ever supplying the demand for the new Bally products. "The special deals we are working out with ops right now are really keeping us on our toes. Besides, Bally Alley still remains just about the hottest money-maker that ever hit this town."

• • •

AROUND THE TOWN . . .
Those check-cashing spots are reported to be ace pinball locations. The boys only wish there were more of them. . . . Willie Blatt, of Supreme Vending, reports he's much interested in the Automatic Hostess displayed by Bally at the show. . . . Charley Katz is back in town making the rounds of the various showrooms. . . . Claire Grant, Marc Munves' girl Friday, is back at her desk after siege of illness.

• • •

A CLICK . . .
From the International Mutoscope Building in Long Island City Earl Winters reports that requests are coming in from more ops every day for details on the firm's Voice-o-Graph. "It seems that everyone connected with sound in this industry is interested in putting out an operation of this machine," he says.

• • •

FAST FLASHES . . .
Officials of the newly formed Allied Wholesaling Co. report they got off to a fast start this week. . . . Morris Hankin, of Atlanta, and Max and Harry Hurvich, of Birmingham, Ala., say everything is okeh in the South now that that misplaced cold wave has abated. . . . Hymie Rosenberg was seen taking it easy over at Mike Munves' place. . . . Marty Rosen, mechanic de luxe, and Seymour Piltch, floor manager for George Ponser on pin games, were caught discussing the delivery and repair situation over the luncheon table. . . . Steve Delwin, as usual, the height of fashion, was calling on the distribs this week. . . . Al Simon puts on weight while Jack Semel gets slimmer and slimmer. It seems the rush at Savoy's Brooklyn offices affects both men differently. . . . Some of the men maintain the coming summer will see a big spurt in beverage vender sales. . . . Davey Friedman, popular Brooklyn op, says he's off of card games. . . . Max Weiss is hard at work these days, now that his man is on vacation. . . . Herman Gelb keeps wishing for more and bigger conventions. . . . Meyer Parkoff, at Modern Vending, continues to be one of the busiest of the town's execs. . . . Mike Munves reports he's been appointed sole distributor of A. B. T. products in New England.

• • •

OFF THE PHONES . . .
George Ponser says he's giving up trying to describe the Mills Empress over the phone. "The only way to really appreciate the true value of this machine is to see and hear it at our showrooms. This machine really sells itself. Words cannot do it justice," he says.

• • •

ACTION . . .
That's the word that describes the way ops have responded to the new Champion line of cigaret merchandisers, according to firm officials. Les Paul, who travels up-State New York, and Don Hartzell, who covers the metropolitan area, report they're busier than ever.

• • •

A HIT . . .
Is the way Bert Lane, of Seaboard Sales, Inc., describes the new Gabel phono. "The way Fred Iverson, Harold Lawrence and Joe Hart report the ops are taking to the new Gabel, and the reaction we are getting here assures us that this is the phono ops have been waiting for. The Gabel mechanism, proven over a period of 38 years, plus the 24-record play and the streamlined design have scored heavily."

• • •

INVENTORS . . .
One fact the Big Town can boast about is the large number of inventors who reside here and who have been responsible for some of the outstanding games on the market. Harry Levinson is reported as partly responsible for that new Keeney machine gun. Chippy Maltz has given the industry some of its best games. A bowling game now on the market is said to have sprung from the fertile mind of Harry Fraler. Jack Firestone's reputation as an inventor goes way back to the days of the Bally Goofy. These are but a few of many who could be mentioned.

• • •

DELIVERY PROBLEM . . .
"We hope to be in a position to satisfy all the orders for the new Rock-Olas that ops placed with us since the show before many more days have passed," report Joe Fishman and Irvin Liebowitz, of Interstate Coin Machine Sales Co. Incidentally, the boys say they are still receiving many compliments on the swell party they tossed to show off the 1940 Rock-Olas.

• • •

NEW SALES DEPOTS . . .
Sam Sachs, of Acme Sales Co., Brooklyn, has just returned from a trip on which he appointed Capital in Philly and Navickas in Connecticut as sales depots for the firm's remodeling and repairing jobs. "We are doing a bigger business than ever before," reports Sam," and with these new depots doing a whirlwind business you can bet we're really going to be hitting the ball in the weeks to come."

• • •

COINSHOTS . . .
Irv Mitchell reports ops are flocking to his headquarters from morning to night these days. "Ops must like the way we do things to keep coming the way they do," he says. . . . Walter H. Mann, DuGrenier Sales Corp, prexy, is up and about after his recent appendectomy. . . . Hymie Budin reports his Stoner game, Fantasy, has clicked big with all the ops. In addition, he says he's readying some big surprises for the boys. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement, report they are doing an even bigger job on the 1940 Ten Strike than they did with the 1939 model when it made its debut. "This new Ten Strike has more action, more strikes and higher score, and boy, oh, boy, does it get the play," they say.

• • •

BIG SALE . . .
"Ever since we entered the coin machine business," says Joe Ash, of Active Amusement, Philly, "it has always been our ambition to put on a used machine sale that would feature every machine the ops want to buy at prices they want to pay. Well, that's the kind of a sale we are preparing to announce in the near future. It will feature some of the most

Central States Phono. OPERATORS ATTENTION!!

We will sell a number of 616 phonographs as shown above, mechanically perfect, Stark Light-ups installed, and decorated with Marble-Glo: as long as they last at $97.50 complete.

We will finish YOUR machine as above for $40 including dome, light-ups and Marble-Glo, if you will send it in.

Similar deep-cut prices on many other models. Write for full information on other completely modernized machines.

Terms—1/3 cash with order, balance C. O. D.

Stark Novelty & Mfg. Co.

611 Mahoning Rd., N.E., Canton, O.

1c . . . is all it takes to become acquainted! Send us a 1c postcard today telling us the type of machines you are most interested in and, in return, become a member of that big happy family of operators who, for more than 5 years, have found us to be their best friends always ready to co-operate, to help and to guide them to bigger and better profits. We tell the truth about machines. We keep you constantly informed about any new equipment. We represent America's finest coin machine manufacturers. Yes, sir, for only 1c you get your first sample of Ponser courtesy, co-operation and honest business dealing. Send that postcard NOW!!

George Ponser Co.

11-15 E. RUNYON ST., NEWARK, N. J.

WOW! WHAT PROFITS THESE DAVAL MACHINES QUIETLY BRING

JIFFY

Penny cigarette game as only DAVAL can build it! Modern design. Small in size. New mechanism. Extra large ball gum display. Instantly convertible to 4-Way play. RUSH 1/3 DEPOSIT TODAY. We Ship Bal. C.O.D. 19.75

EX-RAY

TOKEN PAYOUT interchangeable to visible captive payout — perfect for any territory. 1c or 5c—Cigarette or Beer strips. Extra large ball gum display. A WINNER! RUSH 1/3 DEPOSIT WITH ORDER! 34.50

ATLAS NOVELTY CO.

General Offices: 2200 N. Western Ave., Chicago, Ill.

1901 Fifth Ave., Pittsburgh, Pa. Associate Office: Atlas Automatic Music Co., 2082 E. Jefferson St., Detroit, Mich.

MAYFLOWER'S PARADE OF BARGAINS

NEW FLASHERS, IN ORIGINAL CRATES, $42.50

USED PAYTABLES

Gold Medal, F'r,Sam.	$125.00
Grand National	134.50
Grandstand	94.50
Thistledown	90.00
Hawthorne	87.50
Winning Ticket	90.00
Derby Clock	40.00
Derby Time, Multiple	30.00
Hey Day	21.50
Feed Bag	30.00
Aksarben	19.50
Fairgrounds	17.50
Fleetwood	17.50
Gott. Multiple Races	15.00
Pacemakers	119.50
Big Race	15.00
One, Two, Three	25.00
Homestretch	80.00

RECONDITIONED PHONOGRAPHS

Wurlitzer 616, Marbl	$129.50
Wurlitzer 412, Marbl	59.50
Wurlitzer 412	42.50
Wurlitzer P12	37.50
Wurlitzer 24	144.50
Mills Dancemaster	15.00
Mills Swing King	20.00

USED CONSOLES

Royal Flush, 2wks.old	$160.00
Paces King Pin	80.00
Liberty Bell	17.50
Jennings Derby Day	17.50
Bally Lexington	40.00
'37 Galloping Dominoes	69.50
Kentucky Club	59.50
Skill Time	59.50
Saratoga, S.P.	99.50
Hialeah Special	89.50
Tanforan	17.50
Flashers	22.50
Hi Boy	22.50
Dewey Jr.	15.00
Stoner's Turf	15.00
De Luxe Bell	10.00
Dominola	15.00
Bl. Cab. Dominoes	27.50
Bl. Cab. Bangtails	32.50

1/3 Deposit With All Orders, Balance C. O. D.

Brand New and Ready for Immediate Shipment . . . Mills Spinning Reel, Bally Sport King, Bally Bulls Eye

USED COUNTER GAMES

Tally	$8.00
Reel Spot	5.00

Sportland	$ 4.00
Jennings Grandstand	10.00
Jenn. Club Vend. 1c	10.00
Silv. Bell Gum Vendors	10.00
I O U	4.00
Horses	4.00
Punchette	3.00
Buck Shot	3.00
Punch-a-Ball	3.00

FREE PLAY NOVELTY

Sun Bow, New	$40.50
Box Score	29.50
Ritz	15.00

SLOTS

Columbia 6-A	$32.50
Columbia Rear Payout	44.50
O.T., Late Serials	35.00
Blue Fronts, Late Ser.	39.50

MISCELLANEOUS

Metal Typer	$175.00
U Need a Pack Cig. Machine, 9 Col.	40.50
Seeburg Chicken Sam	159.50
Stewart-McGuire Cig. Machine, 9 Col.	59.50
WatlingScales, like new	35.00

MAYFLOWER NOVELTY CO., INC., 1507 UNIVERSITY AVE., ST. PAUL, MINN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

PRICES ARE SLIDING!

—HOP ON THE ACME NOVELTY PRICE TOBOGGAN—

ONE BALL PAYOUTS

Bally PACEMAKER—Used Only a Short Time	109.50
Bally GRANDSTAND—100 Games Exceptionally Clean	92.50
Keeney WINNING TICKET—6 Coin Multiple	79.50
Mills—Latest Model ONE TWO THREE—Animal Characters	49.50
Western—Two Reserve DERBY CLOCK—6 Coin Multiple	47.50
Jennings—1939 PHEASANT MACHINE—10 Ball Payout	39.50
Jennings—1939 PEDAL PUSHERS—5 Ball Payout	39.50
Keeney POT SHOT—Multiple Payout	39.50
Western—6 Coin Multiple DERBYTIME MULTIPLE—Exceptionally Clean	29.50
Western FEED BAG—6 Coin With Reserve	29.50
ONE TWO THREE—Reversed Reels BALLY FLEETWOOD—4 Coin Multiple	19.50
BALLY FAIRGROUNDS WESTERN'S HEY-DAY	15.00

5 BALL NOVELTIES

Exhibit—Free Play JUMPER—Used Only a Few Days	69.50
Keeney—Free Play THRILLER—Just Like New	55.00
Exhibit—Free Play REBOUND—Thoroughly Reconditioned	49.50
Exhibit—Free Play GOLDEN GATE—Like New	49.50
Keeney—Free Play COWBOY—Very Clean	49.50
Stoner—Free Play CLIPPER—Brand New	39.50
Gottlieb—Free Play LOTS-O-FUN	35.00
Exhibit—Free Play AVALON—3 Ways To Win	32.50
CONTACT—Free Play ZIP—Free Play	29.50
SKYROCKET—Free Play FLASH—Free Play	29.50
GENCO'S CIRCUS—Free Play DAVAL'S LIBERTY—Free Play	27.50
CHUBBIE—Free Play	25.00

Western—1935 Payout **BASEBALL** New Mechanism **69.50**

Western—1940 De Luxe **BASEBALL** Free Play and Payout **WRITE FOR PRICES**

Western—1939 Free Play **BASEBALL 79.50**

SEEBURG TRAMP GUN BALLY BULL'S EYE Used 2 Weeks **WRITE FOR PRICES**

EVANS TEN STRIKE BALLY ALLEY **WRITE FOR PRICES**

Novelty Merchantman DIGGER—Like New . . 39.50

TRUE SHOT GUN—Automatic Payout 97.50

Kelly—7 Column, F. S. CIGARETTE MACHINE 29.50

Groetchen SKILL JUMP—With Stand 19.50

PHONOGRAPHS

WURLITZER MODEL 24-A	119.50
WURLITZER MODEL 24	109.50
WURLITZER MODEL 616A	79.50
ROCKOLA MONARCH—Refinished Cabinet	109.50
WURLITZER 312	39.50
WURLITZER 412	34.50
WURLITZER P12	29.50

CONSOLES

EVANS LUCKY LUCRE—Brand-New, Skill Feature	Write for Prices
BALLY ROYAL FLUSH—New, in Crates	Write for Prices
KEENEY TRACK TIME—Grey Head	19.50
WESTERN DEWEY JR.—7 Coin Upright	11.95
JENNINGS PARLAY RACES—7 Coin	11.95
BALLY CLUB HOUSE—7 Coin Upright	10.95
JENNINGS LIBERTY BELL	9.95
PAMCO DE LUXE BELL	9.95

ROCK-OLA RAY GUN **39.50**

WESTERN'S SUN BOW 5 Ball Novelty Free Play New, in Crates **37.50**

NORTHWEST DISTRIBUTORS FOR WURLITZER AUTOMATIC PHONOGRAPHS

⅓ Certified Deposit Must Accompany All Orders — Balance C. O. D.

ACME NOVELTY CO.

1124 HENNEPIN ALL PHONES AT. 5509 MINNEAPOLIS, MINN.

PROTECT YOUR EARNINGS

EQUIP your PIN TABLES with EXHIBIT'S SLUG EJECTOR

PRICE $16.50 Installed Quickly right on location on any Table with ABT 500 Coin Chute

ORDER NOW!

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO

outstanding buys ever made in the business."

* * *

JERSEY JOTTINGS . . .

Jack Kay, of Ace Distribs, Newark, left for Florida and a well-earned rest. . . . Dave Engel, of Dee & Bee Distribs, Newark, claims he needs games badly and is offering the highest prices and best trade-in values to get them. . . . Jack Berger, of Newark Coino Distribs, is a believer in giving the boys what they want. He aims to satisfy everyone he deals with. . . . Irv Morris, of the Pomser Newark offices, is so proud of his new Mills Empress display that he has been telephoning leading ops thruout the State to come in and "see the most impressive phono display in the State."

* * *

FROM BALTIMORE . . .

comes word that Roy McGinnis is doing a land-office business in free-play games. "We got what the boys want," Roy maintains. "Looks like a big month ahead as word spreads about the bargains we are offering."

Ten Pins Line Is Block Long

CHICAGO, Feb. 10.—"For the first time a coin-operated amusement game production line is stretched out over a space which is more than a block long—a tremendous amount of space to be devoted to the assembling of one game," declare officials of the Rock-Ola Mfg. Corp., in speaking of the firm's production set-up on Ten Pins, bowling game.

"On the fourth floor of the huge Rock-Ola plant the Ten Pins production line is in full progress and stretches one block from Kedzie avenue to Sawyer avenue. It then circles around the back of the building, which adds another half block—so, virtually, it is a block and a half long.

"Never before in the history of the coin machine business has such a vast production area been used for manufacturing of amusement games—and we need it," says Jack Nelson, general sales manager of Rock-Ola, "to supply the orders coming in every day. It seems there is no let-up. When we first started to make Ten Pins there was no doubt in our minds that our plant would be big enough to supply the demand. However, even our tremendous capacity is being utilized to its fullest extent to fill the flood of daily orders. Production, however is being increased daily. Deliveries are being handled within a short time of receipt."

Big Earnings in Evans' Duck Pins

CHICAGO, Feb. 10.—Paul Gerber, of the distributing firm of Gerber & Glass, of Chicago, states that he is positively on the right track in recommending Evans' Automatic Regulation Duck Pin Bowling Alley.

OPERATORS

I can truthfully say

"LUCKY STRIKE"

is the gold strike of the year.

Immediate Deliveries. Guaranteed Games.

SUPER SIX BIG SHOW

FOUR FIVE SIX

SAM MAY & CO.

401-409 S. MAIN, SAN ANTONIO, TEXAS

"My confidence in this alley is complete," he said, "due to the experiences I encountered while in charge of the room where Evans' alley was on display during the 1940 Coin Machine Show. People in all walks of life and industries were amazed at the operation and could see the possibilities of this new idea.

"Many real estate men showed keen interest in the alley, as they saw how this would open opportunities for leasing a lot of vacant stores and getting tenants who would be able to meet their rents and have a steady, profitable business.

"Bowling today is one of the leading sports ni the country," Gerber went on, "and there are many women who would like to accompany their husbands when they go bowling. But they stay away because, even tho they know the game would interest them, the embarrassment and strain of lifting the heavy ball and throwing it halfway down the alley is more than they could take. Therefore starting with Duck Pins until they have gotten the experience and training is the solution. Without a doubt Evans' alley is opening the door to the greatest prosperity opportunity of the industry today."

IMP

Groetchen's 3-Reel Cigarette Machine with Gum Vender

MIDGET COUNTER GAME

$12.50

CARTON OF 6, $67.50

MILLS FREE PLAY 1-2-3 Late 1939 Model, Like New $82.50

⅓ Deposit With Order, Balance C. O. D.

OHIO SPECIALTY CO.

12 W. Court St., Cincinnati, O. 710 E. Broadway, Louisville, Ky.

MACHINES, $2.40 AND UP
28c RETURNS $4.50
NOW'S THE TIME FOR BIG PROFITS

MANY EXCLUSIVE PROFESSIONAL FEATURES
Handles all Nuts, Breath Pellets, Peanuts, Candy, Charms, Ball Gum, etc. "KING JR." is without question the best buy in the industry. Order YOURS today.

KING Jr. 3.95
(Send for Circular)

Ready To Go Special.
1 KING JR. & 5 Lbs. Pellets (enough to return $10.00) $4.95

TORR 2047A-SO. 68 PHILA., PA.

OPERATORS!
Order This Coin Counter
Penny-Nickel combination, slotted coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; flared, oversize mouthpiece for tube wrapping. Only $1.00 each prepaid; cash with order, no C.O.D. Write for complete details and low prices on the finest bulk Vendors obtainable, TOPPER, CHALLENGER and SPECIAL. Also Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

COLUMBUS VENDORS
ALWAYS THE SAME
ALWAYS THE BEST
Operators of Bulk Merchandisers. Write for Particulars or Stop in and See Samples in Our Showroom.
$5.70
6 or More
SAMPLE, $6.70
(As Illustrated)
New and Used Machines of Every Description. Send for Complete List.
1/3 Deposit With Order, Balance C. O. D.
RAKE
5 S. 22nd St., Phila., Pa.

PROVEN Money Makers!

Big opportunity for Experienced House Salesmen.

Be an independent operator. Place Tom Thumb Venders in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.
FIELDING MFG. CO., Dept. 58, Jackson, Mich.

MERCHANDISE MACHINES

Jennings Has New Drink Vender

CHICAGO, Feb. 10.—Jennings' bottled beverage dispenser, recently introduced at the 1940 Coin Machine Show in Chicago, has created a tremendous amount of interest with operators from all over the country, according to Jerry Haley, executive of O. D. Jennings & Co. In commenting on the new dispenser he said: "The interest that has been created over our new bottled beverage dispenser is evidence that the progressive operator today is giving serious thought to this type of equipment.

"Everyone that has seen our new dispenser has been impressed with its exclusive features. For example, the vending of a selection of two dry refrigerated drinks, the extra vending capacity of 120 standard size bottles from 6 to 12-ounce large size, including half-pint dairy bottles, and with ample pre-cooling capacity, its simple dependable mechanism, its smartly styled cabinet, its slug-proof coin chute and the ease with which it may be serviced.

"These are all features which we are confident will mean greater patronage, long, dependable operation and a minimum of servicing to the operator. All reports from the dispensers now on location are exceptionally favorable both for earnings and trouble-free operation."

Cig Assn. Head Hits N. Y. Taxes

ALBANY, N. Y., Feb. 10.—In a letter to *The Times-Union*, Albany newspaper, John J. Geel Jr., president of the New York State Cigaret Venders' Association, asked the repeal of the New York State cigaret tax, declaring that it has resulted in a loss of business for operators.

Geel pointed out that the carrying of cigarets from New Jersey into New York and mail order business have cut into the business of all cigaret purveyors. "The average cigaret machine operator is a small business man who endeavors to eke out a living by installing, refilling and generally maintaining the machine himself. With limited capital he is able to purchase these machines on liberal credit terms from manufacturers. Actually he sets himself up in business to provide himself with a job. At its best the remuneration is small," Geel writes. He goes on to tell that the State cigaret tax is unfair to operators.

"We therefore appeal to you to publicize the ruinous effect of these imposts with a view to discourage the renewal of these damaging taxes in order that the hundreds of cigaret machine operators in this territory may continue to have the opportunity of supporting themselves and their families thru their laborious efforts."

Business Tip On Breath Pellets

CHICAGO, Feb. 10.—"Start now with breath-pellet venders, they're sure-fire winners," declares Roy Torr, Philadelphia distributor. "Breath pellets cost little and give handsome returns. There is no spoilage, no competition and little servicing necessary. It is a made-to-order for every operator.

"Machines are serviced once a month and the first collection usually pays the cost of the vender itself. Stop at the corner druggist and he will tell you he sells about one dollar's worth of breath pellets and approximately two to three dollars' worth of liquid breath purifer every week.

"When you offer breath pellets the returns will surprise you. People are definitely becoming pure-breath conscious and have acquired the habit of paying something to destroy the smell of liquor, onions and other causes of unpleasant breath."

Detroit

DETROIT, Feb. 10.—Louis Berman, Brilliant Music Co., is back from New York, which at one time was the site of his business.

* * *

Roy Rabel, Cigaret Service Co., has renamed his firm U-Need-a-Pak Cigaret Service.

* * *

David Yamshon has formed the D & C Amusement Co., with headquarters on Lee Place.

* * *

Wuester & Walters Amusement Co. has been formed, with headquarters on Cherry Hill road, by Oscar Wuester and Ernest Walters. They are specializing in pin games.

* * *

Michigan Mutual Distributing Co., jobber of all types of coin machines, has moved to new showrooms at 129 Selden avenue, about four blocks from its present location.

* * *

F. J. Seeley, who headed the Automatic Mint Sales Co. here, has moved to Cincinnati.

* * *

Ben Marshall, of the B. J. Marshall Co., who's busy selling the Rock-Ola phonographs and Ten-Pins, reports he's leading Michigan in sales, per wire from Jack Nelson, of the Rock-Ola factory.

* * *

Joseph Molenda, Legal Coin Machine Co., who formerly had his headquarters in Hamtramck, Mich., has moved into Detroit, establishing headquarters on Sargent street.

* * *

Brilliant Music Co. is increasing its capitalization from $720 common stock and $2,880 preferred to $2,000 preferred and $3,000 common.

* * *

Sam Silverstein, East Side operator, has taken over the stock of the Automatic Mint Sales Co. and is operating the penny venders on his own routes.

* * *

Stanley L. Glomb, of Ducon Products, reports the company which has its plant at Wayne, Mich., is working on plans for a candy vender and a grocery-type vender.

* * *

Russell H. Ellison, who operates under the name of Vend-o-Matic Specialties, has invented a new type of beverage dispenser.

* * *

Archie Brien, representative of the Mills Novelty Co., reports: "It looks like 1940 will be a great year in the cigaret field."

* * *

Eddie Clemons, Modern Music Co., is another operator who is enthusiastic over prospects for 1940 in the music machine field, in which he is a big operator.

* * *

"Our volume has increased considerably in the past year," says Elmer Bower, manager of the coin-operated washing machine division of the Hurley Machine Co. "We attribute this chiefly to placing considerably more machines on location."

* * *

George H. Lightner, Detroit manager of Mills Automatic Merchandising Corp., is planning to place about 1,000 new candy venders on location.

* * *

C. Ray Laster, who heads the Penny King System with Elmer Hendrickson, reports a growing demand for modernistic types of machines in the ball gum field.

* * *

E. C. Starr, of the Starr Vending Co., believes in a thoroly diversified route of machines. He operates in the northwestern part of the city.

* * *

Homer Burns, one of the real oldtimers among Detroit operators, says: "The new up-to-date style machines are really taking in the money in the peanut vending field."

* * *

Arnold C. Rosen, assistant manager for Decca Distributing Co., is being transferred to Milwaukee to open a new branch for the company there.

* * *

Litzan Amusement Co. has been taken over by Frank Litzan. George J. Litzan, former owner and cousin of the present proprietor, has discontinued activities.

* * *

Gratiot Amusement Co., new Detroit coin machine company, is one of the few to be located in the northeastern part of the city on Knodell avenue. Specializing exclusively in pin games, the owner is Herbert J. Coldwater.

FOURTH PLACE WINNER in a recent sales contest conducted by the Northwestern Corp., Morris, Ill., was the American Cigaret Machine Co., of Pittsburgh. Meyer Abelson, left, and Sam Strahl, heads of the firm, were responsible for the good showing.

IF YOU WANT THE BEST IN BULK VENDING—BUY Northwestern

More than ever Northwestern leads the bulk vending field. High quality machines for every purse and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS

SAVE ON STANDS
PENNY · NICKEL COUNTERS
National Headquarters for
PIPE · ANGLE IRON · SHEET METAL
STANDS · FILLED · UNFILLED
$1.00
QUALITY VENDORS, $3.25 and Up. Write
AUTOMATIC
2425-K Fullerton, Chicago, Ill.

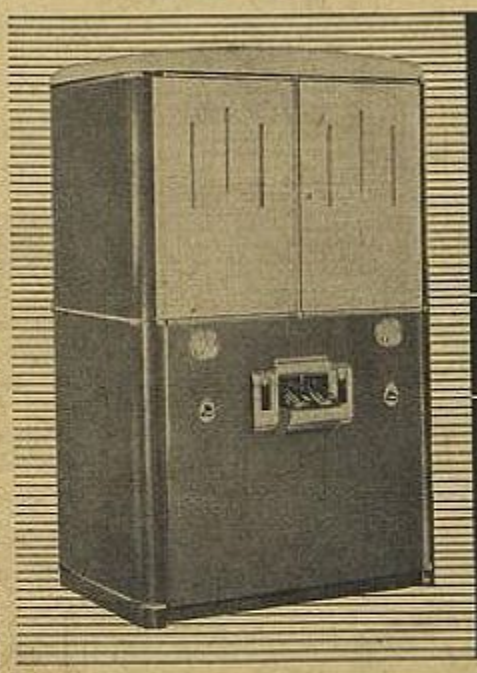
We Don't Know
ALL THE ANSWERS

But of this we are certain. An increasing number of firms and operators are turning to Pan Confections. Why? First, because of personal attention given to each order, whether large or small. Second, because they know they buy the best when ordering from Pan Confection with its years of experience. Third, Pan Confection products are noted the country over for its hard shell process, quality and service.
You too can receive this personal attention and added quality, no matter where you are. May we be of service to you?

QUALITY—SERVICE

PAN CONFECTIONS-CHICAGO
ORIGINATORS OF HARD SHELL CANDIES
343 W. ERIE ST. CHICAGO, ILLINOIS

Jennings bottled beverage Dispenser



Check your territory now. There are unquestionably hundreds of locations where you can operate Jennings Bottled Beverage Dispenser at a handsome profit. It's new and entirely different from anything on the market—larger capacity—proved dependable mechanism—dispenses 2 dry refrigerated beverages. Check over the many exclusive features listed below.

O. D. JENNINGS & Company
4309 W. Lake St., Chicago

- Gives purchaser a selection of two dry refrigerated bottled beverages.
- Largest vending capacity—120 standard size bottles.
- Ample pre-cooling capacity.
- Slug rejector coin chute—99% perfect.
- Simple dependable mechanism.
- Quickly loaded.

Cigarette Merchandisers' Associations

Despite work on the banquet, March 9, members of the New York CMA took time out to hold a regular meeting last Thursday (8). One of the matters discussed was the amending of the by-laws. Special meetings will be held weekly until after the banquet.

Speaking of the annual dinner, Matthew Forbes, manager, said that arrangements are being worked out and the event at Hotel Pennsylvania is being planned along lines that will make it the talk of the industry. Operators from over the State are being invited and a round-table discussion on tax matters is planned for that Saturday afternoon.

The entertainment committee, headed by Bill Peek, will soon announce the floor-show line-up.

* * *

Mr. and Mrs. Harold Jacobs, Herald Vending Co., are receiving congratulations upon the arrival of a daughter February 8. This is their second child.

* * *

Jackson Bloom is confined to his home by illness. The boys wish him a speedy recovery.

* * *

Since operators often hear remarks about the high cost of advertised products, especially cigarets, a recent story in *Printer's Ink*, is of interest. Mark O'Dea, who wrote the article, says that comment is made because people do not understand advertising economics. Some estimate that 3 cents on a 15-cent pack of cigarets goes for advertising and more intelligent people, such as teachers, estimate advertising at 5 cents. This attitude, O'Dea says, is from a poll conducted by Dr. George Gallup for Advertising Research Foundation and presented with other misconceptions held by consumers at a convention of Association of National Advertisers.

The truth of the matter, the article points out, is that approximately ½ cent goes to advertising a 15-cent pack. This figure is much less than the average guess.

To show where the money goes this case is cited: "Say I pay 16 cents for a pack in New York City. Nine cents is immediately paid over to the federal (6 cents), State (2 cents) and city (1 cent) governments. Distribution costs 1.75 cents, that is, thru jobbers and dealers. This leaves 5 cents per pack gross for the manufacturer to pay for tobacco, paper, labor, factory upkeep, transportation, administration, advertising, selling, corporation taxes, etc."

The maker gets his profits thru the volume of consumption. Even those who roll their own must pay taxes on tobacco and paper. Fifty years ago cigarets were not so universally used. Since then both men and women are regular cigaret customers. Were it not for the large consumption of cigarets there would not be so much national advertising of the brands.

O'Dea reveals that the Gallup poll shows most people have exaggerated ideas about cigaret advertising and consider it a major factor in the high cost of cigarets. Many do not know that they pay the government 6 cents every time they buy a pack, altho they may be conscious of local taxes, 5 cents in some States.

It seems that the teacher is more misinformed than the average smoker. This brings up the responsibility of business—it must supply teachers and educators with cold facts about distribution and advertising's part in the retail price. Up to now teachers and others who mold thought have had to depend largely upon information supplied in "exposure" books and services, O'Dea's article reveals.

* * *

New York City's receipts from the cigaret tax for January amounted to $496,516.36, a drop of $52,128.20 from January, 1939, William Reid, tax collector, declared.

New Orleans

NEW ORLEANS, Feb. 10.—Charles C. Womack, Joe Anderson and J. G. Bradburn have incorporated the Record Distributing Corp. at Houston, with capital stock fixed at $2,500.

* * *

Respected for his good judgment of business conditions, Fred King, of the C. & N. Sales Co., looks for a big first quarter for coin machine operators in 1940, but expects a letdown in general business later in the year, when the Presidential election will be an important factor.

* * *

Cold records for 56 years have toppled in New Orleans during the past six to seven days and no relief is yet in sight. Snow and sleet have fallen up to the edges of the Gulf shores and operations have been hard hit thruout this and surrounding States. This condition has kept people off the streets at a time when New Orleans should be enjoying the speeding up of its carnival season.

* * *

Louis Bossberg and Ray Bosworth, of the New Orleans Novelty Co., reported seeing all and everything and spoke highly of the fine strides in betterment of new equipment. Both saw Keeney's new plans for a Super Big Six and the firm placed a healthy order for the machines.

* * *

Leonard Lobrano, known to local coin machine operators as one of the best mechanics in the business, died of a heart attack recently. He was of late head of the service department of Pipitone & Pace.

* * *

Julius Pace, president of the Coin Vending Machine Operators' Association here and head of the Dixie Coin Machine Co., has been confined to his home for two weeks with an attack of the flu. Nick Carbajal, manager of the firm, reports placements of orders for the new Keeney Super Big Six, Chicago Coin's new Roxy, Exhibit's Congo and Bakers' 4-5-6. Carbajal reports he is anxious to see the three new machines promised by Bally, including a new console, a new free play and an automatic. The firm is territory distributor for all of these machines.

* * *

The J. H. Peres Amusement Co. reports a brisk turnover of new Wurlitzer phonographs, especially the large 800 model machine, which has attracted more attention than any yet turned out by the big Tonawanda factory, according to Jules Peres, head of the local distributing firm. Frank De Barros, sales manager of the Peres company, has left for an extensive selling tour of Alabama, Mississippi and Louisiana.

* * *

Andy P. Monte, head of the A. M. Amusement Co., and Mrs. Monte left last week for a two weeks' vacation in Hot Springs. The Montes have sold their liquor distributing store here and will in the future confine their entire attention to their music operations.

* * *

Ed Rodriguez, head of the American Coin Machine Co., announces his coming marriage to Margie van der Veer of this city. They are planning to spend their honeymoon in Cuba, where they will be the guests of General Baptista of the Cuban government. Wedding is set for February 14.

* * *

It's Major Dan Cohen now for the head of the Pleasure Amusement Co. Major Cohen is now encamped with the aviation division of the National Guards at Camp Beauregard, near Alexandria, La. The offices of the Pleasure company have been designated as local recruiting office for the army enlisters. B. J. McNally, of the firm, announces his retirement from the coin machine business in favor of pill rolling.

CONFUCIUS SAY:
He Who Buys Northwestern Venders Join the Ranks of Wisest Spenders

Write today for our Free Trial Offer. Always the best trade-in allowance for your old machines. A full line of Northwestern Parts and Supplies, Stands, Nuts, Candy, Charms, Ball Gum, Used Machines. Write for Complete List.

NORTHWESTERN SALES AND SERVICE CO.
539 CONEY ISLAND AVE., BROOKLYN, N. Y.
39 Bell 39

CLEARANCE SALE
USED CIGARETTE MACHINES — LOW PRICES

ADVANCE—5 COLUMNS—CHROMIUM FRONT	$19.50
NATIONAL 6-26	22.50
NATIONAL 9-30	59.50
MILLS—9 COLUMN—PRACTICALLY NEW	49.50

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

MUSIC MERCHANDISING

Jivers Featured By Mills Novelty

CHICAGO, Feb. 10.—One of the top attractions offered by Mills Novelty Co. at the open house party held in mid-January was a group of jitterbugs. The young jivers capered to the music of Mills phonographs in entertaining hundreds of operators who visited the factory showplace, the Mills Music Hall.

"There was a reason for having the jitterbugs at our open house party," declared James T. Mangan, advertising manager. "First of all I believe that young folks are among the heaviest supporters of phonographs. I quote an article which recently appeared in one of our national magazines: 'The swing set is the young set. Swing was discovered by the young and swing belongs to them, and the kings of swing are elected by collegians and high school students whose vote is a nickel dropped into the slot of a 'juke' box.'

"Therefore, we chose the jitterbugs as representative of the young, swing set which patronizes phonographs heavily. And, believe me, our visitors at the party enjoyed the entertainment.

"In one of our recent advertisements we featured one of our jitterbug performers and we have had numerous compliments on the association of our phonographs with the heaviest users of phonographs.

"The Empress and the Throne of Music have long been favorites of the jitterbugs, who say that the tone reproduction of the phonographs is ideal in the rendition of jive and jam from phonograph records. The wild soaring of clarinet and trumpet are not scrambled, but come as beautifully and clearly from the phonographs as they did from the instruments when the record was made.

"This tonal quality is there when the so-called sweet music is played also. Add to this feature of tonal quality such things as exterior beauty, mechanical dependability and the other features which characterize Mills' Empress and Throne of Music and you have a phonograph that is the favorite of all people."

Beg Your Pardon

In the February 3 issue, on page 63, under the headline "Corrections in Association List," an error in the setting of type resulted in misunderstanding in regard to the Associated Phonograph Owners, Inc., Chicago:

The particular item in error was as follows: "Associated Phonograph Owners, Inc., Chicago, listed at 511 South Dearborn street should be 510 North Dearborn street. *(Listed, but may be dissolved).*"

The words in *italics* should not have been in the same paragraph. They referred to associations listed upon which there was no definite check as to whether they existed.

Associated Phonograph Owners, Inc., is very much alive under the leadership of R. A. Blomquist. Apologies are due him as well as to E. C. Steffens, head of the International Association of Automatic Electric Phonograph Owners, whom we quoted in making the corrections.

Pittsburgh

PITTSBURGH, Feb. 10.—Every music-box distributor and most of the operators report that 1939 was the most profitable year in their history and all expect 1940 to be even busier.

* * *

B. D. Lazar & Co., established 20 years ago, spent almost $20,000 remodeling its Pittsburgh and Philadelphia showrooms as one evidence of the prosperity that was uniform to music box and coin machine jobbers.

Selling Rock-Ola phonographs, all types of coin machines, penny scales and venders, the Lazar Co. services more than 200 operators in Western Pennsylvania, Eastern Ohio and Northern West Virginia out of the local office. The Philadelphia office caters to Eastern Pennsylvania, New Jersey and Delaware.

The biggest increase in the firm's business during the past year was in phonographs, B. D. Lazar informed, with the bowling alley games outstanding in the coin machine line-up.

* * *

Handling the Wurlitzer franchise in this area since last spring, the Banner Specialty Co. reported its best year since the opening of its local office under the management of Harry Rosenthal in June, 1937. More than 300 operators visited the Banner showrooms last week in a three-day display of the 1940 Wurlitzer models, including Louis Grossman, Frank Leon and representatives of the Harris Music Co., Pittsburgh; D. W. Burnside, of New Castle, Pa.; Guy Constantine, Hopedale, O.; Harold Smith, Curwensville, Pa.; Richard Barber, Sharon, Pa.; Robert Y. Morgan, Wilmerding, Pa.; Frank Carvella, Meadville, Pa.; Charles Madlock, Jefferson, Pa.; Frank Impronto, Ambridge, Pa.; John McCool, of Windber, Pa., and members of the Keystone Amusement Co., Johnstown, Pa. Refreshments were served to visitors during the showing.

"Our best year, due in good part to the pick-up in the phonograph business," said Meyer Abelson, of American Cigaret Machine Co., "was due to the fact that more people are being educated on records, bands and music in general." Distributing the Mills phonographs, American recently installed a machine in the lobby of the downtown Stanley Theater, vaudeville house, where the box played continuously and drew much favorable comment from theater patrons as well as the management.

* * *

A consensus of distributors reveals that more than 6,000 music boxes are in use at present in Western Pennsylvania and Eastern Ohio, with approximately 20 per cent of last year's installations in spots that never before had phonographs on the premises.

The bulk of the business is held by 10 or 12 large operators in Allegheny County, with about 300 more dividing the balance. It is estimated that between 4,000 and 5,000 new machines were sold in the Tri-State area during the past year.

Phonos Big Export Item in Dec.

WASHINGTON, Feb. 10.—Big news in export figures just released for December, 1939, was that almost $50,000 worth of phonographs were taken by coinmen in other countries. Of this amount Canadian coinmen figured in deals resulting in the acquisition of 169 phonographs for a total of $32,745. Canadian coinmen also bought games and vending machines totaling 403 pieces of equipment valued at $24,158.

The Republic of Mexico was responsible for another large purchase, with 78 phonographs valued at $11,526 crossing the border. Mexico took 75 games and vending machines, valued at $818.

Another large buyer of equipment was South Africa. Coinmen in this section are listed as having taken 46 commodity vending machines, valued at $4,505. The detailed figures as released by the Department of Commerce are as follows:

Export Figures—December, 1939

	PHONOS		VENDING		AMUSEM'T MACH.	
Country	No.	Value	No.	Value	No.	Value
Belgium	2	$ 450	—	$ —	4	$ 580
Netherlands	2	173	—	—	18	239
Canada	169	32,745	66	4,264	337	19,694
British Honduras	1	100	—	—	—	—
Guatemala	1	53	—	—	—	—
Republic Panama	8	1,419	4	199	22	1,337
Canal Zone	1	248	—	—	—	—
Mexico	78	11,526	51	350	24	518
Jamaica	1	40	—	—	4	498
Argentina	1	43	26	126	—	—
Brazil	5	698	—	—	—	—
China	1	335	—	—	—	—
Australia	11	715	—	—	21	1,058
Costa Rica	—	—	2	30	—	—
Cuba	—	—	5	38	18	1,680
South Africa	—	—	46	4,505	—	—
Haiti	—	—	—	—	5	125
Netherlands' Indies	—	—	—	—	1	43
TOTALS	280	$48,545	200	$9,512	454	$25,970

SIGNED, SEALED AND SENT—TO WURLITZER. Left to right are William Moisberger, Wurlitzer district manager for Wisconsin and Minnesota; Stan Brody, Milwaukee music merchant, and Bill Montrose, State Music Distributing Co., Milwaukee. The scene above is being duplicated from Coast to Coast, say Wurlitzer officials, as a logical aftermath of National Wurlitzeer Days. Above you see Brody signing for a substantial purchase of 1940 Wurlitzer phonographs.

National Coin New Rock-Ola Distrib

CHICAGO, Feb. 10.—Next Saturday, February 17, Joe Schwartz, head of National Coin Machine Exchange, will open his new showrooms in celebration of his appointment as distributor for Rock-Ola Luxury Light-Up phonographs in the Chicago area.

"The beautiful showrooms will be a fitting background for Rock-Ola's 1940 phonographs," he reports "All models will be on display at the grand opening, and William Andersen, our sales manager, formerly associated with the Rock-Ola factory, will be on hand to explain in detail every feature of the new Luxury Light-Ups."

Invitations are being sent out to all the friends of National to be on hand for the gala celebration. Joe Schwartz says he is making arrangements for plenty of entertainment, refreshments and good things to eat.

"Don't fail to be present at this great gathering to witness the smart, appealing line of Rock-Ola Luxury Light-Up phonographs," says Schwartz. "Hear for yourself the astounding new deep bass and auditorium tone. Rock-Ola's Leadership Girl will also be present. Your time will be well accounted for and don't forget we'll all have a good time!"

New Artists for Cinematone Disks

HOLLYWOOD, Feb. 10.—Newest recordings released by Cinematone Corp. include numbers by Garwood Van and his Victor Hugo Orchestra, Sterling Young and his band and Gus Arnheim's Orchestra.

Signed for future recordings are Bill Mills and his swing band, also on the Fibber McGee radio program; Eddie Dean, cowboy crooner in Bill Boyd-Hopalong Cassidy Western series; Stan Myers and his Clover Club Orchestra; Pat Kay, and Russ Brown, baritone on CBS.

Darrell W. Calker, formerly musical supervisor for Davis and Schweigler, has been appointed head of the Cinematone music department. He will have charge of recording Penny Phono disks, bringing to his job experience as arranger for the Metropolitan Opera Co., Ferde Grofe, Carl Hoff and assistant conductor and arranger at the Roxy Theater, New York.

Calcutt To Open New Phono Showroom

FAYETTEVILLE, N. C., Feb. 10.—The Vending Machine Co., this city, is completing modernistic showrooms for display of the Mills Empress and the Mills Throne of Music phonos.

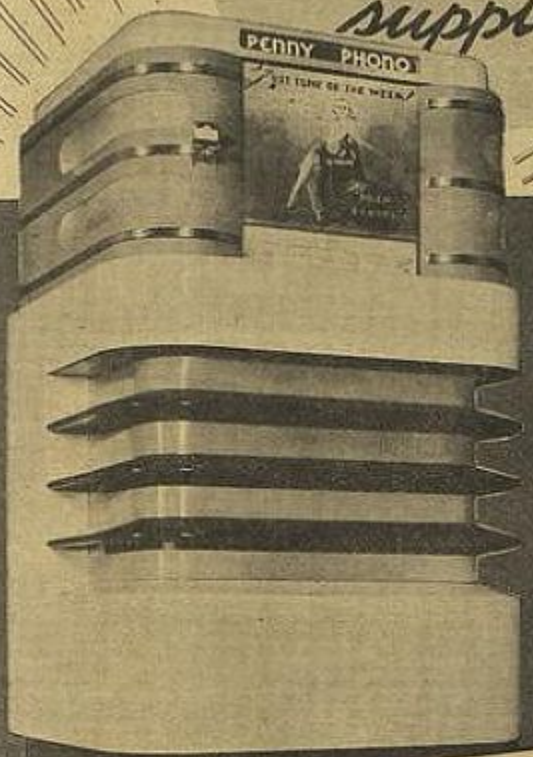
"We believe the modern beauty of the Mills Empress and the Throne of Music will be best presented in showrooms comparable to their design," said Joe Calcutt, firm head. We have therefore employed an outstanding showroom architect to design our new showrooms.

"Operators in Virginia, North Carolina and South Carolina are welcome to visit these showrooms when they are completed. We feel that those ops who haven't as yet given their attention to the Empress and the Throne of Music are overlooking one of the greatest bets. The machines are proving their greater earning power all over the country."

Kansas City

KANSAS CITY, Mo., Feb. 10.—Lee Williams, general manager of the RCA-Victor Distributing Corp., announces that the new name, given above, became effective February 1. The change was made coincident with the removal of the company's offices to 708 East 18th street. Edward W. Sherman was placed in charge of the record department. An open house and trade showing in the radio, record, tube, test equipment, commercial sound equipmnet and appliance industry is on tap for tomorrow and Monday.

Will PENNY PHONO supplant nickel phonographs?



Absolutely N-O-T! It will *supplement* them—increase and expand your present take from your territory! BECAUSE:

1. It will pull important revenue from spots you are now neglecting—tap a rich, new vein of profits in those populous neighborhoods where people have always thought, and still must think, in terms of penny purchases—for their gum, their candy—yes, their entertainment!
2. Slim, sleek, modern, taking but ⅓ the room of other phonographs—it can also be spotted into scores of profitable locations that bulkier instruments can't enter.

Low-priced to buy, low-priced to operate, low-priced to play—PENNY PHONO is first, last and all the time a *volume* item—music for the *masses!* Put it in *the right locations*—yes, even in neglected neighborhoods you're now passing by, and it will immediately pay you consistent and substantial profits.

Are You Passing Up the Biggest Bet of the Year?

Are you sitting on the sidelines while the parade passes you by? We say to you frankly that PENNY PHONO is on the march. Its month after month record of earnings *in the right locations*, from Maine to California, cannot be disregarded by any progressive operator. In fact, we are so sure that PENNY PHONO will deliver, that we're willing to stand or fall on your test of just a single sample instrument. Below is an order blank. Fill it out, mail it, and the odds are topheavy you'll duplicate the experience of Bob Yendes, told below—an experience that finds its parallel in our files from other operators in every state in the Union.

Read Bob Yendes' Amazing Success Story with PENNY PHONO

Old hand at the coin-machine business, Bob Yendes of Dayton, Ohio, looked long at PENNY PHONO until he bought. THEN—

- On November 4th—he ordered 10 PENNY PHONOS
- On November 11th—he ordered 1 PENNY PHONO
- On November 21st—he ordered 19 PENNY PHONOS
- On November 22nd—he ordered 20 more PENNY PHONOS
- On November 28th—he ordered an additional 10 PENNY PHONOS

And Bob Yendes is starting 1940 loaded for even bigger and better bear. This year he's increasing his orders . . . taking 25 PENNY PHONOS at a clip, on January 16th. But for a man of Bob Yendes' enterprise, a total of 85 PENNY PHONOS is just a beginning. Watch his smoke this year. And paste a leaf out of his success story in YOUR OWN!

Order a sample PENNY PHONO today. Use form below:

This New, Improved 1940

STANDARD MODEL

—is priced only $139.50

25% With Your Order

★ Costs less than half what others sell for, because it has no costly, complicated record-changing mechanism—plays 20 hit tunes from a single 12-inch record (10 to a side—doubling life of record). Only 4 moving parts—one man can service 100 PENNY PHONOS weekly!

★ Weighs but ⅓ to ½ as much as others—takes only ⅓ as much room (hence squeezes into locations barred to heavy, bulky instruments).

★ Record-replacements cut to ⅓ usual cost—running no more than 7½¢ per tune! Illuminated front panel "sells" hit tune of the week. All releases, direct from our own recording studios in Hollywood, feature the latest "big name" talent from the screen, radio and night clubs.

TEAR OUT AND MAIL WITH YOUR CHECK

CINEMATONE CORPORATION
1107 N. Highland Ave., Hollywood, California

Attached is my check in the amount of $34.87, to be applied as a 25% deposit on one Penny Phono Standard Model Unit. You are to ship my Penny Phono by freight under order bill of lading, with sight draft attached for the balance due of $104.63.

Name _____

Street _____ State _____

City _____ Bank _____

CINEMATONE CORPORATION
1107 No. Highland Avenue, Hollywood, California

"GETTING HOTTER AND HOTTER WITH EACH PASSING WEEK . . ." says THE BILLBOARD RECORD BUYING GUIDE

TOMMY TUCKER'S

fast-selling naughty novelty nifty

THE MAN WHO COMES AROUND

VOCALION RECORD No. 5199

Opening Strand Theatre, N. Y., Feb. 23rd ★ Direction: Music Corporation of America

THE OPERATOR'S HIT PARADE

WOULD'JA FOR A BIG RED APPLE F.T. V.C. 8175
MRS. WORTHINGTON F.T. V.C.
HAPPY FELTON AND HIS ORCHESTRA

8168 A Drink Is What We Need F.T. V.C.
Johnny Messner and his Music Box Band
8169 The Sweetest Little Lassie F.T. V.C.
Sonny James and his Orchestra
8143 The Man Who Comes Around F.T. V.C.
Would'st Could I But Kiss Thy Hand, Oh Babe F.T. V.C.
Will Osborne and his Slide Music
8117 She Really Meant to Keep It F.T. V.C.
Johnny Messner and his Music Box Band
8082 She Had to Go and Lose It at The Astor F.T. V.C.
Johnny Messner and his Music Box Band

VARSITY RECORDS DOUBLE YOUR TAKE!

United States Record Corp. 1780 BROADWAY, N. Y. C.

Gray GORDON AND HIS TIC TOC Rhythm

FROM 1923 COME THESE HIT TUNES OF 1940
"AIN'T YOU ASHAMED"
AND
"I LOVE ME"
(I'm Wild About Myself)
Vocals by RITA RAY
BLUEBIRD RECORD NO. 10591

SONGS PUBLISHED BY
BROADWAY MUSIC CORP.
1619 BROADWAY • NEW YORK

Up your TAKE with these LATEST HITS by WOODY HERMAN AND HIS ORCHESTRA
The band that plays the Blues

Blues on Parade
★
Careless

ON DECCA RECORDS

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Dallas

DALLAS, Feb. 10.—The operation of legal games is increasing in this sector with each week of the new year. Target games continue to be the best bet, with bowling games running a close second. Salesboards, which did good business during the holidays, are reported falling off with most local ops. The good old phonograph is always in the top ranking as an amusement machine to entertain the masses. Merchandise venders are doing an exceptionally good January business, with some new operators entering this field.

• • •

One of the largest crowds ever to attend a music men's meeting gathered here recently to witness Electro-Ball Co.'s 1940 showing of new phonographs and music equipment. The preview showing was given at the Plantation Palm Club, with Electro-Ball Co. as hosts and Arthur Hughes, of the firm, as master of ceremonies. More than 300 music operators, dealers and distributors from six States attended the luncheon at 1 p.m. and the dinner-dance in the evening.

Besides Hughes, C. P. Lynch, Ed Furlow and Augusta Zapp, of the Electro-Ball staff, were on hand to welcome the visiting music men. At the luncheon session C. T. McKelvey, of the sales promotion department of a phonograph firm, demonstrated the phonograph line.

Among the many music men attending were H. W. Thompson, San Antonio; O. M. Oertle, New Orleans; T. G. Wolfe, Oklahoma City; C. A. Camp, Jack Emery, Kenmons Wilson and Jack Canipe, of Memphis; J. W. Smalley, Houston; Tom Wren and R. E. Mossman, Little Rock, Ark.; J. P. Smith and W. K. Byrd, Jackson, Miss.; W. H. Tinlin and Lester Hearn, Beaumont, Tex.; Gertrude Ruth, Jack Maloney, Tom Murray, M. C. Senter, Sam Frankrich, Eddie Vinson, W. L. Johnson, Les Frankrich and Ben McDonald, all of Fort Worth; Miss Lou Young, operator, of Medicine Park, Okla.; H. W. (Pop) Newell and his staff, of Wichita Falls, Tex.; W. Y. Lancaster and R. L. Barbee, Shreveport, La.; Leon Block, Galveston, and J. J. Miller, Richard Warnecke and Dick Jones, of San Antonio.

• • •

A survey of Amusement Row during the Chicago 1940 Coin Machine Show found no one in the office of operators and distributors except secretaries and service men. Among the Dallas coin men attending the January meeting were Arthur Fiske, Bert Davis, Herbert Rippa, Fred Gable, C. W. Percy, Mr. and Mrs. Earl Reynolds, Fisher Brown, Collis Irby, Herbert Bryan, Harry Drollinger and Ed Harvey.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

At the Balalaika. Here is a perfect example of the sort of thing that makes the music business so unpredictable. Despite the generally prevalent air of optimism on the part of music publishing houses about every new song they release, now and then they issue a number in which they have no confidence at all. This song was one of those. Out of the score of the MGM film, *Balalaika*, its publishers expected exactly nothing to happen with the song. Result: Less than six weeks after its release it is one of the strongest attractions on phonos everywhere, as well as being a best seller on sheet music counters. A surprisingly large batch of records split up the machine honors, namely, Abe Lyman, Victor Sylvester, Orrin Tucker, Del Courtney and Buddy Clarke, with Tucker having the edge.

In the Mood. (11th week) Glenn Miller.

Careless. (6th week) Glenn Miller, Dick Jurgens.

All the Things You Are. (5th week) Tommy Dorsey, Artie Shaw, Frankie Masters.

Indian Summer. (3d week) Tommy Dorsey, Glenn Miller.

Faithful Forever. (2d week) Glenn Miller.

Chatterbox. (2d week) Kay Kyser, Dick Jurgens, Sammy Kaye, Guy Lombardo.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Darn That Dream. Like *Balalaika*, this is another one of those peculiarities that brings gray hair at an early age to music men. Starting life as part of the score of the ill-fated Broadway show, *Swingin' the Dream* (which closed after only a couple of weeks' run), it was surmised that this song, as well as its companions in the show, would probably die along with the production. Now, some weeks after the musical's demise, this tune comes along as a strong challenge to the country's front-running phono hits. Another week may see this up on top. Benny Goodman and Blue Barron are the leading record lights.

The Man Who Comes Around. This week seems to be full of oddities. This novelty number, as recorded by Tommy Tucker, started off like a house afire several weeks ago, climbing quickly and steadily and apparently destined for the top. Last week saw it slowing down considerably, however, and this week it has slipped back even further. Judging from the reports received this week, no harm will be done if the space it occupies in your boxes is given to some other, more promising record.

Pinch Me. Orrin Tucker continues his triumphal march along the phonographic highway with this one. It's rising rapidly, and the only thing that may keep it from being a smash success is the number of other Tucker disks that are currently riding high or starting to move upward. But from the looks of things, operators will need this one even if it goes no higher than it is right now.

You'd Be Surprised. Orrin Tucker item No. 2 that is currently attracting a good measure of attention from the nickel-droppers and that gives every indication of attracting much more. With a tune and lyric tailor-made for the Tucker vocalist, Bonnie Baker (altho both were written by Irving Berlin more than 20 years ago), this means something now to ops playing it and is bound to mean even more.

Between 18th and 19th on Chestnut Street. The Bing Crosby-Connie Boswell recording of this novelty song is apparently beginning to catch on in no uncertain terms. After a couple of weeks during which the song itself failed to make too much of an impression on phono fiends, it takes a spurt this week that shows promise of shoving it up among the real hits shortly. Charlie Barnet's disk is liked, but it's Bing and Connie most of the way.

In an Old Dutch Garden. Maintaining an even keel during the past seven days, this quaint little number has neither gone ahead nor has it slipped back any. It seems to be one of those songs that the machines need, not so much as successes in themselves, but to supplement the real hits. Glenn Miller, Eddy Duchin and Dick Jurgens represent the song in the phonos.

Confucius Say. Also plodding quietly along is this novelty whose title and lyric ideas are based on the series of gags currently inescapable. Guy Lombardo, Kay Kyser and Frankie Masters have the disks here.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

The Starlit Hour. The wheels are beginning to turn on this lovely ballad, and it's finding its way into a few machines, thus marking the start of what this department feels will be a career of tremendously successful proportions. Be prepared on this one, by all means.

The Gaucho Serenade. Altho it's hard to see this attain anywhere near the popularity of the above-mentioned song, interest is beginning to generate in it. You may have to have it soon.

When You Wish Upon a Star. The combination of a beautiful melody, a lyrical title and its presence in the score of Walt Disney's latest, *Pinocchio*, can't fail to assure an extremely large degree of popularity for this one. We're certain this will be another item that shortly will turn into an absolute necessity for the boxes.

Do I Love You? A show tune this time, from the Cole Porter score in the successful Broadway musical comedy, *DuBarry Was a Lady*, and a promising phono number.

Mene Mene Tekel. Shep Fields has a recording of this number, which is styled more or less along *Bei Mir Bist Du Schoen* lines, that has enough of what it takes to make a worthy music machine bid.

(Double-meaning records are purposely omitted from this column)

ON BLUEBIRD RECORDS!

Gray Gordon and His Tic-Toc Rhythm

Hits the Jack-pot with "Ain't You Ashamed" and "I Love Me"

Bluebird Record No. B-10591

Other new Victor and Bluebird smash hits

26481—Study in Surrealism (F.T.)—Sunday (F.T.) *Larry Clinton and his Orchestra.*

26476—I'm on My Way from You (F.T.) (V.R.)—Haven't Named It Yet (F.T.) *Lionel Hampton and Orchestra.*

B-10587—Missouri Waltz (Waltz)—Beautiful Ohio (Waltz) *Glenn Miller and his Orchestra.*

Trademark "Victor" reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

It Pays to Use VICTOR and BLUEBIRD RECORDS

Victor Division • RCA Mfg. Co., Inc., Camden, N. J. • A Service of the Radio Corp. of America

MAKE YOUR PHONOGRAPH TALK

With PHONO-MIKE

The Sensation of the Coin Show

Write for Details. ECONOMY PRODUCTION CO., 124 Market St., Philadelphia, Pa.

READY FOR LOCATION
USED EQUIPMENT IN A-1 CONDITION

Wurlitzer 412, in all Illuminated Universal Cabinets	$ 75.00
Wurlitzer 616	79.50
Wurlitzer 616, in all Illuminated Universal Cabinets	100.00
Wurlitzer P-12, in all Illuminated Universal Cabinets	65.00
Seeburg 20-Record Model Q	79.50
Seeburg 20-Record Model K	99.50
Seeburg Rex	$119.50
Seeburg Royal	129.50
Mills Zephyr	39.50
Wurlitzer 24	139.50
Rockola 12-Record	25.00
Rockola 16-Record	39.50
Rockola 20 Imperial	69.50
Wurlitzer 400	35.00

TERMS: ONE-THIRD WITH ORDER, BALANCE ORDER NOTIFY.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2nd St., LOUISVILLE, KY. — 620 Massachusetts Ave., INDIANAPOLIS, IND. — 312 W. Seventh, CINCINNATI, O.

"THE HOUSE THAT CONFIDENCE BUILT"

PHONOGRAPH BARGAINS

Seeburg Mayfair	$180.00	Seeburg Model H	$40.00	Wurlitzer P12	$25.00
Seeburg Plaza	170.00	Seeburg Model A	30.00	Rockola Imperial 20	75.00
Seeburg Regal	150.00	Seeburg Selectophone	12.50	RockolaRhythmMaster	60.00
Seeburg Gem	135.00	Wurlitzer 400	49.50	Rockola Rhythm King	35.00
Seeburg Royal	125.00	Wurlitzer 412	35.00	Rockola Regular	29.50
Seeburg Rex	115.00	Wurlitzer 312	35.00	Mills Dance Master	10.00

1/3 CASH WITH ORDER, BALANCE C. O. D.

SHAFFER MUSIC COMPANY

514 S. HIGH STREET — COLUMBUS, OHIO

Des Moines

DES MOINES, Feb. 10.—Emil Munger, 28-year-old pinball and phonograph operator, of Des Moines, who operated extensively in Iowa, died recently in his automobile from carbon monoxide gas fumes which leaked accidentally into his car near Adair, Ia. Munger was driving with Howard Johnson, of Alleman, Ia., to Omaha to pick up some machines when the two became overcome by fumes. Johnson recovered, but Munger failed to regain consciousness.

* * *

Iowa Amusement Co. has been taken over by Chick Devore, who had been manager of the concern under the operations of Dave Fidler, who has relinquished his rights to the coin machine jobbing business to take care of his other businesses, including a new night club. Devore will keep the same personnel, but plans to open a new display room downtown.

Portland

PORTLAND, Ore., Feb. 10.—Frank Dalton, Eugene, Ore., operator, was recently released from St. Vincent's Hospital here, where he had been under treatment for several weeks.

* * *

Lou Wolcher, of Western Distributors, on his way home with his bride from the 1940 Coin Machine Show in Chicago, holidayed with Lou Dunis, local operator, at Timberline Lodge, winter sports center east of Portland.

* * *

Mr. and Mrs. Don Armitage are vacationing at Palm Springs and Las Vegas.

* * *

Testifying to business conditions here are the new cars being sported by Phil Dietz, Bill Goebel, Martin Pibiger, Max Kristol, Norman and Harry Nemer, Bud Thompson, all of Portland, and K. P. Kelly, of Camas, and A. K. Morse, of Medford.

* * *

Otis Anderson recently visited the Budge Wrights, of Western Distributors, to show off his baby daughter.

REVIEW OF RECORDS

(Continued from page 12)

Airwave warbler Buddy Clark, for Varsity couplings, has to bear the burden of both a mediocre background in organ thumping and rhythm, and a mediocre score in selecting the songs from Walt Disney's *Pinocchio* for a picture set of six sides. Music for the full-length cartoon is a far cry from the *Snow White* score, not nearly as fanciful or even whistlable. *Give a Little Whistle*, *I've Got No Strings*, *Hi-Diddle-Dee-Dee* and *Three Cheers for Anything* all sound like anything but with the ballad *When You Wish Upon a Star*, mated with a light rhythmic litter. *Turn on the Old Music Box*, listening as good commercial possibilities in the Clark chanting. However, there's hardly any need for hurrying on these sides. Stripped of the usual musical embellishments, sides can't stand up alone.

With a set of tonsils tuned to the bary range that's a sure tonic to make feminine hearts beat faster, Horace Heidt's novachordist, Henry Russell, and his Romancers groove more of his romancy chanting for Vocalion. His soulful singing for the Carrie Jacobs Bond classic, *Just A-Wearyin' for You*, is a classic. Makes the heart beat in three-quarter time on the flip-over with a melodic *Heart of My Heart, I Love You* waltz.

Columbia scores some sort of a scoop in snaring Eddie Cantor for its label. It loses much of its merchandising value in that it hits the counter the first month of the year rather than the last, considering the fact that he rings in the St. Brendan's Boys' Choir for *The Only Thing I Want for Christmas*. Couples with the Cantor-classic, *If You Knew Susie*. Disk catches Cantor in two familiar moods and for his followers, it's the alpha and omega. For the others, just skip it.

Feminine Fancies

THE weaker sex stacks up as strong on wax with the singing sides. Bea Wain on Victor adding warmth to the wordage of two standard ballad aces, *Dancing in the Dark* and *I Don't Stand a Ghost of a Chance*; and Patricia Norman on Vocalion, with Music by Meakin giving orchestral treatment that's too divine for a couple trite tunes, gives rhythmic sock to *My Cat Fell in the Well* novelty and the popish *I Wanna Wrap You Up*. And you can dig some fancy fiddling in back of Miss Patricia's pipings.

Dinah Shore, on Bluebird, listens as a lady with a swell set of singers for *Careless* and *Darn That Dream*. It's tender treatment she gives the tune and the studio staff men fall to catch the musical mood. A Claude Thornhill type of instrumentation and arrangement, the setting that made Maxine Sullivan, would be the wax makings of this airlady. Mildred Bailey blends that characteristic quivering lilt to the *Blue Rain* and *All the Things You Are* ballads, the backing tootlers toeing the mark. It's a Vocalion number worthy of marking down.

Vocalion race list gives the much-heralded and highly-touted Bessie Smith successor, Ida Cox. On the basis of her *Take Him Off My Mind* and *Pink Slip Blues*, a WPA saga, the late Bessie Smith still has no peer in piping the blues. Of special interest is the toss-together tootlers that kick more than the blues bawler. It gives rare wax moments of J. C. Higginbotham, out of Louie Armstrong's gang, sliding the blues riffs on his trombone. Remaining boys were culled from the Benny Goodman gang, including guitarist Charlie Christian and Lionel Hampton.

Elevated from the race list to the pop register, Bluebird ruins the spiritual singing Golden Gate Quartet by making them step out with a ballad pairing, *My Prayer* and *What's New*. You might just as well expect Guy Lombardo to get in the groove with *One o'Clock Jump*. Foursome directed attention to themselves with the singing of spirituals, and such stuff is strictly not for them.

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For Automatic Coin Phonographs

For Every Make and Size Machine

No. 4 Adjustable Pad—Accommodates all makes and sizes. $10.25 each

No. 30 Adjustable Carrying Harness—Accommodates all makes and sizes. $6.25 each

6' Carrying Strap 1.75 each

Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproofed. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO.

Inc. 1921.

3815-3825 Cortland St., CHICAGO, ILL.

MIRABEN LIGHT-UPS ADD *Glamor* TO YOUR OLD PHONOGRAPHS!

MIRABEN COMPANY

829 MILWAUKEE CHICAGO, ILL. TELEPHONE HAYMARKET 2883

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.

See Your Distributor or Write

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2000 PLAYS

THE ELDEEN CO., 176 W. Wisconsin Milwaukee, Wis.

ROCK-OLA'S ROCK-O-LITE Luxury Light-Up phonograph is the center of attraction at a preview showing at the Pittsburgh showrooms of the B. D. Lazer Co. B. D. and J. D. Lazer pose near the phonograph with the Leadership Girl as the group offers a toast. Lazer covers Western Pennsylvania and part of West Virginia for Rock-Ola. The firm is one of the oldest Rock-Ola distributors. The firm's new showrooms have indirect lighting and were designed by one of Pittsburgh's best known architects.

ROCK-OLA
IMPERIAL—20 RECORDS
WITH ILLUMINATION
(AS ILLUSTRATED)

$89.50

WITH ILLUMINATED GRILL—ONLY $79.50

NEWEST GRILLS
FOR 616-716 WITH SIDE LOUVERS
(AS ILLUSTRATED)

$13.66 COMPLETE

412—Made With 3-Col. Plastic and Door Panel
ONLY $9.45

1940 DOMES FOR 616, 716, 412—$3.95. ALSO WRITE FOR COMPLETE LIST OF 1000 PHONOS and CIGARETTE MACHINES. 1/3 Deposit With Order.

GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO

TAVERN TUNES
Recorded Money Makers

No. 1706 GET THE BUCKET
Sends the Joints Jumpin'

No. 1707 SHAKE IT
You Pretty Thing—Shake That Thing

No. 1708 JAKE THE PLUMBER
Parody—The Face on the Bar Room Floor

Write for List of Proven Money Makers

GENERAL RECORDS 1600 Broadway, New York City

PHONOGRAPH RECORDS WANTED
Reasonably Late Records in Good Condition. Quote Lowest Price Per Thousand.
RECORD EXCHANGE
110 W. Jefferson St., SYRACUSE, N. Y.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

(Communications to Talent and Tunes, The Billboard, 1564 Broadway, New York City)

Standard Sales' J. H. Lynch, of Spokane, Wash., writes us a letter chock-full of solid tips on talent and tunes. Read it and see if you don't agree that it contains some good dope:

"When a record runs continuously for two years in the same location I think it is worth telling other operators about. The tune (don't laugh) is *My Wild Irish Rose*. I put the record on two years ago when I put a machine in a new location, a first-class beer parlor. Now and then I change orchestras. It averages 10 to 15 plays a week.

"Believe it or not, but my next longest lived number is *Smuggler's Valsen*, a Swedish record which has been in a Swedish beer parlor for a year and a half. The customers won't let me take it out.

"*Homlands Toner*, a schottish by the Jahri Instrumental Quintet, is my current best money-maker in Scandinavian locations. These spots want about 50 per cent native tunes, 25 per cent old standards and 25 per cent pops.

"No. 1 nickel grabber during the first week of February was *Oh, Johnny, Oh* with Tucker and Bonnie. No. 2 was *Careless*, a good seller right from the beginning. All the young folks want Glenn Miller. Next is Freddy Martin's *Scatterbrain*, then *In an Old Dutch Garden*, which is coming right along. Eddy Duchin has the edge, altho the Hoosier Hotshots have also gotten out a good one. Glenn Miller's *In the Mood* was tops in high-school locations. Tucker's *At the Balalaika*, *The Man Who Comes Around* and *Put Your Right Foot Out* by Dick Robertson are also leaders. *You'd Be Surprised* one of *The Billboard's* possibilities,' is already paying off.

"In closing, I regret to report that *Beer Barrel Polka* is still running in about 50 per cent of my locations."

Of course operators with machines in locations patronized by a foreign trade know that it pays to keep foreign tunes played by foreign artists in their machines. But Lynch's data on his experience with "My Wild Irish Rose" is especially interesting and brings up a good point. Ops can prolong the life of a good tune in their machines by changing to another record of the same tune played by another band. Certain band styles vary to such an extent that a tune can be given a new dose of that lift and life that pulls in the nickels simply by giving your locations' patrons another orchestra's version of the tune.

And speaking of "My Wild Irish Rose" brings up the fact that St. Patrick's Day is only a month away. Maybe it would be a good idea to put some real Irish numbers in those of your spots which have a clientele made up mainly of the sons and daughters of Erin. Tunes of this type which we can think of at the moment are "When Irish Eyes Are Smiling," "Mother Machree," "Danny Boy" . . . and any good Irishman should be able to name you at least a dozen more. These should get the dough on St. Patrick's Day and all year round in the right locations.

New York operators with boxes in locations around the town's East Side and other spots where ex-Mayor Jimmy Walker is as popular as ever might lift the take with Johnny Messner's record of Walker's new song, "In Our Little Part of Town."

Columbia Music's Gilbert Engleman, New York, is one of those alert gentlemen who know how to pick record winners out of the clear blue sky . . . and who doesn't mind tipping other ops off to how he does it. He checked his catalogs and picked out an old Ethel Waters record and put it in his machines in locations in colored neighborhoods. They soon were the rage in Harlem. In white locations he has found that a few old Ray Noble records that he selected are doing pretty well. So if there aren't enough new hits on the market for you, don't be disappointed. If you use your ears and eyes and imagination a little you'll be able to develop your own hits.

Babe Kaufman, of New York, is another operator who gives much thought to the talent and tunes that go into the records she puts in her machines . . . and she's found it pays big dividends. Realizing that "South of the Border," which has taken in plenty of nickels for most of you boys, is nearing the end of its run, Babe looked around for something to follow it up. She came up with "Gaucho Serenade" and the old cash box is proving that her judgment was good. The record is beginning to catch on.

Many operators have had pleasant and profitable experiences with records of tunes featured in big-time Hollywood productions. "Snow White and the Seven Dwarfs" with its hit tunes was a good example. Two new cinema-capital sensations currently being released are Walt Disney's "Pinnochio" and Shirley Temple's new picture, "The Bluebird." Each of these films features a number of songs which will find their way onto records. The tunes are: "Someday You'll Find Your Bluebird," "When You Wish Upon a Star," "Little Wooden Head," "Give a Little Whistle," "Hi Diddle, Dee, Dee, An Actor's Life for Me," and "Three Cheers for Everything!" Watch for them and see if you can pick the best out of the bunch.

King Amusement's Mack Klein, of Asbury Park, in commenting on the popularity of Glenn Miller in his locations, writes: " . . . this might be due to the fact that Miller has played personal-appearance dates in Asbury and that he is almost always playing in person somewhere near enough to Asbury to be easily available to the people of that section."

H. J. MacMAHON plays a tune on the Mills Throne of Music phonograph in the Mills Music Hall. His pet dog tries to sing it.

Operator Klein brings up a point here which too many operators are likely to overlook. When a recording artist makes a personal appearance in a theater or a hotel or a night club in your territory you can cash in by making some kind of tie-up with the spot in which he is playing and by featuring that artist's records in your machines. People like to listen to recordings made by a band leader or singer whom they've actually seen in person. This has been proved time and time again. We'll try in this *Talent and Tunes* column to keep you informed about important recording artists playing your various territories. And if you've had any experiences along the lines of increasing your takes because of personal-appearance engagements of band leaders or thru tie-ups with such personal appearances, let us know about them. We want to pass them on to other operators.

Right now a musical show which has just left New York's Broadway to start on a series of road engagements is in Philadelphia. This show is *Streets of Paris*. Two recording artists are featured in it and locations in the vicinity of the theater if not in Philly generally should get a good play on the records of these artists. They are the Hylton Sisters and Carmen Miranda.

There's a tune on records now which many of your locations' patrons might use. It's called "A Drink Is What We Need," and your location owner at least should be crazy about it.

And among the newer bands on records is Will Bradley. Bradley has a good combination, and his drummer, Ray McKinley, has a tremendous following among swing fans. He built this up while working with Jimmy Dorsey's outfit.

This is our first "Talent and Tunes in Music Machines" column. We want it to be the column you will look to for valuable tips on the bands and singers who play and vocalize the songs on the records you buy. But we need your help if it is to be a really valuable column. Write us today, tell us what you think, tell us about your own experiences with records and the artists and songs they feature! Please!

Address your letters to: Talent and Tunes, care of The Billboard, 1564 Broadway, New York, N. Y.

AMERICA'S FINEST PHONO REMODELING AND PARTS
COMPLETE SETS OF PARTS FOR . . .
WURLITZER "24" Includes Dome $43.95
WURLITZER 412 .....$17.00
WURLITZER 616 .....$21.00
616 Dome, $8.95 Extra
Complete Set of Instructions With All Parts.
WRITE FOR COMPLETE DETAILS AND CIRCULARS!!
Exclusive Distributors for "Acme" Parts and Remodeling . . .
CAPITAL AMUSEMENT CORP.
614 Spring Garden St., Philadelphia, Pa.
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231 Broad St., Forestville, Conn.
ACME SALES CO.
New Address: 1775 CONEY ISLAND AVE., B'KLYN, N.Y.
N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

1940 BARGAIN PHONOGRAPH PRICES

Wurlitzer 500	$225.00
Wurlitzer 500A	230.00
Wurlitzer Keyboard 600	195.00
Wurlitzer 600	179.50
Wurlitzer 24	119.50
Wurlitzer 616	65.00
Wurlitzer 412	35.00
Wurlitzer 312	35.00
Rockola 1939 Deluxe	199.50
Rockola 1939 Standard	179.50
Rockola 1938 Monarch	119.50
Rockola 1938 Windsor	99.50

Wurlitzer 616, 412, Illuminated Grill & Top, $10.00 Extra.
Wurlitzer 500 & 600, Equipped With Selective Wall Box and Adapters, $58.50 Extra. Cable, 10c per Foot.
600, 616, 412, 25 Cycle, $5.00 Extra. P-12, 25 Cycle, $25.50.
Wall Boxes, $2.50.
Illuminated Auxiliary Speaker With Location's Name Cut in Wood and Lighted, $15.00.
All Machines Professionally Refinished, Thoroughly Cleaned Inside and Reconditioned.
Terms: 1/3 With Order, Balance C. O. D.
DAVIS SALES CO.—Wurlitzer Factory Distributors
105 LEXINGTON AVENUE. SYRACUSE, N. Y.
Branch—192 N. Clinton Ave., Rochester, N. Y.

GROUPED ABOUT TRIANGLE MUSIC CO.'S Wurlitzer display, on the occasion of a showing of the new 1940 Wurlitzer models to Cleveland music merchants, are, left to right: Fred Morlock and Leo Dixon, of Triangle; Mr. and Mrs. Blaughstein, Myron Erb, Triangle executive; C. E. Rufi, of Brady Lake, O.; Fred Barbee, Rudolph Wurlitzer Co.; R. S. Coan, of Triangle; Mrs. C. E. Rufi; two visitors (unidentified), and Henry Curran.

Meet Our New TRADE MARK

Symbolizing . . .
the Dependable Security all Chicago Locks assure . . . Remember—there's a Chicago Lock for Every Service . . . Famous Ace Locks, Single, Double Bitted Locks, Padlocks and all more—UTMOST Security—LOWEST Cost! Dept. 62.
CHICAGO LOCK CO.
2024 N. Racine Ave., CHICAGO

EX-RAY TOKEN PAYOUT

★ PROVEN a Perfect MONEY MAKER in ANY TERRITORY! Cash in QUIETLY with EX-RAY! Token Payout Interchangeable to Non-Payout, 1c or 5c, Cigarette or Gum Strips. EXTRA LARGE Ball Gum Display! RUSH Your Order to Us: Quick!

$34.50
1/3 With Order, Balance C. O. D.

ACME NOVELTY COMPANY
1124 HENNEPIN AVE., MINNEAPOLIS, MINN.

Imp THE IDOL OF A MILLION PLAYERS!

Most Successful Counter Game in Years.
Cigarette or Cherry Reels, 1c Play Gum Vender.
Clip Proof Coin Chute.
Coin Meter $1.50 Extra.
Sample $12.50.
Buy a Case of Six for $67.50.

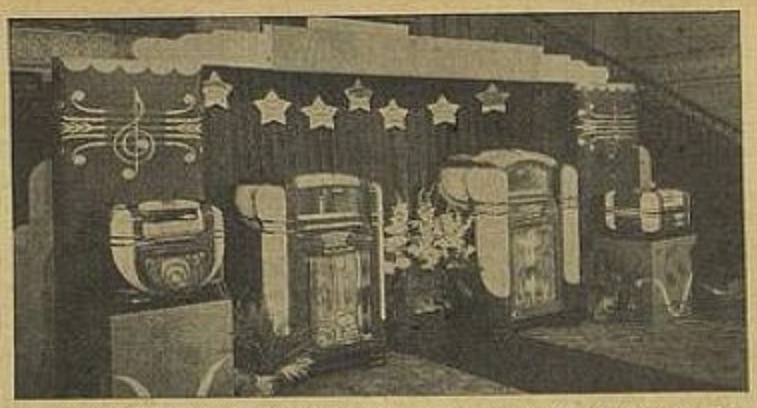
VENDING MACHINE COMPANY
205 Franklin St., FAYETTEVILLE, N. C.

Charlie Casmus Gets Bally Line

CHICAGO, Feb. 10.—"Prosperity for Alabama operators," say Charlie Casmus, Mint Vending Co., Birmingham, "is now as simple as A B C. The A is for Alabama, where plenty of money is in circulation; B is for Bally and the wonderful line of Bally games for every operating condition—ranging from the sensational Bally Alley, strictly legal bowling game, to that mighty molecule of money-makers, the Bally Baby penny-play counter game, and C, of course, is for Casmus—because I have now made arrangements to distribute Bally products in Alabama.

"A stock of Bally equipment will be carried at all times, insuring prompt delivery to Mint Vending customers, and every Alabama operator can be assured of a satisfactory deal when he comes to Mint Vending to trade in his old equipment and purchase new machines. And, believe me, Bally has a line no operator can pass up if he wants to be in the big money."

Officials of Bally Mfg. Co. confirmed Casmus' appointment as Alabama Bally distributor and stated that he had recently placed a volume order for Bally Alley and other Bally machines.



WURLITZER'S 1940 PHONOGRAPHS in an attractive display at the Triangle Music Co., Cleveland. A preview party was held on the recently celebrated National Wurlitzer Days, when the firm was host to 750 music merchants and reported a flood of enthusiasm for the Wurlitzer 1940 models. Visitors admired the glamour lighting, adjustable tone, the moto-drive coin switch, the high-speed service set-up and then made plans to adopt Wurlitzer's step-by-step modernization plan.

Good Will Builds Distributor's Sales

CHICAGO, Feb. 10.—"Judging from our January increase in sales over last year, it looks as tho 1940 will be a banner year for us," states Mac Churvis, of Grand National Sales Co. "We like to believe this is the result of good will we have established as well as the values we offer. Somewhere we read that 'good will is fragile—perishable if neglected. Like all precious things, it must be merited.' The good will which we at Grand National are enjoying is something which we treasure and guard zealously.

"Grand National Sales Co., headed by Al Sebring, is growing rapidly. This growth is the result of a service—the kind of service that has met with the approval of coinmen everywhere.

"The barometer by which we judge the acceptance of Grand National by coinmen is the daily increase of our long distance telephone calls and wires for new as well as used equipment."

Jersey CMA-ers Have Gala Time

NEWARK, N. J., Feb. 10.—More than 325 members and their guests filled the main banquet hall at Hotel Douglas tonight as the Cigaret Merchandisers' Association of New Jersey staged its third annual dinner. Operators, cigaret and equipment manufacturers and jobbers joined to make the affair the most outstanding event in the history of the organization.

Charles W. Stange, recently installed president, praised John Sharenow, retiring prexy, for his excellent work. Sharenow was presented with a traveling bag as a token of appreciation.

Event featured a gala floor show, which included Stuart and Martin, Sylvia Froos, Troy and Lynn; Paul LePaul, assisted by Rosalie, and Billy Wells and the Four Fays.

Representatives from the CMA's of New York, Connecticut, New England and Pennsylvania attended.

Dancing followed the floor show.

Party Opens N. J. Modern Offices

NEWARK, N. J., Feb. 10.—Despite a cold rainy day, crowds of operators from both this and the New York area flocked to the grand opening of Modern Vending's new offices in the Industrial Building at 1060 Broad street here. Nat Cohn and Harry Rosen, Modern execs, were busy greeting their music machine friends thruout the day and telling them all about the new 1940 Wurlitzers.

Alfred C. Tuffery, who has been named manager of the Modern branch office here, was also busy meeting the boys. Tuffery was formerly connected with the New York City offices of the Rudolph Wurlitzer Co. The new offices, consisting of a reception room, two private offices and a large showroom, were decorated in beautiful style. The building is situated in the center of town and can be reached conveniently by the ops from any direction.

The Rudolph Wurlitzer factory was well represented. Spence Reese, assistant sales manager; Ed Wurgler, of the sales department, and Joe Darwin, special sales representative, were on hand to greet old friends.

Dave Stern, popular Jersey coinman, was appointed director of sales. Dave is extremely enthusiastic about the new offices, claiming it will facilitate sales in his territory. "Now that the Jersey ops can run over for records, parts and sales conferences, I expect the ops here to throng to our office as they do to the New York offices," he stated.

Nat Cohn made the arrangement for the opening party, and that meant that hilarity ran high thruout the afternoon and late into the evening. Refreshments in great quantities were consumed and everyone had a wonderful time. Bobbie Todd, blond beauty winner, acted as receptionist and recorded the names of the visitors.

More Publicity On 1940 Convention

CHICAGO, Feb. 10.—*Newsweek*, in its issue of January 29, devoted a quarter page to the 1940 Coin Machine Show under the title heading "Coin Machine Boom." Accompanying the write-up of the show was a picture of a young lady standing upon the platform of a foot-ease machine.

Newsweek said, in part: "One of the factors behind the revival of the phonograph record industry in recent years has been the 325,000 coin phonographs—popularly known as jook boxes—installed in restaurants and bars. At the annual Coin Machine Show and Convention in the Hotel Sherman, Chicago, the latest models of these gaudy illuminated instruments, costing up to $750 each, were displayed, along with scores of other penny-and-nickel-in-the-slot devices for entertainment, skill testing, vending and some for plain gambling.

Vending machines showed the greatest variety, with models available for selling such diverse wares as razor blades, hard-boiled eggs, aspirin, social security number plates, fruit juice and books. New and unusual machines included a sun-lotion sprayer, a vibrator for tired aching feet, a voice recorder that makes a six-inch phonograph record for a quarter and target games in which the player aims an anti-aircraft gun at images of airplanes which seem to burst into flame when hit.

More than 6,000 visitors attended the four-day exhibition, compared with 3,500 a year ago, and officials estimated exhibit sales at double last year's figure—giving promise that the industry in 1940 may exceed 1939's $75,000,000 gross business (3,000,000 coin machines are said to be in operation thruout the country).

$10.00 DOWN
Balance Monthly

NEW GUESSING SCALE
Operates Automatically
Does Not Require Electricity
No Springs--Balance Weight
30-DAY MONEY-BACK GUARANTEE
WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel.: COLumbus 2770
Cable Address "WATLINGITE," Chicago

WANTED FOR CASH
Ten Strikes—Bally Alleys—Chicken Sams—World Series—Bumper Bowlings—Bally Lucky Strikes—Regular Novelty Games. State lowest prices and quantity.
WINNER
3307 ARMITAGE AVE., CHICAGO, ILL.

NOVELTY GAMES RECONDITIONED TO LOOK AND WORK LIKE NEW!
BANGS $19.50
FLASH 22.75
SPEEDY 9.50
and many, many others!
Rockola WORLD SERIES, in excellent condition, only $79.50, plus $5.00 for crating. 5% off price for full cash with order.
WRITE NOW
For "NATIONAL'S NEWSETTE," Get on Our Mailing List—It Will Pay You!
The latest issue of "National's Newsette" is loaded with exceptional buys in novelty and free play games. Phonographs and other coin-operated machines offered at eye-opening new low prices. Don't fail to get your copy at once!
Cable Address: NATNOVCO
NATIONAL NOVELTY CO. 183 MERRICK RD., MERRICK, L. I.

MOTORIZED MERCURY

Clock Motors give Mercury a constant speed at any temperature. Reels click into place with precision 1-2-3 and out pops a token or a winner.

It cost us thousands of dollars to develop this clock—it's a honey—and our patent attorney has seen to it that nobody else will copy it . . . so if you want the best token payout counter game—there is only one: Groetchen's MERCURY—all others are made obsolete by this Clock Motor.

Try a sample of "motorized" Mercury

Send order today—attach a Postal Money Order for $5.00 deposit—within a few days you will unpack one of the neatest counter machines you ever laid eyes on—truly a mechanical marvel.

GROETCHEN TOOL CO.
130 N. UNION STREET, CHICAGO

BIGGEST SHOW HIT

IMP—

Radio Type Gum Vender.
A Natural for Every Operator.
Cigarette or Cherry Reels.
8½x8½x6. IMP has Finest Coin Chute.
Will never stop. Price Only

$12.50

Carton of Six, $67.50, F. O. B. Factory. 1/3 Cash With Order.

MONARCH COIN MACHINE CO.
1731 Belmont Ave., CHICAGO, ILLINOIS
Cable: "MOCOIN"

Guaranteed Values

PHONOGRAPHS

7 Wurlitzer 412s	$ 44.50
2 Wurlitzer 51 Counter Model	54.50
10 Wurlitzer 616A	79.50
2 Wurlitzer 616A (Bug Proof)	89.50
15 Wurlitzer 24s	124.50
1 Mills Studio	69.50
1 Seeburg DeLuxe Selectophone	19.50

NOVELTY GAMES

FREE PLAY		NOVELTY	
Pick Em	$50.50	Ritz	$12.50
Champion	42.50	Zeta	12.50
Rebounds	52.50	Rink	17.50
Gold Cups	$42.50	Reserves	10.00
Scooks	19.50	Jitterbug	10.00
Eureka	32.50	Paramount	12.50
Twinkle	42.50	Circus	22.50
Con Club	22.50	Majors	17.50
Contest	27.50	Palm Springs	10.00
Majors	29.50	Odd Ball	17.50

SPECIALS
3 Evans Ten Strike, '39 Mod. $189.50
1 Western Baseball Free Play. 87.50
2 Western Baseball Novelty. 49.50

COUNTER GAMES

Hi Stakes	$ 4.50	Tavern	$ 5.00
Telos	4.00	Races	4.00
Red 21s	4.00	Tally	7.50
Reel Races	4.00	Auto Punch	5.00
Keeno	17.50	3-Way Grip	7.50
Flashing Thru	17.50	Baby Track	4.00
V. P. Bells	27.50	Easy Money	2.50
Reel Spots	4.50	Do Sparks	12.50

All the Latest Machines in Stock for Immediate Delivery at All Times. Write for Prices. Terms: 1/3 With Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Indiana Court Decision Favorable

INDIANAPOLIS, Feb. 10. — Circuit Court Judge Earl E. Cox of Indianapolis has granted a permanent injunction establishing the legality of Bally Alley bowling game, according to an announcement by George Jenkins, sales manager of the Bally Mfg. Co. The game had been operating on a temporary injunction prior to the ruling, February 3, by Judge Cox.

"This established the legality of Bally Alley," declared Jenkins, "and has materially aided operation in this State. The effect of the legal opinion on our sales has been to send sales of the game soaring.

"The action has already resulted in a flood of rush orders from all parts of Indiana. Moreover, in adjacent territory, where newspapers have picked up press reports on the permanent injunction, distributors state that a sudden boom in Bally Alley sales reflects increased confidence on the part of operators.

"Bally Alleys now being shipped are so constructed that operators are finding it profitable to extend their routes thruout entire States. Freedom from service grief makes this possible and opens up new profit opportunities. Our present production plans are based on confidence that much territory which has been closed for some time will now open to Bally Alley operation."

"Dandy" Bally Games "Triumph"

CHICAGO, Feb. 10.—A three-word telegram from John A. Fitzgibbons, Bally Mfg. Co. regional distributor, has set the production schedule for Bally's new game, Triumph. The three words, according to Bally executives, were: "Two carloads Triumph."

"Triumph was first displayed at the 1940 Coin Machine Show. It immediately captured the interest of everyone," said Fitzgibbons. "Since then everyone has been calling at our headquarters asking about delivery on Triumph—and we didn't even have a sample in our showroom. The reason for the rush is that everyone is discussing the 10-coin 10-ball buy-back arrangement on the game. Just imagine the suspense when a player has shut off all but one bumper and has, let us say, 42 free games registered. Isn't it worth another nickel to obtain the 42 free games. Players continue to play on and on until they have invested their full quota of 10 nickels to obtain the winner as the score keeps going up and up with each nickel and yet only one bumper remains to be put out.

"In my estimation, Triumph will outshine, outplay and out-earn everything on the market. I only hope that Bally will, as usual, fill my quota as speedily as possible," concluded Fitzgibbons.

Pocket-type novelty games are again in big demand, according to George Jenkins, sales manager of Bally. "Spiral bumpers continue in favor," he said, "and recently operators' requests have reflected public demand for pocket play machines. Bally is meeting this demand with the new Dandy, five-ball game, interchangeable for free game or novelty play.

"When we christened the first hand sample, we said: 'It's a Dandy.' The trade's comment was: 'It's a Dandy.' And now that the first few hundred have been shipped and are on location, the acclaim chants: 'It's a Dandy.' It's unanimous.

"Dandy's pair-up-pockets idea provides plenty of suspense. The double-score and out-hole award features insure big-winner appeal, together with plenty of intermediate awards. Thanks to the single-pocket lane in the middle of the board, Dandy actually has one-shot play appeal. In other words, altho the player has five balls to maneuver with, he can score up to 30 free games with a single skillful shot.

"EXHIBIT'S FLAGSHIP is just what I need for my territory," explains Johnny Michael, of Western Distributors, Inc., Seattle. He is reported to have placed a quantity order at a recent factory preview.

Distribs Enthuse On Chi Coin Game

CHICAGO, Feb. 10.—"Our distributors are most enthusiastic regarding our new game, Roxy," report officials of the Chicago Coin Machine Mfg. Co. "For instance, one of our distributors declared that he had plenty of reason to be sold on Roxy. He told us that the game is packed with action from coin chute to the last ball played.

"'It's a number one game with my customers because it makes money for them on location,' he told us. 'Consequently my customers are keeping me busy with orders for Roxy—and there's nothing better for a healthy business than lots of orders. Another reason why I'm sold on Roxy is that in spite of the understandable delay in getting enough games to fill the demand, my customers for Roxy don't and won't change their minds about taking delivery when shipments come in.

"'The game is so powerful on location that they know it will more than make up in earnings for any short delays. Impatient as they are to put out new games—they're waiting for Roxy—and I'm happy to report that shipments are coming in faster. It's going to be a Roxy season in this territory; make no mistake about it.'

"Who made this statement of the demand for Roxy? It was none other than Irv Morris, of the Ponser offices in Newark, N. J. He's one of the most enthusiastic boosters of our latest and best game, Roxy."

Art Garvey Takes to Air

CHICAGO, Feb. 10.—"I may be up in the air but I know where I'm going," declared Art Garvey, of Bally Mfg. Co., as he boarded a plane for Texas recently. "I'm heading south to close a couple of the biggest deals I've ever handled. The machine, of course, is our Bally Alley bowling game.

"Several Texas operators have been quietly watching Bally Alley, checking the earnings and listening to comments. Now they are ready to go for the game in a big way. They are convinced that Bally Alley is not only one of the fastest money earners but also that it is a machine with permanence, that it will long remain on locations as a steady money-maker. Announcement of 1940 model Bally Alley clinched the deal. Within a few days you'll see Bally Alleys rolling into Texas by the carload."

CARL TRIPPE *Price Plus Guaranteed Satisfaction*

Always! A SQUARE DEAL WITH TRUTH

MISSOURI AND ILLINOIS DISTRIBUTORS FOR ROCK-OLA AND BALLY

PRICES SLASHED TO ROCK-BOTTOM LOW
ALL A-1 RECONDITIONED—READY TO OPERATE

LEGAL EQUIPMENT

Bang-a-Deer	$69.50	Rola Score (9 FL)	$17.50
Bally Roll (14 FL)	17.50	Scales, Hamilton	12.50
Gripper, Gottlieb 3-Way	11.00	Target, A.B.T. Model "F"	12.50
Gripper, Gottlieb Single	8.00	World Series	62.50
Magic Roll (9 FL)	17.50	Popmatic	12.50
Pokerino	17.50	Shockers, Advance	8.00

PHONOGRAPHS

Rockola Rhythm King	$ 27.50	Wurlitzer 400 (Grille)	$ 42.50
Rockola Rhythm King (Bottom Grille and Door Panels)	42.50	Wurlitzer P12	25.00
Rockola Imperial "20" (Grille, Door and 6 Side Panels)	115.00	Wurlitzer 716 (Grille)	80.50
Rockola Monarch	117.50	Wurlitzer Counter Model	39.50
Wurlitzer P12 (In New Light-Up Cabinet)	57.50	Wurlitzer 24	117.50
Wurlitzer 412 (Lower Grille)	37.50	Wurlitzer P10 (Grille—Green)	25.00
Wurlitzer 412 (Lower Grille, Side and Door Panels)	52.50	Wurlitzer P-30 (Red)	26.50
		Rockola Standard	165.00
		Rockola De Luxe	194.50
		Seeburg Model K (20 Records)	90.50

Terms: One-Third Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

"IMP"
THE WINNER OF THE SHOW
SAMPLE $12.50
Carton of Six, $67.50. Write for Quantity Price.

Machines listed below are slightly used and offered subject to prior sale. Prices are effective February 17, 1940.

2 Bally Gold Cup, table model	$89.50
1 Twinkle, free play	39.00
1 Best Score, free play	15.00
1 Nippy, free play	35.00
1 Rebound, free play	41.50
1 Genco Fair, free play	12.50
3 Rock-Ola 1939 Standard Mod. Phonographs, used 60 days, like new	$195.00
1 Bally Royal, 1 Zip, 1 Ritz, 1 Bubbles, 1 Trophy, 1 St. Moritz	$10.00
1 Cedar, 1 Hi-Lo, 1 Marvel, 1 Airway, 1 Turf Queen, 1 Slugger, 1 Suspense, 1 Request, 1 Splash, 1 Jitter Bug, 1 World's Fair, 1 Bumper	5.00
2 Grand National	$125.00
1 Klondike	19.50
1 Evans Ten Strike, 1939 Model	$175.00
1 Western Baseball Novelty	37.50
2 1938 Track Times	$79.50
3 1938 Dominos, small odd drum, each	72.50
2 30-1 Cash Paces Races, light cab., Nos. 5187-5243	85.00
1 Ray's Track, check sep., No. 3565	25.00
3 Model F Targets	$12.50
23 Challengers	17.50
6 Penny Packs, coin divider	10.00
4 3-Way Grip Testers	8.50
2 Spinner Winners	11.50

All orders must be accompanied by 1/3 certified deposit. Write us for your price on any new coin-operated machine that has been released by the respective manufacturer.

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FREE PLAYS

Airliner	$37.50	Variety	$37.50
Airport	25.00	White Sails	50.00
Big Six	54.00		
Big Ten (Kenny)	17.50	**NOVELTY**	
Bowling Alley	52.50	Airport	$19.00
Bubbles	20.00	Bang	12.00
Davy Jones	20.00	Buckaroo	21.00
Fifth Inning	17.50	Buttons (Exh.)	12.50
Follies	67.50	Chesrone	15.00
Free Races	12.50	Chubby	9.00
Headliner	40.00	Contact	12.50
Kick	10.00	Gem	10.00
Lot O Fun	27.50	Major	10.00
Mr. Chips	55.00	Mr. Chips	50.00
Step & Go	15.00	Snooks	12.00
Spotlem	17.50	Speedy	9.00
Thriller	45.00	Step & Go	10.00
		Variety	34.00
		White Sails	47.50

Latest Model Games—Price List on Request
1/3 Cash Deposit. Under $15.00 Full Cash.
For Export Cable "Osinmachin," N. Y.

MARC MUNVES, INC. 555 West 157th St., New York, N. Y.

AUTOMATIC COIN MACHINE CORPORATION
338 Chestnut St., Springfield, Mass.
Tel. 4-1109

Red Head Track Time	$ 40.00
Lucky Lucre, Like New	135.00
Black Paces Races	50.00
Jennings Tri-Plex	75.00

One-Third Deposit Required With Order.
We Also Carry a Complete Line of Superior Salesboards.

ATLAS VALUE PARADE

OFFERS THESE SPECIALS

MILLS MODERNE SCALES	$29.50
JENNINGS CIGAROLA MODEL XY	97.50
ROCKOLA IMPERIAL 20 RECORD PHONOGRAPH	69.50
JENNINGS GOOD LUCK CONSOLE	52.50
WURLITZER COUNTER MODEL 51	54.50
MILLS VEST POCKETS (LATE SERIALS)	29.50

PHONOGRAPHS

Seeburg Model A	$ 29.50	Wurlitzer 412	$ 44.50
Seeburg Model B	32.50	Wurlitzer 412 in Universal Illuminated Cabinet	79.50
Seeburg Model H (Keyboard Selection)	49.50	Wurlitzer 616	79.50
Seeburg K15 (15 Records)	69.50	Wurlitzer 716	77.50
Seeburg Royale	119.50	Wurlitzer 24	132.50
Seeburg Rex	109.50	Rockola Monarch (1938)	124.50
Seeburg Gem	149.50	Illuminated Grills Installed, $10.00 Extra.	
Seeburg Casino	159.50	Title Strips, 40c Per 2,000 Strips.	
Seeburg Piano	179.50		

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Large Stock of Reconditioned Free Play Games, Payables, Console, Slot, Counter Games. Write for Bulletin and Illustrated Phonograph Catalogue.

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1901 Fifth Ave., PITTSBURGH.

Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Twin Cities Show Success

Coinmen from 7 Northwest States at annual meeting and exhibit

ST. PAUL, Feb. 10.—With the Second Annual Regional Show for Northwest operators at an end, coinmen from Minnesota, Montana, Iowa, Nebraska, Wisconsin, North and South Dakota have trekked home, carrying with them information on all that is new and startling in the coin machine industry.

Estimated attendance was 700, with approximately 350 people attending the banquet which climaxed the two-day meeting. The affair, held in the St. Paul Hotel February 5-6, was sponsored by the Minnesota Amusement Games Association, Inc.

In the words of Thomas H. Crosby, president of the association: "Taking our theme from the Coin Machine Show held in Chicago, this trade association brought together all of the products of the leading manufacturers into one room at the St. Paul Hotel." Every type and variety of machine was shown. Only exception was by a ruling of the association, which requested that only machines now legal in the Northwest be shown.

Many coin machine personalities attended from the Chicago factories, among them Jack Keeney, of J. H. Keeney & Co.; Al Douglis, of the Daval Co., Inc., and Ben Boldt, of Rock-Ola Mfg. Corp.

James A. Gilmore, secretary of Coin Machine Industries, Inc., was present and addressed the operators. Gilmore told of meeting four men who declared they had never before attended an exhibition of coin machines either in St. Paul or Chicago. Gilmore reports that they said: "I like this show so well that I think I'll go to the Chicago show next year." Gilmore declared that this proved what he had always contended—that regional shows whetted the appetites of coinmen to attend the national show held in Chicago. Gilmore also told coinmen that he and the association stood ready to aid State associations in whatever way the manufacturers' association could.

The Minnesota association officers report that the 1940 show was much more satisfactory than the 1939 show. They are already planning for the 1941 show.

The association is very active and has done much to build up the coin machine business in the Northwest. Thomas Crosby, president, recently summarized it when he said: "Today the operators of the association are all business men with a large investment. Individual devices sometimes are worth as much as $500. In the Continental Room of the St. Paul Hotel at least $50,000 worth of equipment was displayed.

"It may be a surprise to many people to learn that over 500 people are employed in the Twin Cities thru the distribution and sales of coin machines. This is only a small number, as it is estimated that at least 8,000 people are employed in machine operation in the trade area covered by this show.

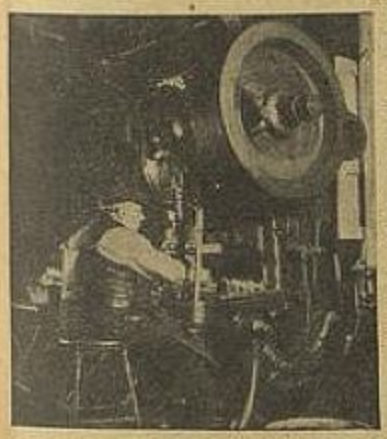
"The coin machine industry in the Northwest uses hundreds of automobiles and trucks yearly. It absorbs lumber and metals produced in the State. Today even the plastic fronts of the new phonographs are produced from farm products.

"The Minnesota Amusement Games Association, Inc., is a hard-working organization of business banded together for the betterment of the industry."

The Minnesota association is ably managed by its officers, under the direction of Thomas H. Crosby, of Faribault, Minn.; H. P. Hunter, of Aitkin, Minn., and a board of directors of business men representing every part of the State.

The following firms were exhibitors at the show and several represented more than one manufacturer: Mayflower Novelty Co., Midwest Novelty Co., LaBeau Novelty Co.; Amusement Games, Inc.; Hy-G Sales Co., Silent Sales Co., Bell Lock Distributors, Superior Products, Acme Novelty Co., Hamilton Mfg. Co., Blackhawk Mfg. Co., Roycraft Co., Filben Mfg. Co., E. T. Barron and Container Mfg. Co.

Distributors listed among the exhibitors showed the products of the following manufacturers: Mills Novelty Co., Groetchen Tool Co., Bally Mfg. Co., Exhibit Supply Co., J. H. Keeney & Co., O. D. Jennings, Withey Mfg. Co., Rock-Ola Mfg. Corp.; Genco, Inc.; Pace Mfg. Co.; Minnesota Assembling Co.; the Daval Co., Inc.; Western Products, Inc.; Baker Novelty & Mfg. Co., C. R. Kirk & Co., Watling Mfg. Co., Scientific Mfg. Co., Stoner Corp., Chicago Coin Machine Mfg. Co., Columbia Record Co., Filben Mfg. Co., Northwestern Corp., Bell Lock Co., Columbia Vending Co., Cinematone Corp., Coan-Sletteland; National Vendors, Inc.; Victor Vending Co., Illinois Lock Co. and National Dispensers, Inc.



A BATTERY of 28 giant punch presses, such as this one, stamp parts day and night for coin machines manufactured by the Groetchen Tool Co., Chicago.

JENNINGS fast time

Ride the winner — It's Fast Time. A fascinating new idea in consoles that's setting a new high for earnings. A combination electrically and mechanically operated machine. Has regular three-reel check machine mechanism — absolutely dependable. Equipped with slug rejector coin chute. Eliminates 99% of all slugs. Playing field is beautifully illuminated. One ball skill field is standard equipment. *Now's the time for Fast Time.*

O. D. Jennings & Company
4309 West Lake St., Chicago, Ill.

OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Monarch Coin Chute. The result of 32 years of originating and developing Coin Chutes.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

Mae Shyvers Steel Centered Checks Work Perfectly.

The Front Guard Stops Cheating, Stops Shimming, Stops Bending Up or Down, Stops Driving, Stops Forcing and Rejects all Off Size Checks. Takes money easily.

The Shyvers separator positively works. Thousands in use working perfectly.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

SHYVERS MFG. COMPANY 2315 W. HURON ST., CHICAGO.

Here Are America's Finest "Better Machine Buys"!

FREE PLAY NOVELTY TABLES

Gun Club	$15.00	Conquest	$35.00	Scoop	$60.00
Rink	15.00	Zip	35.00	Big Six	65.00
Box Score	15.00	Golden Gate	35.00	1-2-3	79.50
Dbl. Feature	18.50	Champion	37.50	Gold Cup	130.00
Contact	20.00	Triple Threat	37.50		
Majors	20.00	Twinkle	40.00	SPECIALS!	
Sportsmen	22.50	Follow Up	40.00	Seeburg's Chicken Sam	$129.50
Snooks	22.50	Variety	42.50	A.B.T. Model F	14.50
Sub Inning	22.50	Nippy	45.00	Wind. Ticket	89.50
Hold Tight	25.00	Rebound	45.00	Derby Check	59.50
Chevron	27.50	Airport	47.50	Thistledown	79.50
Up & Up	27.50	Blackout	52.50	'38 Track Time	80.00
Skyrocket	30.00	White Sails	55.00	Triple Entry	145.00
		Mr. Chips	57.00	El Dorado	49.50

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THE 1939 STANDOUT...

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WESTERN PRODUCTS INC.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

Roxy Consistent, Says Dan Hawley

CLEVELAND, Feb. 10.—"Chicago Coin Machine Mfg. Co. is without doubt the most consistent maker of hit games in the field today," states Dan Hawley, whose Modern Automatic Sales Co. here is a Chicago Coin distributor.

"The games themselves are undoubtedly the most consistent money-makers for my operator customers. Take the latest Chicago Coin release, Roxy, for example. Roxy has been in heavy demand ever since it was first announced.

"Those operators who have managed to be on hand when first deliveries came in are clamoring for more Roxys, and many operators who delayed in putting in their orders are spending a great deal of time on our doorstep waiting for additional shipments.

"It's easy to see why with such demand for the game the Chicago Coin plant has been behind in deliveries and it's just as easy to see why with a game so great in earning power our operator customers are so eager to get their Roxys quickly and so willing to wait fo them. Roxy promises to be one of the highlights of the 1940 season."

Atlas Notes Buying Activity

CHICAGO, Feb. 10.—Eddie and Morris Ginsburg, heads of the Atlas Novelty Co., report that never in the history of their business has there been activity so great and so soon following a convention as there has been following the 1940 Coin Machine Show.

Their prediction for a banner year is being borne out already, they say. "And we were prepared for it," said Eddie Ginsburg. "We expected a boom business and we say with pride that we are able to fill orders for new and used equipment immediately despite the terrific demand."

The Ginsburg brothers officiated at their booth at the Coin Machine Show. Their comment following the show indicated high satisfaction with results experienced by Atlas on the products they represent.

"Atlas offices in other cities also report that operators are now buying equipment in quantities," the Ginsburgs reported.

St. Louisians Attend Party

ST. LOUIS, Feb. 10.—Among those who attended the party held at the Ideal Novelty Co. were many Chicago factory representatives, as well as friends and customers of Carl Trippe, head of Ideal.

A partial list of those present include Martin Balenseifer, M. E. Orchard, B. W. Sullivan, R. Davis, Barney Frericks, Harvey Turns, C. H. Beattie, Joe Peyla, William McConnell, A. Rosthello, Emil Massa, Louis Rivituso, Fred Westerman, A. McCall, W. J. Henderson, Harry Schooley, William Slimley, Sol Berman, Henry Bushyhead, Nate Wolf, C. M. Scissors, D. Willard, Louis D. Morris, Dewey Godfrey, Ralph Denton, John Killian, W. Emrie, Harry Roeffer, R. Heckenberg, John LeBeaum, H. Fredericks, F. J. Christensen.

Bill Neer, H. Rippey, H. Smith, Mike and George Ogilvy, Howard Courts, John Parsons, Harry Davies, William and George Rowland, C. Garvin, William Hopkins, R. H. Procter, A. C. Jones, R. C. Coleman, Ray Haas, Ray Tipton, D. R. Wilson, R. Mercurio, R. Buecker, Ben Dryden, Ben Koplo, Ben Swan, Joe Reeves, Robert Fisher, Earl Raney, J. J. Stengle, William Marks, Al Libraeh, Lee James, M. and W. P. Enge, Irvin Kress.

John Winkleman, Vernon Anderson, Charles LaVar, Rudy Falk, Ed Eiler, Dick Westbrook, Sam Rosenfeld, M. L. Sale, W. Offerman, Abe Jeffers, Ben Spasser, P. J. Schmidt, C. J. Pollnow, Robert Shawcross, John Garrett, Ed Newburry, Ward Farrell, Charles Ingold, Jim Carnody, Dan Landsbaum, Joe S. Morris, William Illig, Al Haneklau, Ben Axelrod, E. L. Long and Frank Scherrer.

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WITH THEIR ORDERS GET THESE SENSATIONAL BUYS! ACT QUICK! ALL MACHINES SUBJECT TO PRIOR SALE!!

PHONOGRAPHS

2 Rock-Ola Regulars, 12 Records	$ 39.50
2 Rock-Ola Monarchs, 20 Records	119.50
2 Model A Seeburgs, 12 Records	89.50
1 Mills Zephyr, 12 Records	89.50
1 Mills DeLuxe Dance Master, 12 Records	29.50
7 Mills Do Re Mi, 12 Records	44.50
7 Model K Seeburgs, 15 Records	79.50
1 Gabel Junior, 12 Records	29.50
9 Model 24 Wurlitzers, 24 Records	147.50
1 Model 416 Wurlitzer, 16 Records	79.50
3 Model 616 Wurlitzers, 16 Rec.	89.50

NOVELTY GAMES

Remote1-2-3	$70.50	Trio	$10.00
Cheerio	17.50	Side Kick	10.00
New Rocket	7.50	Odd Ball	10.00
Airway	7.50	Coney Island	10.00
Fleet	7.50	Review	10.00
Zephyr	7.50	Flight	10.00
Bumper	7.50	Request	10.00
Reserve	7.50	Big Top	12.50
Snappy	10.00	Natural	10.00
Nags	7.50	Stop & Go	12.50
Rose Bowl	10.00	Bubbles	12.50
Trophy	12.50	Dbl. Action	10.00
Dbl. Treasure	12.50	Pedal Pushers	7.50

MISCELLANEOUS

5 Exhibit Ideal Card Venders	$ 2.75
1 Mills 25c Snake Eyes Dice Machine	49.50
1 Bally Rainbow Pencil Vender (Floor Sample)	49.50
2 Jennings Premier Dial Scales	15.00
1 Dc Stationery Vender	2.95
2 Brand-New Mickey Mouse Venders	4.95

FREE PLAY GAMES

Headliner	$42.50	Trio	$12.50
Fifth Inning	24.50	Gem	12.50
Sentinel	34.50	Fair	12.50
Dbl. Feature	24.50	Natural	12.50
Box Score	19.50	Bubbles	12.50
High-Lite	29.50	Sun Bow	12.50

CONSOLES

8 Keeney Red Head Track Times	$ 42.50
2 Keeney Kentucky Skill Times	39.50
7 Brown Cabinet Pacer Races, Series over 5200	129.50
2 Stoner Bliz	22.50
1 Stoner Zipper	22.50
1 Evans Lucky Star	89.50

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

SAVE MONEY---GRAB THESE BARGAINS

All offered subject to prior sale. Machines we trade in on Mills' Throne of Music and the new Empress Phonograph are immediately offered to operators at sacrifice prices.

10 ONE TWO THREE, FREE PLAY MODEL (Used Only 30 Days) $85.00

2 STONER SKILL DERBIES, $50.00

1 Keeney's Races	$30.00	1 Mills Dice Game	$90.00	2 Chicken Sam, with base	$150.00
2 Daily Dozen	4.00	15 Gingers	13.00	1 Exhibit Console Races	35.00
1 Airway	4.00	2 Paces Races, Ser. $900, used 40 days	175.00	3 Buckley Diggers	$0.00
1 Long Champ	27.00	10 Paces 5c Double J. P. Bells	25.00	5 MutoscopeDiggers	$0.00
1 Stoner's Races	4.00	10 Paces 10c Double J. P. Bells	20.00	PHONOGRAPHS 50 Mills Do Re Mi	$42.50
1 Mills Railroad	25.00				
1 Pikes Peak	15.00				
1 Winner	15.00				

OPERATORS Buy IMP THE COUNTER GAME WITH THE BIG EARNINGS.
$12.50 EACH CARTONS OF 6 $67.50

1/3 Deposit Required on All Orders, Balance C. O. D.

RAY BIGNER 1983 STATE AVENUE, CINCINNATI, OHIO

On State Highway 4W

Distributor of Mills Throne of Music and the New Empress in Southern Ohio and Northern Kentucky.

BIG CITY LIGHTS

PAY BIG PROFITS!

This glittering, glamorous, irresistible board is the best bet of the New Year! 5c a sale, 2400 holes. Takes in $120.00, your average profit $50.25. Don't delay—ORDER TODAY! $8.55

GLOBE PRINTING COMPANY
1025-27 RACE STREET • PHILA., PA.

BILL ALBERG, OF BROOKLYN AMUSEMENT CO., Brooklyn; Mac Mohr, of Mohr Bros., Los Angeles; Sam May, Sam May & Co., San Antonio, and I. Harry Rothstein, Banner Specialty Co., Philadelphia, from left to right, respectively, inspect Exhibit Supply Co.'s new bowling game at a preview. They also congratulated Mac Mohr on his appointment as West Coast representative for Exhibit.

HERE'S 1940's BEST BUY for BIG COUNTER EARNINGS

Imp

GROETCHEN'S 3 REEL CIGARETTE MACHINE WITH GUM VENDER. MIDGET COUNTER GAME, ONE OF THE WORLD'S SMALLEST (5"x5"x6"). FINEST CONSTRUCTION—PRECISION BUILT—HAMMEROID—SMOOTH VELVET FINISH—NOISELESS OPERATION—ASSORTED COLORS. WEIGHS ONLY 5¾ LBS.

In 1940 It Will Be IMPossible To Compete With Groetchen's Outstanding Counter Game Sensation!

ORDER TODAY! 1/3 Deposit With Order—Bal. C.O.D. G & G 7-Day Money-Back Guarantee

$12.50 EACH Cartons of 6 $67.50

EQUIPPED WITH REGISTER, $1.50 EXTRA

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

The greatest play building idea ever incorporated in any novelty game . . .

Fantasy

jack pot

Man! What a come-on — Fantasy with jack pot feature. For a try at the jack pot (which builds up as games are played), player deposits two or more coins instead of one. On second coin, word Fantasy on back panel becomes a brilliant spectacle of flashing lights. If Fantasy remains lighted, player tries for a winner which pays him not only the big jack pot, but also his free game's won. If player prefers, he may play Fantasy just for the free games.

Don't fail to see Fantasy Jack Pot

$137.50

STONER CORP. • AURORA, ILLINOIS

NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

PENNY PLAY

NOW! $14.75 SPECIALLY PRICED F.O.B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc. 2426 Washington Blvd., CHICAGO

Pearl Heads A. B. T. of N. J.

NEWARK, N. J., Feb. 10.—Harry Pearl has been elected to head the Amusement Board of Trade of New Jersey for the coming year. Pearl, well-known New Jersey operator of amusement games and automatic phonographs, will, as Manager LeRoy Stein states, "pilot the charted course which will be drawn by the new board of governors chosen as his crew."

Elected to the board of governors were Frank Russo, vice-president; Barnet Sugarman, secretary; Nathan Mark, treasurer; Jack Kronberg, sergeant at arms; Charles P. Polgaar; David M. Steinberg; Maurice Schapira, general counsel; S. Herman Cohen, assistant counsel, and LeRoy Stein, executive secretary.

Natchez, Miss.

NATCHEZ, Miss., Feb. 10.—The new year has proved a boon to coin machine ops in and near this city. It marked the opening of several new locations and found business on the up-grade in all old locations. Cigaret and beverage machines seem to be doing especially well.

• • •

Bally Alley bowling machines have been ordered by Sermac Co. Expects to place in a number of locations in and near city.

• • •

Vera Koerber, secretary of Sermac Co., is at present rated as No. 1 woman bowler in city.

• • •

Sam McCabe, co-owner of Sermac, is out again, after being ill for the past several weeks.

BUYS FROM BUDIN CAN'T BE BEATEN!

FREE PLAY

Big Six	$55.00	Thriller	$45.00
Cowboy	32.50	Twinkle	35.00
Conquest	32.50	Up & Up	22.50
Headliner	37.50		

1/3 With Order, Balance C. O. D., F. O. B. Brooklyn.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

WESTERN PRODUCTS' OOMPH IS EXAMINED by O. C. Bottger (left), of Fairfield, Ia., and Cecil Bottger, of Keokuk, Ia., at the factory showrooms. Western Products report that they have placed a sizable order for a quantity of the games.

Operators—Distributors

NEW 1940 FUN SHOP

A very colorful Novelty Box, consisting of 70 perforated windows, customer receives premium by breaking selected window. This is the only box of this type on the market and is an exclusive JADA feature.

JADA NOVELTY CO. 5920 BRYANT ST., PITTSBURGH, PA.

$2.99 PER BOX

Lots of 6 or More F.O.B. Pittsburgh, Pa.

Takes in $7.00. Sells to Retailer $5.25. Your Profit $2.26 Per Box.

Sample Box, $3.50

15 Mills' 1, 2, 3 Free Plays; late 1939 models; like new..... $85.00
5 Keeney Triple Entry, $200.00 5 Keeney Track Time, Odd & Even, $200.00
4 Keeney Kentucky Clubs, $60.00
1/3 DEPOSIT, BALANCE C. O. D.

MARKEPP CO., Inc. 1410 CENTRAL PARKWAY CINCINNATI, OHIO

·E·X·H·I·B·I·T·S· ·B·I·G· ·H·I·T·S·

FLAG SHIP

TODAY'S BEST HIGH SCORE FREE PLAY TABLE
Ask Any OPERATOR Operating them!

NEW PLAY FEATURES
NEW SCORING FEATURES
BUMPERS INCREASE IN VALUE FOR HIGH SCORE
BUILD UP · 2 WAYS to WIN
HEAVY DUTY UNITS FOR HEAVY PLAY
Get it NOW!
104.50

CONGO
Convertible 1 or 5 BALL
5 COIN MULTIPLE
FREE PLAY TABLE
A Fast Game That Earns Pay Table Profits
ORDER TODAY!
159.50

SEE YOUR DISTRIBUTOR

Free Play BOWLING
Game That AUTOMATICALLY RECORDS HIGH SCORE FOR THE WEEK
This Makes It TODAY'S Most Popular and Preferred BOWLING GAME
189.50

EXHIBIT SUPPLY CO. · 4222-24-26-28-30 W. LAKE ST. · CHICAGO

NOW READY FOR DELIVERY
Keeney's—ANTI-AIR CRAFT MACHINE GUN, Price $210.00
Location tests show earnings far surpass our fondest expectations
Keeney's—REMOTE CONTROL WALL BOX, Price $29.50
You can now utilize all of your old twelve-record phonographs. Details gladly furnished upon request
Keeney's—SUPER-SIX
A worthy successor to Big Six
ROBINSON SALES COMPANY
2995 Grand River (Temple 2-5424) Detroit, Michigan
EXCLUSIVE KEENEY DISTRIBUTOR FOR MICHIGAN

SPECIAL "FREE-PLAY GAMES" BARGAIN

Big Six	$55.50	Rick	$15.50	Nipsy	$48.50
Thriller	47.50	Vogue	38.50	Supreme	15.00
Bottom	18.50	Chubby	17.50	Keen-e-Ball	31.50
Chestom	18.50	Contact	15.00	Punch	50.50
Bang	32.50	Mr. Chips	49.50	Liberty	10.00
Golden Gate	32.50	Fifth Inning	15.00	Topper (Plain)	17.50

1/3 Deposit, Balance C. O. D., F. O. B. Newark.
We Are Exclusive Distributors for Superior Products Co. All Jersey Operators, Contact Bee & Dee—DAVE ENGEL.
DEE & BEE DISTRIBUTORS
125 ELIZABETH AVE., NEWARK, N. J.
Tel.: Bigelow 3-2711

No. 2 Plant Aids Keeney Production

CHICAGO, Feb. 10.—Production continues on an overtime basis on the Keeney line of equipment, according to J. H. (Jack) Keeney, head of J. H. Keeney & Co. "With a steadily increasing demand for every type of equipment now being made by us, we find ourselves fortunate in having placed our No. 2 plant in operation," he declared.

"Pressure has thereby been relieved on our other plant and increased production has made it easier all along the line.

"Our 1940 Super Six, the free game convertible to straight play, has been keeping plant No. 1 plenty busy with continued demand from new and old purchasers. Repeat orders indicate that we have a winner and that we have a game that is good for a long season of money-making operation.

"Plant No. 2 is working under night lights to keep up with the flood of orders that have poured in ever since our private showing on the Anti-Aircraft Machine Gun. Novel action, plenty of thrills and excitement during play and 100 per cent legality have made it the must game for operators all over the country, and their orders back up our statement that Keeney's Anti-Aircraft Machine Gun is the No. 1 game of the year."

Keeney also reports that full-time production is in force on the Keeney Remote Selector Wall Box for music operators.

HARRY HOPPE, vice-president of Baker Novelty Co., reports that business on games made by Baker is very good. He reports that Western Union has found it advisable to install a teletype system at the factory in order to handle telegraphic traffic.

"Imp, Imp, Imp," Says Paul Gerber

CHICAGO, Feb. 10.—"Imp, Imp, Imp, is all they're saying," says Paul Gerber, of Gerber & Glass, Chicago distributing firm. "It is really marvelous how the operators of today can grab hold of an atom and really see the possibilities of its earning power in double-quick time—as has been proved by the tremendous response on reorders for Imp.

"Operators say the compact size and beautifully designed cabinet is just neat enough to attract the average player and small enough to fit well in any location.

"It is the old saying that good things come in small packages—and that certainly is a description of Groetchen's Imp. Imp can be equipped with a register for a small extra cost."

YES IT HAS PLAYER APPEAL!!

Casino GOLF

$59.50 Deluxe Model
(FOUR FEET LONG, OPERATES UNDER GLASS)
STRICTLY LEGAL!!
A.M. WALZER CO. MIDLAND BANK BLDG. MINNEAPOLIS, MINN.

Groetchen Says Show Results Good

CHICAGO, Feb. 10.—"Results of the recent Coin Machine Show and Convention exceeded all expectations," says Richard Groetchen, head of the Groetchen Tool Co. "To do justice to our greatly increased line of counter games, bells, consoles and metal typers, we had doubled our space over previous years—and yet even this large display seemed hardly enough to accommodate all who were eager to inspect our latest releases.

"Sugar King, our newest console-type bell, found the intensive interest of many. Elimination of the side handle with the substitution of a foot pedal, light-up symbols either with bell or cigaret symbols, convertibility from nickel to dime or quarter play—all of these are features of Sugar King.

"Imp was the hit of the show. Because of its price it makes a desirable buy even for the smallest operator. Styled in sparkling colors and in modern ivory, resembling a miniature radio, Imp had many admirers. Orders have come in at a tremendous pace.

"Mercury and Sparks, token payout games, already familiar to thousands of operators, claimed their share of a large volume business—the new clock motor puts these games into a superior class all by themselves.

"Neon signs gave an additional air to our Metal Typers. Columbia Chrome Bells marks Groetchen's entry into larger size of bells especially for club use. These supplement the highly successful Columbia Bells.

"In volume of business booked, this year's show eclipsed all previous ones. We are more than pleased and our thanks go to James Gilmore (CMI), association secretary and director of the show."

Scientific Games Earnings Are High

BROOKLYN, Feb. 10.—Games recently displayed at the 1940 Coin Machine Show by the Scientific Games Corp. are now in the hands of many operators and distributors, according to firm officials.

"Reports regarding earnings are drifting in fom all parts of the country—and they are highly enthusiastic," the officials stated. "Reports are that Skee Jump on locations is grossing more money than any legitimate game ever has. Skee Jump is the type of game that may be placed in almost every location, as it is a game of skill and appeals to all. It is based upon the old game of skee ball, which has been popular for many years. The beauty of the game makes it acceptable in the best locations.

"We are also receiving excellent earning reports on Totalizer, counter skill game. This game is being ordered in large quantities and the factory is working two shifts in order to make delivery. Until now deliveries of Totalizer have been restricted to the New York metropolitan narea. In a few days shipments will begin on a national scale."

IMP
Groetchen's
3-Reel Cigarette Machine with Gum Vender
MIDGET COUNTER GAME
$12.50
CARTON OF 6, $67.50
1/3 Deposit With Order, Balance C. O. D.
AUTOMATIC AMUSEMENT COMPANY
1000 Pennsylvania St., Evansville, Ind.

TRAVEL
ANOTHER Star of the Show
new symbol ticket . . . features the great railroad lines . . . every ticket shows reproduction of railroad symbol . . . 2400 Re holes . . . takes in $120.00 . . . pays out $76.06 . . . profit on $44.44 includes additional $2.50 from Re arrangement . . . also made in 1600 Re size called ALL ABOARD . . . write for details!
SUPERIOR PRODUCTS
14 NORTH PEORIA STREET
CHICAGO, ILLINOIS

IF IT'S COIN OPERATED WE HAVE IT. NEW OR USED

CONSOLES		AUTOMATIC PAYOUTS		MISCELLANEOUS	
1938 Kentucky Clubs	$50.00	Hey Days	$25.00	25 Bally Hot Venders (1 free with 10)	$35.00
G. H. Track Times	32.50	Gott. Multiple Races	25.00	25 A.B.T. Apple Venders	35.00
H. H. Track Times	39.50	Quintiles	25.00	35 Mason Mint Venders	7.50
Lincoln Fields	35.00	Puddles	25.00	Exhibit's Racers	85.00
Bally Club House	30.00	Big Race	25.00	Pamco Baseball	49.50
Jen. Derby Days	22.50	Stoner's CHAMPS	30.00	Bockley Deluxe Diggers	69.50
Jen. Liberty Bells	22.50	Beat Em	20.00	Bockley Treasure Island	59.50
Dark Horse (7 Coin)	22.50	1-2-3 (Reversed)	30.00	Electro Heists Deluxe	39.00
Long Champs	30.00	Zipper	30.00	Electro Heists Reg.	22.50
Rosemonts	18.00	Turf Champs	15.00	Mutoscopes	22.50
Paces Races, Black	50.00	Grand Derby	18.00	Chicken Sams	139.50
Bally Teasers	15.00	Derby Time	15.00	Tom Mix Gun	59.50
Dominoes	25.00	Derby Days	15.00	10 Stepman Stamp Vend.	12.50
Jockey Clubs	25.00	High Cards	15.00	25 Eversady Vend.	5.00
Mills Rios	30.00	Coronas	12.00	6 Snacks	9.50
Tanforans	22.50	Golden Wheels	12.00	50 Autostrops	2.50
Jennings PICKEMS	37.50	Foto-Finish	10.00	10 Gott. Triple Grips	3.50
Pamco Saratogs	25.00	Post Time	12.00		
Saddle Clubs	30.00	Preakness	15.00		

Write Us for Bargain on Free Play Novelty, Slots and Latest Games Price Lists.
One-Half Deposit Required With All Orders.
CLEVELAND COIN MACHINE EXCHANGES, 2021-2025 Prospect Ave., Cleveland, Ohio

Advertise in The Billboard—You'll Be Satisfied With Results.

Chicago Coin's

ROXY

NOW MAKING PROMPT DELIVERIES!

WE'RE MAKING 50% MORE EACH DAY NOW, SO ALL ORDERS ARE BEING FILLED PROMPTLY---WHEN PEOPLE ORDER SO MANY, ALL WE CAN SAY IS---

Gosh, it MUST be a good game!

CHICAGO COIN Machine Mfg. CHICAGO

WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in $51.25
Pays out $27.76—Average Profit $23.49

PRICE $1.80½ EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at. $2.28½
1200 hole F-5275-Horses at 2.75
800 hole F-5270-Pocket Dice at . 1.63½
720 hole F-5255-Pocket Jack at.. 1.30½
600 hole F-5305-Royal at 1.50

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

Official Tries Orson Welles Scare

WILKES-BARRE, Pa., Feb. 10.—Announcing the purchase of 25 electric ray guns in the county, *The Wilkes-Barre Record* published the following article:

"The wars in Europe have brought disclosures of many types of rays that are believed to be capable of bringing down airplanes, paralyzing submarines and stalling tanks, but Prothonotary Peter M. Margie gave the 'war-minded' among the courthouse employees a thrill yesterday with the announcement that during January nearly $6,000 worth of ray guns were purchased by Wyoming Valley persons.

"Pressed for more detail the prothonotary explained that the 25 ray guns sold in the county are photo-electric eye amusements devised to shoot a ray of light instead of a bullet or pellet.

"The 25 ray guns, of which six are in Wilkes-Barre, were purchased for operation in night clubs, restaurants and taverns, according to the report.

"Investigation determined that the ray gun offers no means of gambling but is merely a device for improving shooting skill. Margie commented that the popularity of the machine is probably due to the 'war fever.'"

FREE PLAY GAMES

Mr. Chips, Lucky, Nipsy, Score, Roller Derby and C. O. D., $59.50 each; Champion, $42.50; Follow-Up, $39.50; Triple Threat, Let-a-Fan, $35.00 each; Rebound, $47.50; Picken, Vogue, $64.50 each; Bowling Alley, Punch, Foxy, Oh Boy, $69.50 each; Buckaroo, $40.00; Big Six, $60.00; Ocean Park, $45.00; Thriller, $45.00; Sport, $49.50; Airport, $28.50; Cowboy, $32.50; Contact, $25.00; 1-2-3, $84.50; Lucky Strike, $69.50; Gold Cup, $125.00.

FIVE FREE GAMES FOR $97.50

Major, Spotlem, Gun Club, Bounty, Circus, Airport, Fair, Rink, Liberty, Multi Reels, Free Races, Sax Score, Baby Supreme, Chief.

SIX PLAIN MODEL GAMES $49.50

Miami, Major, Review, Regatta, Resort, Side Kick, Jungle, Fiesta, Swing, Snappy, World Fair, Thunderbolt, Fleet, Odd Ball, Jitterbug, Snakes, etc.

SLOT MACHINES

Jackpot or Straight Fronts, $10.00 each; Mills and Jennings Escalators, $19.50 each; Vest Pocket Bells, $29.50; Cigarette Zephyrs, $9.50; Grip Machines, $5.00 to $9.50; Chicken Barn, $149.50; Challenger Gun, $17.50.

Send 1/3 deposit with order, mentioning 1-2-3 choice.

LEHIGH SPECIALTY CO.
2nd and Green Sts., PHILADELPHIA, PA.

MAKE US AN OFFER ON

17 Ad-Lee 3 Column Nut Machines 1c Play

WRITE FOR PRICES ON

New Pin Ball Games and Bowling Alleys. We Will Save You Money.

5 Wurlitzer 616-A.....$70.00 Ea.
5 Mills War Eagle Bells 3-5 Payout, 5c Plays..$20.00 Ea.
2 Watling Twin Jackpots 1c Plays .....$10.00 Ea.

15 Mills Blue Fronts S. J. 5c plays, used 3 weeks, serial numbers all over 400,000 .....$37.50 Ea.

D & S NOVELTY CO.
1005 BROADWAY ROCKFORD, ILL.

ED SILANCE, popular Maryland coinman, is now in charge of phonograph sales for the Roy McGinnis firm, of Baltimore.

4 Lucky Lucre, 5c, like new. Each....$175.00
1 Lucky Lucre, 25c, like new 180.00
4 Western Race Meet, Fine mech. Each 75.00
1 Track Odds, 5c, like new 150.00
1 Evans Bangtails, Drop Head..... 35.00
6 Evans Roletto Jr., Drop Head, Each 40.00
2 Jockey Club, Drop Head, Each.... 30.00
2 Jockey Club, single chute, Each ... 30.00
3 Galloping Dominoes, Drop Head, Ea. 35.00
1 Mills Track King, like new 30.00
1 Keeney's Track Time, Grey Head... 30.00

Terms: 1/3 Cash, Balance Draft B. L.

HAGAN NOVELTY CO.
DOUGLAS, ARIZ.

IMMEDIATE DELIVERY! TOTALIZER, $19.50
COUNTER SKILL GAME HIT!

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Evans' 1940

TEN STRIKE

READY FOR DELIVERY!

Greatest bowling game of all! Manikin shoots with more speed and accuracy! Makes strikes and spares galore! New Totalizer permits top score of 150 for 5 frames—adds new zest to play! Other brand new features—no price advance!

Fully covered by U. S. Pat. 2,181,984 and D-116,550 and other patents pending.

LEADS BY A STILL GREATER MARGIN!

First and Original Bowling Game—months ahead of others! 5 months' actual location operation in 1939! Now in 1940 model with brand new features and stepped up speed—more action, more life, still more realism—it's the liveliest game attraction the industry has ever seen! Breaking all records everywhere, leaves imitations far behind! New speedier action raises it to new heights in player interest. Other new features make Evans' 1940 TEN STRIKE the sure bet for operating prosperity in 1940! Order today!

Realistic patented Manikin Play . . . every bowling play possible . . . Strikes and Spares galore! Realistic pin action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."

EVANS'
AUTOMATIC REGULATION
DUCK PIN
BOWLING ALLEY
ABSOLUTELY PORTABLE!

The sensation of the industry! Never before anything like it! Opens a brand new field, so you can cash in for years to come on the nation's bowling craze! Regulation features throughout—regulation size, regulation pins, balls, backstop. Evans' patented "Automatic Pin Boy" clears pins. Absolutely portable—can be laid down in less than one hour. Sturdy construction, 42 ft. long overall. Coin-controlled operation at slight extra charge.

A SAFE, LUCRATIVE, LEGAL INVESTMENT for LIFETIME PROFITS!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

BIGGEST SHOW HIT

IMP—

Radio Type Gum Vender. A Natural for Every Operator. Cigarette or Cheery Reels only $10.95 ea. 1 M P has Finest Coin Chute. Will never stog. Price Only

$12.50

Carton of Six, $67.50, F.O.B. Factory. 1/3 Cash With Order.

H. G. PAYNE CO.
312 No. Broadway, NASHVILLE, TENN.

Walzer Says Golf Best Game

MINNEAPOLIS, Feb. 10.—"One of the coin operated skill games that has run the gamut of the industry's 10 years of life is coin-operated golf," declares Al Walzer, of the A. M. Walzer Co. "The very nature of golf lends itself to the amusement device field. Other sports are emulated in coin machines—but golf is the strongest of all, having the magic combination of staying power and player appeal.

"The Walzer interests have been identified with coin-operated golf games since 1928, and perhaps the above has been spoken in pride. We have a continued record of having the best in golf games and believe in it wholeheartedly.

"Operators in the future will have machines which will be standard equipment in all types of locations. It may be some other game but I am expanding my factory on the positive conviction that America's permanent coin operated game will be Golf."

YOU FINISH IN THE MONEY
with
INDIANAPOLIS SWEEPSTAKES

Harlich's New Automobile Symbol Ticket Board. 181 Winners — 170 Consolation Awards — Bright Attention-Getting Colors!

CARLOADS OF ACTION!

No. 1827 (Semi-Thick) 1800 Holes
Takes in . . . $90.00 | Gross Profit **$44.64**
Average Payout. 45.36

PRICE, EACH, $7.88

Send for Catalog of Other Money-Makers

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Ill.

J. H. WINFIELD CO.
1012 Main St. BUFFALO, N. Y.

BUFFALO'S
distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

U. S. Exports Higher in 1939

WASHINGTON, Feb. 10.—Exports of specialties products, including coin machines, from the United States in 1939 had a value of $131,900,000, 4 per cent larger than in 1938, according to the Specialties Division, Department of Commerce.

Coin machines registered only a 6 per cent decrease, as compared with a 16 per cent decrease in sporting goods and a 24 per cent decrease in musical instruments. The increase in the general classification was due to demand for glass products, which increased heavily over 1938.

A general decrease in all lines up to 25 per cent had been expected as the result of unsettled conditions. Therefore experts considered the 6 per cent decrease in coin machine exports as of little consequence in view of the large general decrease shown.

ATTENTION, OPERATORS AND JOBBERS
Send For Our Big General Coin-Machine Catalog

Our new catalog is the most complete Coin-Machine Catalog ever offered to the operator, showing more than 500 Reconditioned Machine bargains, Phonographs, Pin-Ball Machines, Automatic Pay-Outs, Cigarette Machines, Scales, Vending Machines, Supplies and Legal Machines of all types. Here is your chance to get real Reconditioned Machines at the prices you had hoped for—prices that defy competition. Send for your free copy today.

BADGER NOVELTY COMPANY
2546 N. 30TH ST., MILWAUKEE, WIS.

WANTED
Used Vest Pocket Bells, also High Score and Free Play Novelty Games. Air mail best price.

UNITED AMUSEMENT CO.
310 S. ALAMO, SAN ANTONIO, TEX.

QUALITY SPEAKS FOR ITSELF

Cable Address—Mastoy-Cleveland

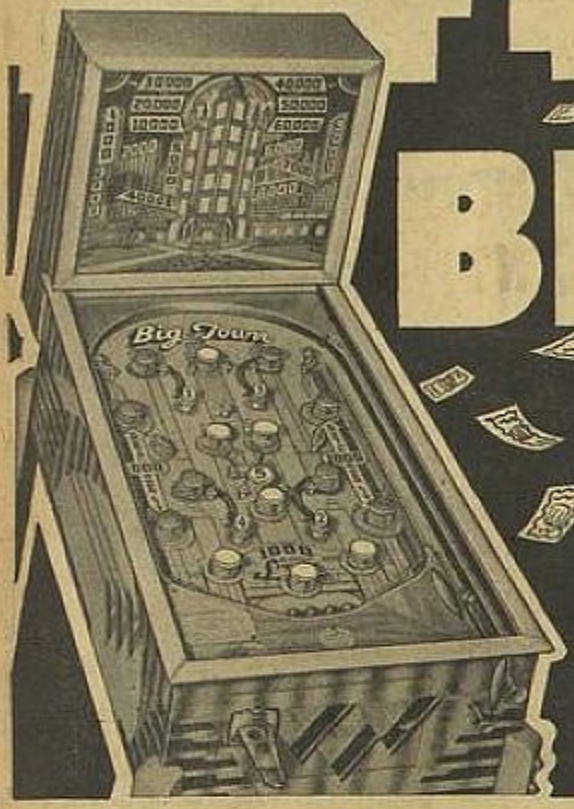
1938 Tracktimes	$85.00	Jumpers, F.P.	$70.00	Chubbie, F.P.	$22.50
1938 Kentucky Clubs	55.00	Conquests, F.P.	60.00	Trio, F.P.	18.00
Dark Horse	22.50	Rebounds, F.P.	55.00	Box Scores, F.P.	18.00
Panco Revenons	17.00	Twinkles, F.P.	40.00	Ragtime, F.P.	17.50
Sashimoits	85.00	Pot Shot, F.P., like new	35.00	Paramount, F.P.	17.50
Derby Times	42.50	Pyramids, F.P.	32.50	Gun Clubs, F.P.	17.50
Across-the-Boards	29.00	Hold Tights, F.P.	30.00	Sidekicks, F.P.	17.50
Big Race	27.50	Majors, F.P.	27.50	Step & Go	15.00
Pikes Peak	10.00	Contacts, F.P.	27.50	Fire Alarm	15.00
High Card	10.00	Spotsams, F.P.	30.00	Stoner's Races	7.50
Air Race	10.00	Skyrockets, F.P.	22.50	Ball Fan	7.50
Bang-a-Doers	85.00	Step & Go, F.P.	18.00	Homestretch	7.50

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2018 CARNEGIE AVE., CLEVELAND, OHIO

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Genco's Latest and Greatest!



BIG TOWN

JAM-PACKED WITH Action!
THAT PACKS THE CASH BOX..

4 THRILLING WAYS TO WIN! LIVELIER THAN A HIGH TENSION WIRE! MORE THRILLS THAN A FAN DANCE! GO TO TOWN WITH BIG TOWN TODAY!

$99.50
FREE GAME CONVERTIBLE

GENCO·INC· 2621 N. ASHLAND AVE. CHICAGO

BERT LANE Says:

WILL THIS NUMBER DO A JOB? SAY, LISTEN . . .

BIG TOWN

makes a beehive look lazy! It's got MORE ACTION than a dynamo . . . and 4 terrific ways to win. You'll really go to town with BIG TOWN! Rush your order today!

SEABOARD SALES, INC.
619 Tenth Ave., New York
Phone, Wisconsin 7-5688

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

FREE PLAY GAMES				NOVELTY PLAY	
Big Six	$55.00	Western BASEBALL, 1939, Light-Up Backboard, Like New	$89.50	Bal. Champ	$15.00
Thriller	49.50	Original PHOTOMATON, with Extra Parts	200.00	Box Score	10.00
Spotlem	20.00	GROETCHEN METAL TYPER, Floor Sample	145.00	Chevron	19.50
Chevron	20.00	Scientific's Bowling Alley	100.00	5th Inning	10.00
Up & Up	22.50	Pick-a-Pack	9.50	Majors	19.50
Box Score	22.50	1/3 With Order, Balance C. O. D. F. O. B. Brooklyn.		Bang	10.00
Double Feature	22.50			Variety	37.50
Majors	22.50			Snooks, New Metal Gear	12.50
Cowboy	32.50			Skyrocket	12.50
5th Inning	22.50			Spotlem	15.00

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

Daval's Heads Or Tails Is Hit

CHICAGO, Feb. 10.—"One of the best ideas in the past 30 years," is the slogan which the Daval Co., Inc., is using with its new counter game, Heads or Tails. They report that the game has been successful thruout the country.

"Players can actually match their own coin and call for heads or tails," stated Al Douglis, of the firm. "The player inserts the coin into the chute with the head or the tail facing him. It appears in the window at the front of the machine. He then pulls down a feather-touch handle, lets the reels spin and if they all come up on heads, matching the head of the coin in the window, he wins according to the odds on the middle reel.

"The idea is new and is easily understood by everyone from 6 to 60. The player actually matches wits with the game. He makes his own choice and follows thru on this choice, which is a lot different from just dropping a coin and awaiting results. There's a double thrill when you can decide just how you want to play the game. It's losing, of course, to choose a tail for your coin and then have the reels turn up all heads—but at the same time it's thrilling and is a come-on for more playing.

"The idea back of every Daval counter game has been to make it endure the march of time. Our Chicago Club House, Reel '21,' Penny Pack and others are still operating and bringing in the profits. Today, Jiffy, Ex-Ray and Heads or Tails are replacing these because they are more modernly designed, have better silent mechanisms, positive stop reels, big ball gum displays, larger cash boxes and all the other new and original Daval features."

Stern Reports Heavy Business

CHICAGO, Feb. 10.—Monarch Coin Machine Co. official Al Stern reports that he is happy about the whole thing and is thankful to operators for the heavy business experienced during the past few weeks. "Sales on all types of equipment have risen to a new high point," he declares.

"During the time of the convention and Monarch's little show there were more visitors to our offices and showrooms than at any time in the past. I am happy to say that these visitors were not just looking, they were buying. Sales during that period and continuing since then have skyrocketed in every department. Machines are selling as fast as we are able to get our hands on them.

"Activity in our sales department can be attributed to the fine condition of Monarch equipment and the values offered. Service plays a major role in our success. There is a heavy demand for all types of coin machines and we believe we are displaying the most complete stock in the country. Our customers are sure of obtaining immediately any machine which they desire.

"Present volume of business has made necessary five new employees in our shops and shipping rooms. This was necessary to maintain Monarch service and efficiency. Needless to say that efficiency has been maintained without interruption."

Imp THE IDOL OF A MILLION PLAYERS!

Gum Vender. Beautiful Radio Cabinet, Cigarette Reels, Roto-Matic Coin Chute. TAKE IT FROM US, IT'S a HONEY. Max & Harry, "The Gold Dust Twins." $12.50 Each—6 for $67.50.

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FREE PLAYS		NOVELTIES	
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Gangsters	30.00	Toppers	22.00
Cowboys	32.50	Let-e-Fun	20.00
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Chevrons	24.00	Sky Rocket	15.00
Flash	24.00	Zips	15.00
Spotlems	21.00	Contacts	17.00
Taps	21.00	Gun Clubs	16.00
Zips	20.00	Taps	17.00
Contacts	20.00	Miami	15.00
Double Feature	17.00	Majors	15.00
Box Scores	16.00	Chubbies	12.50
Fairs	14.00	Bally Royal	10.00
Up & Ups	22.00	Robin Hood	10.00
Ray Time	10.00	Magic Regulars	7.00
1-2-3s	78.00	Reviews	7.00

Terms: 1/3 Cash With Order, Balance C. O. D.

Lambry Novelty Company
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SKEE-BALL-ETTE
NOW IN PRODUCTION!

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COLOSSAL! STUPENDOUS! GIGANTIC!

4 WAYS TO WIN!

FREE PLAY $99.50 (Convertible)

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Wm. Lias Wins Phono at Show

CHICAGO, Feb. 10.—Operator William Lias, Wheeling, W. Va., went home from the 1940 Coin Machine Show in Chicago richer by approximately $400. Lias was the winner of the grand prize in a contest conducted by the Illinois Duo Lock Co. The grand prize was a phonograph. Raymond K. Gray, president of the lock firm, made the presentation. Twenty-five hundred operators participated in the contest, receiving a key at the firm's booth. The key which opened the phonograph was adjudged the winner.

"The contest was the company's way of expressing appreciation to operators for a successful year," declared the lock firm's president. "The registered key is a plan whereby locks are furnished which only the registered key will open. Under the plan the registered key, which may not be duplicated, is on file in our vaults. No other operator may obtain a similar key and the operator holding the key is enabled to dispense with carrying dozens of keys—as the one key will fit all of his equipment."

Automatic Sales Co. Expands Its Service

NASHVILLE, Tenn., Feb. 10.—In an effort to be of greater service to his operator customers, Joe Frank, of Automatic Sales Co., states that he has recently made arrangements to supply all types of used and new equipment.

A complete stock of used games is now carried at all times to meet operators' demands, and the company is now representing all the larger and many of the smaller manufacturers, Frank says. A liberal trade-in allowance arrangement has been set up which, according to Frank, is meeting with enthusiastic response from operators in and out of town.

Frank makes frequent trips to Chicago to look over the new machines announced by manufacturers and check deliveries so his customers will not be disappointed.

DOUBLE THE PROFITS YOU'VE EVER EARNED.. QUIETLY

Jiffy

Penny cigarette game at only Sicking recommends! Modern design. Small in size. New mechanism. Extra large gum display. Instantly convertible to 1, 5, 10 or 25c play.

19.75 ½ Deposit, Bal. C. O. D.

EX-RAY

Automatic Token Payout—interchangeable to non-payout. Perfect for any territory, 1c or 5c. Cigarette or Beer strips. Extra large ball gum display. A WINNER.

½ Deposit, Bal. C. O. D. 34.50

BALL GUM, 15c a Box (100 Pieces) Case (100 Boxes), $12.00

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LIMITED QUANTITY — IMMEDIATE SHIPMENT

Bally Grandstand $97.50
Bally Thistledown 52.50
Bally Hawthorne $89.50
Bally Sportpage 62.50

CONSOLES

Exhibit Long Champs (Slightly Used Small Model) ..... $ 57.50
Evans 1939 Galloping Dominoes .. 139.50
Evans 1939 Bangtails 139.50
Evans Galloping Dominoes 69.50
Evans Bangtail 69.50
Jennings Paddock Club (Latest type Slant Coin Head) 64.50
Jennings Multiple Racer 69.50
Jennings Liberty Bell (Slant Top) 34.50
Jennings Liberty Bell (Flat Top) $29.50
Jennings Flashing Thru (Console Base) 44.50
Bally Bells 39.50
Bally Ray's Track 49.50
Mills Rio 39.50
Buckley Track Odds 89.50
Bally Teaser 29.50
Exhibit Chuckalette (Single Coin) 32.50

PHONOGRAPH VALUES

Wurlitzer 1939 Counter Model 61 (Fully Illuminated) $112.50
Rockola '39 DeLuxe Luxury Lite Up 197.50
Wurlitzer 1938 Model 24 ..... 157.50
Wurlitzer 616 New Type Grille (Illuminated Sides) $89.50
Wurlitzer 616 ..... 79.50
Wurlitzer 312 or 412 ..... 42.50
Rockola 1938 Imperial 20 ..... 79.50

1/3 Deposit With Order, Balance C. O. D.—Write for our new Price Bulletin—Latest Types Free Play Games, Counter Games, Legal Equipment, Bally Alleys, Ten Strikes, Seeburg Chicken Sam for immediate shipment.

MONARCH COIN MACHINE CO.
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WE HAVE THEM at the RIGHT PRICES

GRANDSTANDS	LIT-A-CARDS	BIG SIX	GINGERS
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Fairgrounds	Top Notchers	Ocean Park	Gottlieb Grips
Ak-Sar-Ben	Let-o-Fun	Majors	Bally Baby
Klondike	Rebounds	Contest	Penny Pack
Fleetwoods	Golden Gate	Bangs	Devil Tally

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1070 Broadway, BROOKLYN, N. Y.

BUMPER was a triumph in game design and action

BALLY RESERVE was a greater triumph than BUMPER

AND Bally's GREATEST TRIUMPH IS TRIUMPH

NOW READY FOR DELIVERY

Sensational new BUY-BACK idea easily triples average novelty collections

You saw it at the Show! You've heard about it ever since! And here it is! Ready after thirty days intensive location test. Ready to **earn multiple-game profits in your novelty spots!** Watch TRIUMPH on location. **See those EXTRA COINS pumped into the chute. See one extra coin lead to another** . . . as Futurity Score keeps climbing . . . and "came-close" psychology soars to fever pitch! Watch TRIUMPH . . . and see why the industry's smartest pickers have already endorsed TRIUMPH to the tune of carload orders!

BIG WINNERS PLUS INTERMEDIATE AWARDS

Famous Futurity Score system creates BIG WINNER appeal . . . as player builds up score while shooting to qualify by lighting all numbers. Intermediate awards insured by new **"WIN-NOW" BUMPERS, which change location at player's option and score immediately without all numbers lit.** "WIN-NOW" BUMPERS also boost buy-back play . . . by stimulating a double urge to play additional coins.

HURRY! HURRY!

Don't delay! Factory already swamped with stacks of orders piled up at and since the Show. And sample shipments are already bringing in the biggest order avalanche in years. Remember Bumper! Remember Bally Reserve! Remember the wild scramble to get delivery! Make up your mind to get in on the ground floor with TRIUMPH! See your distributor or wire factory for complete details and price—today!

QUICK CHANGE ON LOCATION FROM FREE PLAY TO NOVELTY

44 IN. BY 22 IN.

BALLY ALLEY BOWLING GAME • BULL'S EYE RAY GUN
DANDY • GOLD CUP • GOLD MEDAL • GRAND NATIONAL

BALLY MANUFACTURING COMPANY

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Mr. Chips	59.00	Cowboys	45.50
Varietys	52.00	Avalons	42.50
Thrillers	55.00	Chevrons	37.50
Vegas	49.50	Spotterns	31.50
Let-e-Fun	47.50	Majors	31.50
Rebounds	47.50	Chubbys	29.50
Ocean Parks	47.50	Step & Go	29.00
Golden Gates	47.50	Contacts	27.50
Follow-Ups	49.00	Kicks	18.00

1-BALL AUTOMATICS

Thistledowns	$89.00
Sport Pages	59.00
Derby Times	49.00

COUNTER GAMES

Gottlieb Triple Grips	$ 8.50	Daily Races Jrs.	$7.00
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Ball Sliders	7.50	Duval Races	4.50
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Rock-Ola World Series	$ 62.50
Seeburg Chicken Sams, Late Model Shooting Mach., Slightly Used	159.50

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Mills Bells	$44.50
Mills Blue Fronts, 5-10-25c, S. J., Ser. over 400,000	38.00
Mills Blue Fronts, 5-10-25c, D. J.	28.50
Jennings Chiefs, 50c	32.50
Groetchen Columbias	27.50

PHONOGRAPHS

Wurlitzer 616-A	$85.00
Rock-Ola with Grille	89.00
Wurlitzer 616	79.00
Rock-Ola Ambass. with Grille	69.00
Rock-Ola Reg. 12 with Grille	39.00

1/3 Deposit, Bal. C.O.D., F.O.B. Chicago

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Cowboy	34.50	Trio	12.50
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Pontralo Distributing Company
204 Commerce Building
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Denver Distributing Company
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Marion Company
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PHONOGRAPH

★

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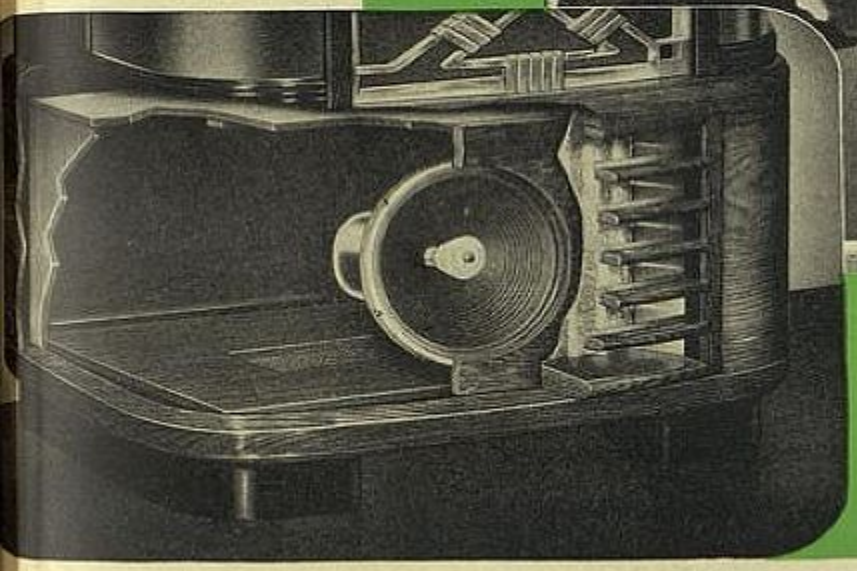

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Listen to the rich, melodious tone pour forth from Rock-Ola's Luxury Lightup Phonographs. The thrill of a real live performance is yours through *Auditorium Tone*. This high fidelity tone originates in a special scientifically constructed built-in tone resonator that allows speaker a constant load with more bass. A sensational achievement that holds listeners captivated and assures repeat play.

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24 RECORD CONSOLE MODELS

These plus 24 record Console Models give Wurlitzer's 1940 Phonographs new peak play appeal — and that means PAY APPEAL to Music Merchants.

Get Wurlitzer's greater earning power producing bigger profits for you. Write or wire for details. The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA Victor Co. Ltd., Montreal, Quebec, Canada.

They have to see it before they'll play it! That's why beauty and brilliance count in a phonograph. And that's why 1940 Wurlitzers are the most beautiful phonographs ever built. Smartly styled cabinets. Brilliant Glamour Lighting. Visible Record Changers that enable patrons to see as well as hear these gorgeous instruments in action.

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