

*Les extra suivants*

# The Billboard

*La semaine de la musique*

The World's Foremost Amusement Weekly

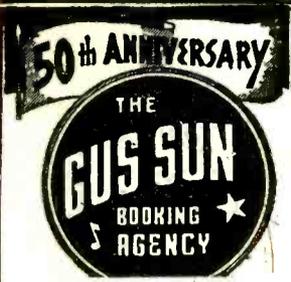
APRIL 27, 1940

15 Cents

Vol. 52. No. 17



CIRO RIMAC



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Vol. 52  
No. 17

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April 27,  
1940

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## RADIO'S BEST BALLYHOOSERS

### World's Fair Spec Back in Circulation as Wage War Is Settled by Mayor LaGuardia

NEW YORK, April 20.—American Jubilee, extravaganza put on the retired list by World's Fair board chairman Harvey D. Gibson after Actors' Equity Association insisted on a \$45 minimum for ballet dancers and choristers and the expo boss stood pat on \$40, went back into rehearsal Tuesday, just a week after Equity stepped in and stopped production activities. Dispute was settled by Mayor La Guardia after other efforts had failed.

The dancers and chorus will receive \$40 for 23 performances a week and \$1 extra for each additional performance. It will be a seven-day week. If the expo gives 28 showings a week, as originally planned, the minimum of \$45 demanded by Equity will be reached. The Gibson Gargantua is not expected to present that many performances weekly, however, the weather being one good reason why it won't. Customer traffic may warrant extra shows, of course.

As an adjunct to the stoppage of hostilities the expo signed a basic agreement with the Theatrical Federation Alliance, which takes in the 19 amusement craft unions involved at the fair, providing for an AFL closed shop and stipulating a ban on strikes and lockouts during the life of the contract. Inserted also is a clause that the fair "desires" exhibitors and concessioners to enter into a similar agreement with the alliance.

Both sides claimed a victory in the face-saving pipe of peace, Equity because its \$45 demand had been based on 28 performances and the fair because it gets a minimum of \$40 and probably

### Workable Plan for Experimental, Co-Op Groups in Offing

NEW YORK, April 20.—A workable plan for experimental and co-operative groups in legit may be ready and approved by both Actors' Equity Association and the Dramatists' Guild within a month was indicated this week, following the first joint meeting of committees from the two organizations Thursday (18).

Winifred Lenihan, chairman of Equity's committee, submitted a program which was outlined in last week's issue of *The Billboard*. The Guild's committee is expected to turn in counter proposals next week on those items with which they do not agree. From the two sets of proposals the committees expect to salvage a practical schedule, which would have to be submitted to the respective councils for approval.

At the first meeting the committees reached agreement on the general proposition that something had to be done immediately to relieve the present rigid situation and allow co-operative experimentals to operate; and also agreed that there should be established a governing board, composed of representatives from both organizations. The committees now have to determine how much and what kind of supervision that board should exercise, and how much consideration should be given to "artistic" supervision. Other details to be worked out cover the suggestion that the original group receive a percentage on grosses and retain a percentage of all rights, in case the play is sold. Robert E. Sherwood chairmanned the Guild's committee.

never figured on 28 showings. Charges flew back and forth when Equity sprang 28-inch ads in the Monday newspapers. These said that Mr. Gibson had denounced the actors' demands as "outrageous," but Mr. Gibson denied making such a statement. Union presented a chart of wages as between 1939 and 1940 and charged that its proposals "really represent a definite decrease from last year's wages."

Previous to the settlement, signatories to which were Mr. Gibson and Thomas Murtha, head of the alliance, a group of ballet dancers and choristers started a war of their own, demanding that Actors' Equity and Chorus Equity accede to the \$40 set-up rather than put them out of work.

Murtha, also head of the stagehands, received a \$150 weekly minimum for his department bosses and \$100 for routine grips, with union agreeing to limit the number of prop men.

American Guild of Variety Artists was accused by indirection of attempting to raid Equity's jurisdiction by offering to take over and settle for the expo's \$40 (See *WORLD'S FAIR* on page 61)

### Georgie Tapps Becomes Mr. George Tapps in Chi

CHICAGO, April 20.—The Palmer House has signed a long-term contract with Georgie Tapps, dancer now at the Empire Room of the hotel, binding him to appear in no other local night club or cafe.

Contract is similar to that which the hotel held with Veloz and Yolanda, and holds now with Eddy Duchin, Guy Lombardo and Medrano and Donna. Advertising and billing of Tapps will no longer read "Georgie Tapps," but "Mr. George Tapps."

Tapps, who has been winning the highest plaudits from critics and audiences in the Empire Room, literally danced two acts out of the show. Demands for encores increased the running time of Tapps' act to between 25 and 30 minutes at each of his two nightly performances. This necessitated the elimination of the Smoothies, singing trio, and Roy Benson, magical turn.

### 802 Pact With B, C Stations Will End Sustaining Scales

NEW YORK, April 20.—Local 802, American Federation of Musicians, late this week signed contracts with Class B and C stations ending sustaining scale on Class C stations immediately and on B spots in one year. Move in this direction was first reported by *The Billboard* in March.

Class B contract has been inked with WMCA, WNEW and WHN. It is a two-year term, effective as of April 1, and provides for an increase in sustaining scale from \$55 to \$65 the first year. Commercial scale during the first year remains as is, \$75. For the second year, there will be no sustaining scale, the \$75 figure applying. Contract provides that the stations maintain the same number of men as they now have six days a week.

New contract signed with Class C sta-

### Annual Exploitation Awards Go To NBC, WLW, WNAX, KTOK; Fizdale, Young & Rubicam Win

Station divisions of Exploitation Survey fiercely competitive—farm stations really on toes—NBC Western Division wins for the network

By JERRY FRANKEN

NEW YORK, April 20.—Weighing a mountainous mass of entries in the Annual Radio Exploitation Survey conducted by *The Billboard*, the Awards Committee has selected a network, advertising agency, independent press agent and stations in clear channel, regional and local classifications as the ballyhoo champions of 1939. In addition to the first place awards, second and third place awards were given in the press agent and station divisions. Only one winner is named in each of the network and agency brackets. The winners are:

Network—NBC Western Division. Advertising Agency—Young & Rubicam, Inc.

Independent Press Agent—Tom Fizdale, first; David O. Alber, second; Bill Maloney, third.

Clear Channel Station Division—WLW, Cincinnati, first; KPO, San Francisco, second; WCKY, Cincinnati, third.

Regional Station Division—WNAX, Yankton, S. D., first; WNEW, New York, second; KTSA, San Antonio, third.

Local Station Division—first place, KTOK, Oklahoma City, Okla.; second place, WING, Dayton, third place, KYSM, Mankato, Minn.

In addition to these awards, a Special Award for the one outstanding exploitation endeavor by a radio station during 1939 goes to KPO, San Francisco, of which A. E. Nelson is manager. In the opinion of the Awards Committee, Nelson, manager of NBC's San Francisco (See *Radio's Best Ballyhoosers* on page 6)

### AAA Head Beefs On AGVA Grant To ARA Group

NEW YORK, April 20.—The strengthening of the Artists Representatives' Association by the announcement of the American Guild of Variety Artists that ARA members will receive free licenses from AGVA while non-members, to cover the extra cost of policing unaffiliated individuals, will be required to pay \$50 for an annual license, has caused ARA to attempt mergers with independent agents and private entertainment managers (club bookers).

I. Robert Broder, ARA counsel, will soon begin negotiations with the Entertainment Managers' Association, local organization of private club bookers. Negotiations with EMA had already been started by AGVA, and it is reported that an accord had been reached in all but two minor points. ARA will resume from that point.

However, Broder indicated that negotiations with the Associated Agents of America may be dropped, since ARA has "nothing in common" with this bookers' group.

Opposition to the AGVA plan of granting free licenses to ARA members while others must pay the \$50 fee has been voiced by Barnett Gillman, head of the AAA. Gillman characterized this move as a violation of the anti-trust acts and (See *AAA HEAD BEEFS* on page 9)

### In This Issue

	Pages
Broadway Beat, The	18
Burlesque	26
Carnival	41-48
Circus and Corral	32-34
Classified Advertisements	52-55
Coin Machines	66-92
Endurance Shows	27
Fairs-Expositions	36-37
Final Curtain	29
General News	3-5
General Outdoor	61-65
Hartmann's Broadcast	62
Legitimate	16-17
Letter List	30-31
Lists	50-51
Magic	25
Music	10-15
Night Club Reviews	19-20
Night Clubs-Vaudeville	18-26
Non-Theatrical Films	28
Notes From the Crossroads	62
Orchestra Notes	11
Out in the Open	62
Parks-Pools	38-40
Pipes	59-60
Possibilities	25
Radio	6-9
Radio Talent	9
Repertoire-Tent Shows	27
Rinks-Skaters	35
ROUTES: Orchestra, page 15. Acts, Units and Attractions, 24 and 64. Burlesque, 24. Dramatic and Musical, 24. Ice Shows, 24. Carnival, 60. Circus and Wild West, 64. Miscellaneous, 64. List of Events for Two Weeks, 60.	
Sheet Music Leaders	12
Show Family Album	53
Songs With Most Radio Plugs	12
Sponsored Events	49
Television	6
Theater Talk	16
Thru Sugar's Domino	4
Vaudeville Reviews	22-23
Vaude-Film Crosses	25
Wholesale Merchandise-Pipes	56-60

# LECTURERS AS GAB ARTISTS

## Lectures Okeh for Names, But Names Don't Want To Lecture

NEW YORK, April 20.—Lecture and concert bureau representatives here claim that there is good money for some theatrical people in this field provided they are sufficiently known nationally and can furnish enough material for an hour or two-hour program. At the Harold R. Peat Agency, lecture bookers, it was pointed out that such names as Helen Hayes and Katharine Hepburn, among other topnotchers, can earn their legit salaries on lecture circuits for at least 10 weeks each season but, while at their peak, such box-office magnets will rarely accept road bookings from lecture offices.

The Peat bureau has encountered difficulty in doing business with legit and vaude performers, first because they drop the lecture tour as soon as something good springs up in the theaters, and second because of their limited appeal. Current policy calls for binding contracts arrangements when sufficiently good lecture and concert material is unearthed. Latest to be inked by Peat is Sheila Barrett who, next season, will drop nitery and vaude in favor of a one-night circuit of town halls, colleges and women's organizations throught the country.

Miss Barrett will be sandwiched in on Peat lecture series to furnish entertainment relief from social, political and economics speakers who will invade the circuits. She will offer a 90-minute program and shape her character im-

pressions to suit the varied audiences she will be required to face.

Miss Barrett's contract calls for her exclusive services between October, 1940, and April, 1941. Peat agents are now on the road filling up her dates.

The Columbia Concert Corp., a combine of various independent concert bookers, and the Columbia Lecture Bureau, a Columbia Broadcasting System affiliate, handle a number of radio and vaude people. Most of them have been publicized nationally, such as George Jessel and Orson Welles, and the demand for their services, consequently, is heavy.

The consensus of opinion is that a performer eager to get into the lecture and concert picture must develop a following among organizations which usually sponsor such events. Bureaus rarely promote programs, but sell their notables outright. Elissa Landi, of the films, and Blanche Yurke, of the legit stage, have played the lecture circuit. Both have enjoyed financial success in the field.

## Portland Stock Seems Well Set

PORTLAND, Me., April 20.—Guy Palmerton Players appear to have safely launched themselves on a spring season of stock productions at the Maine Civic Theater. Public reaction to the company has been most favorable, and the local press has been exceedingly co-operative in getting it off to a good start. Palmerton himself has made a fine impression, as have his players at various public affairs.

The Kiwanis, Lions and Rotary Clubs joined in a first week ticket sale to insure good audiences for the opening week, and city officials were guests of the management.

Ruth Abbott is leading woman, Frank Lyon is doing leads and directing, and others in the company are Louise Kirtland, Ruth Amos, Nancy Duncan, Erin-Jo Gwynne, Robert Perry, Philip Huston, Raymond Greenleaf, Frederic Lynwood and Kermit Kegley.

## New Saroyan Item Disappoints in Philly

PHILADELPHIA, April 20.—William Saroyan's *Love's Old Sweet Song* pulled a poor \$22,000 for its fortnight at the Forrest Theater ended tonight (20), disappointing considering that the box office had the advantage of ATS coin. First week cornered \$11,700, with the second week going under with only \$10,300. While critics gave nod to Walter Huston in the lead, they held tongue in cheek on the play itself.

Forrest will be dark until May 6, when *Louisiana Purchase* comes in. A last-minute booking lights up the Locust on the 29th for *Skylark* with Gertrude Lawrence.

## "Abe" Near 7G in Denver

DENVER, April 20.—*Abe Lincoln in Illinois*, with Raymond Massey and the original cast, did a matinee and evening last Wednesday (10) with a gross of \$6,750. Jeanette MacDonald did a \$6,000 night Monday (15). Both attractions were under local management of Oberfelder-Slack.

## "Five Greatest" Poll

Readers are invited to send in their choices for the five greatest performers they have ever seen. If enough ballots are received, the results will be run in a future issue.

Merely list, in your order of preference, the five greatest performers (not performances) you have ever seen. They may be chosen from any branch of the show business. Ballots, which must include the name and address of the voter, should be sent to Poll Editor, *The Billboard*, 1564 Broadway, New York City.

## 2,500 Pay To See Stage Broadcast

PRATT, Kan., April 20.—An attendance record for paid entertainment was set at the Municipal Building here last Saturday at the broadcast of the *Kansas Roundup*, a group of radio names from Station WIBW, of Topeka, when a crowd of 2,500 to 2,700 persons jammed the hall. The broadcast was phoned to Topeka and air-waved over WIBW there.

The program was brought here by the Royal Neighbors Lodge. Stunt is due to be repeated.

## Horton's Tulsa Brodie

TULSA, Okla., April 20.—Few Tulsans turned out to see Edward Everett Horton in *Springtime for Henry* at Convention Hall, despite additional drawing card of New York Yankees, who attended. Prices, from 56 cents to \$2.80. Mrs. Robert Boice Carson, who brought the show to Tulsa, declined to comment on the gross.

The Yankees, who were guests of Mrs. Carson and Horton, played an exhibition game that afternoon in Tulsa with the SRO sign out before the game started.

## Phone Girls Promote Shows

PITTSBURGH, April 20.—Bell Telephone Co. operators in Mercer, Pa., will hereafter answer inquiries about shows in town, other entertainment, bus schedules and similar information heretofore confined to radio and newspapers. The new "information please" service will be extended to various small cities in Western Pennsylvania, presumably to test feasibility of making operators one-woman Kierans.



WHAT makes a showman so charming in aspect; sets him apart from his fellow men and causes him to bathe in champagne today and freeze in tattered clothes tomorrow only to rise again to dizzy heights of income and achievement is his defiance of tradition and precedent. We have reference, of course, to real showmen and not the spurious brand who are engaged in the theatrical business and use the sacred name of showman in vain. The talent industry is not devoid of brains and enterprise, but there is a dearth of showmen, which is expressed in a definite lack of showmanship—particularly in the night club field.

Not many years ago real showmen plumbed the depths of ingenuity and enterprise in the factoring of novelties for the popular-priced stage. Many of these showmen were mowed down by Father Time. Others scooted off to other pastures where with few exceptions they are far more successful today (because radio and films pay higher rewards) than they were in the old vaudeville days. Very few of the old-line showmen have been replaced in theaters and in the more important field for talent today: night clubs. One reason is that the opportunities have been few for men of talent. Another is that the smell of the speakeasy era still lingers and it is difficult to sell men who are not already ensconced in the industry that there awaits in the cafe field unlimited opportunities for real showmen.

As we started to say, a real showman is not tied to the apron strings of tradition or precedent. He blazes the trail. Many of his number fall by the wayside. Fortunes are lost, careers are ruined as the direct result of showmen's night-mares incapable of being harnessed to reality, but when we look at the brighter side of the picture we see clearly that very little real progress is made in the talent business without the magic touch of showmen who refuse to be held in check by time, tide and bank statements.

In the theater field where many brilliant ideas have been developed there are limitations that even the greatest geniuses among America's showmen have been unable to bridge. These are physical limitations that daring souls have succeeded partly in setting aside by radically altering theater construction.

(See SUGAR'S DOMINO on page 9)

## CIRO RIMAC

(This Week's Cover Subject)

CIRO RIMAC is undoubtedly one of the outstanding exponents of South and Central American rhythms today. Long recognized as a leader in the field of Latin music, Rimac's aggregation, in addition to being one of the most versatile bands in the torrid rhythm sphere, is also one of the most traveled—having entertained throught the United States and on virtually every speck of the European Continent.

Rimac, who hails from Lima, Peru, received his first musical training in the monastery choir while preparing for the life of a monk. His earlier wrestling with native rhythms, however, which he picked up as a boy, superseded the monastic desires of his father, and he ran away to Buenos Aires, worked on to Rio de Janeiro, Cuba and subsequently to the United States, coming here with a complete rumba band and doing his share in pioneering with Latin rhythms in this country.

Since that time he and his 14-piece organization have traveled, in addition to the United States, thru Canada and twice in Europe, where they appeared on the famed Riviera and Monte Carlo. During their first tour in England they were featured in Charles Cochran's "Follow the Sun" in London for a year. In 1938, on a repeat tour on the other side of the ocean, they played in Scandinavia, The Netherlands, Hungary and Germany.

Rimac, back in the United States after a six-month engagement at the Casino Atlantico, Rio de Janeiro, introduces a new style of the Brazilian dance, "The Samba," which he expects to popularize to the present heights of "The Conga."

Holding an important spot in the organization is "Charley Boy"—Ciro's son. Charley toots the sax, is adept at comedy work, but stands out with his fast, rhythmic dancing. Another feature of the band is Juanita Rodrigo, who sings soprano, but dances a blue streak out of the rumba.

## The Little Flower Blooms At New York World's Fair

FOLLOWING a seven-day deadlock between theatrical unions and the World's Fair, climaxed by expo board chairman Harvey D. Gibson's refusal to pay more than \$40 to ballet dancers and chorus people in the fair-sponsored *American Jubilee* (Equity had insisted on \$45); following the unsuccessful intervention of arbitrators, including the State Mediation Board and Tom Murtha's organization, the Theatrical Federation Alliance, composed of 19 unions at the fair, the Central Trades and Labor Council and the Brooklyn local of stagehands; following the announced abandonment of the patriotic pageant production by Gibson, Mayor Fiorello H. La Guardia presented a plan so simple that one wonders why veteran union leaders could not have thought of it before washing the dirty linen of union-employer negotiations before the public gaze.

Mayor La Guardia's plan is a definite face-saving proposition. It meets Gibson's objections to a \$45 minimum by giving the performers involved a minimum of \$40 based on 23 performances a week. The higher minimum had been based on 28 performances. It meets Equity's objections to the \$40 notch by payment of \$1 for each performance beyond 23. However, few, if any, weeks of the expo's 24-week duration are expected to go beyond the 23-performance mark. Weather and general economy are key factors. After the show reaches 23 performances the fair need not go beyond it, since the compromise agreement allows it to fix the number of performances during any given week. Should *Jubilee* give less than 23 shows a week, the \$40 minimum still goes.

Under Equity's proposed plan Gibson's exchequer would have had to pay \$45 for either one performance or 28 in a given week. Shows canceled because of adverse weather would have benefited the actors. There is little likelihood that any \$1 bills will be paid out for extra showings. If they are, it will mean that extra shows are made necessary by customer demand.

Equity's jurisdiction of the spec had apparently seen threatened by the American Guild of Variety Artists, altho the Guild vehemently denies jurisdictional raiding or any attempts at the same. Murtha's stagehand org also came in for criticism for favoring the fair's insistence on \$40 while pressing a \$150 minimum for head prop men and \$100 for regular grips.

Equity, incidentally, could have saved the money it used in paid newspaper advertising to give its side. The public has become accustomed to "justification" advertising by the utilities and other million-dollar companies, and its mind has become conditioned to smelling the proverbial rat in such paid-space attempts.

<p>SPECIAL PRINTED ROLL or MACHINE</p> <p><b>100,000</b></p> <p>FOR <b>\$20.00</b></p> <p><b>ELLIOTT TICKET CO.</b></p>	<p><b>TICKETS</b></p> <p>RESERVED SEAT — PAD — STRIP</p> <p>COUPON BOOKS — RESTAURANT</p> <p>CHECKS — SALES BOOKS AND</p> <p>ALL ALLIED FORMS</p> <p>(409 LAFAYETTE ST. N. Y. C.</p> <p>82 W. WASHINGTON ST. Chicago.</p> <p>615 CHESTNUT ST. Phila.</p>	<p><b>STOCK ROLL TICKETS</b></p> <p>ONE ROLL \$ 50</p> <p>TEN ROLLS 3.50</p> <p>FIFTY ROLLS 15.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price</p> <p>No C. O. D. Orders Accepted</p>
		<p>Double Coupons, Double Price</p> <p>No C. O. D. Orders Accepted</p>

### Center Theater, Radio City, May Get Ice Operetta

NEW YORK, April 20.—An ice operetta will be staged at the Center Theater, Radio City, for the summer months, if the city engineers okeh the plans. Engineers' verdict is expected Tuesday or Wednesday, following study of ice equipment in relation to the theater's stage facilities. Hugo Quist, former manager of Senja Henie, is promoting the enterprise and will probably be associated with others if the engineering obstacles are overcome.

Project has employment possibilities for between 50 and 60 skaters. No talent contracts have been signed yet, tho production discussions have been held with such skaters as Eric Waite and Red McCarthy.

### Gallo Ops in Four Spots?

NEW YORK, April 20.—Fortune Gallo has entered negotiations for the presentation of outdoor operettas in Dallas, San Antonio, Oklahoma City and Des Moines. Venture represents solo operetta trips for the impresario. Legitimate Theater Corp. plans for next year are moving slowly, awaiting additional financing.

*"When Doctrine of Res Ipsa Loquitur Applies to Injury Suits"*

See Carnival Department of This Issue

### Quizzes Flooding Night Spots, Too

NEW YORK, April 20.—With quizzes still very strong on the radio and with quiz programs making film shorts and playing vaude, thereby spreading the idea further, night clubs are also using quizzes more and more.

Comedy quizzes, with prizes to the winners, are used to hypo business Saturday afternoons at Leon and Eddie's. The Versailles used quizzes for matinees as far back as two years ago.

Cassandra, mentalist at the Chez Harry night club, is doing a quiz contest nightly and finding it very popular. She reads off 10 questions and patrons are invited to turn in written answers. The winners gets a bottle of champagne. If there's a tie, the top contestants take the floor to answer questions until one of them fails.

### Fair's "Iceapoppin" Show Called Off; Short Backing

NEW YORK, April 20.—The Iceapoppin show scheduled for the Netherlands Building at the New York World's Fair has been called off. Backing other than that of Olsen and Johnson, who were supposed to have initiated the project, failed to materialize. Fanchon & Marco, agency which was to have produced the show, indicates that there will be no further hunt for capital.

With this out, F. & M. has opened negotiations with Ray Fabiani, sports promoter, for a show on his outdoor rink now under construction on the site of the old Philadelphia ball park. Rink will be ready for occupancy June 15.

### Oberfelder-Slack's Best Year

DENVER, April 20.—Oberfelder-Slack management has announced its Denver Artist Series for 1940-1941. Artists already contracted for appearances include Richard Crooks, Fritz Kreisler, Vladimir Horowitz, Dorothy Maynor, Helen Jepson, Alexander Kipnis, Don Cossack Russian Chorus and Ballet Russe de Monte Carlo.

This past year was the most successful in the history of Oberfelder-Slack, according to Arthur M. Oberfelder. With Pinza, Argentinita, Helfetz, Marion Anderson and Nelson Eddy all playing to capacity houses, Iturbi, Jeanette MacDonald, Lauritz Melchior and Abe Lincoln in Illinois are scheduled to complete the present series. Attendance has averaged 3,500, and a \$9,000 matinee and evening gross is indicated for Lincoln, MacDonald is expected to gross about \$7,000 in her single appearance.

### Infernal Machine

ATLANTA, April 20.—The package looked simple enough. It was about the size of a small overnight bag, wrapped in plain white paper, addressed to H. E. Giles, of Atlanta. It was sent from M. Cameron, of Chicago.

But the thing, silent at first, began to sizzle as soon as it landed in the Chicago express office. The office force scrambled out. The Chicago bomb squad reached the scene after 25 minutes.

Agitated express handlers worried and worried. But in the end everything turned out okeh. It was a radio, purposely left on and tuned to an Atlanta station.

### Get 12 1/2 % of Claim

NEW YORK, April 20.—Case of musicians' Local 802 against the Hollywood Restaurant ended in Federal Court recently with the local settling for 12 1/2 per cent of the original amount of money, estimated at about \$5,000.

When the Hollywood folded both the musicians' union and the then functioning American Federation of Actors filed salary claims in court on behalf of their members.

## Revue Lead London's New Legit Fare; 7 March Shows

Only one non-musical—big Red Cross benefit a feature—"White Horse Inn" is in again—smaller houses remain active—business still pretty good

LONDON, April 6.—Against seven closings, all more or less anticipated, March provided London's major theaters with a like number of new productions plus two revivals. Revues predominated among the newcomers, four being in that category. Of the others there was one each of farce, straight and romantic musical. The revivals were both operatic but of contrasting type, one being period, the other modern and spectacular. The closings were *Cinderella* at the Coliseum on the 2d, after an extended run; Farjeon's *Little Revue* and Donald Wolfitt's season of Shakespeare, both on the 9th, at the Little and Kingsway; *As You Are* at the Whitehall on the 16th, and on the 30th, *Spotted Duck* at the Strand, *All Clear* at Queens, and *Saloon Bar* at Wyndhams. The last two went on to suburban theaters such as Golders Green, Hippodrome and Streatham.

## N. Y. Ticket Brokers Under Local Control

NEW YORK, April 20.—Regulation and licensing of theater ticket brokers by local licensing authorities (Commissioner Paul Moss for New York City) became a law today when Governor Herbert Lehman signed the Mitchell Bill, which transferred such supervision from the secretary of state to the local administrations.

New law provides also for posting of bond by licensees as indemnity against damages caused by misstatement, fraud or deceit. According to the law, the maximum premium is limited to 75 cents, as provided for in the code now in operation thru efforts of the League of New York Theaters and Actors' Equity Association. Maximum selling price must be printed on tickets also.

On March 2 Ralph Lynn made a triumphant return in *Nap Hand*, a farce by Vernon Sylvaine and Guy Bolton, produced by Austin Melford at the Aldwych for Firth Shephard. Critics predicted a prosperous career for the jolly piece on palatable nonsense built up around mythical British male counter-

(See REVUES LEAD on page 9)

### SCENERY FOR SALE OR RENT

- 1000 Painted Dye Drops—All Sizes.
  - 300 Small Painted Backings.
  - 200 Silk Traveler and Drop Curtains.
  - 100 Silk Cycloramas.
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Frank Walker, Manager,  
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(Same management as Hotel Chicagoan, Chicago.)

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2,000 -- 50c	TICKET COMPANY, INC.	10,000 -- \$ 6.95
10,000 -- \$ 2.00		30,000 -- 9.85
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REACH YOUR CUSTOMERS EFFECTIVELY WITH WESTERN UNION'S OVERNIGHT TELEGRAMS. ASK THE LOCAL MANAGER ABOUT QUANTITY DISCOUNTS ON LOCAL TELEGRAMS OF THE SAME TEXT. YOU'LL BE SURPRISED AT THE LOW COST.

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RADIO CITY • NEW YORK

STOCK TICKETS	NITE CLUB	SPECIAL PRINTED
ONE ROLL ... \$ .50	as well as all kinds of TICKETS	Roll or Machine
FIVE ROLLS ... 2.00		10,000 \$ 6.95
TEN ROLLS ... 3.50		30,000 9.85
FIFTY ROLLS ... 15.00		50,000 12.75
100 ROLLS ... 29.00		100,000 20.00

ROLLS 2,000 EACH  
Double Coupons,  
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No C. O. D. Orders  
Size: Single Tick. 1x2"

Manufactured with your own special printing and Stock Tickets in assorted colors and designs. Ask for our prices.

**THE TOLEDO TICKET COMPANY, Toledo, O.**

1,000,000 150.50  
Double Coupons,  
Double Price.

# RADIO'S BEST BALLYHOOSERS

## Annual Exploitation Awards Go To NBC, WLW, WNAX, KTOK; Fizdale, Young & Rubicam Win

(Continued from page 3)

stations KPO and KGO, is unquestionably entitled to this Special Award for his work in breaking down newspaper opposition in his city. Details of this achievement are given elsewhere in this issue.

The Awards Committee is made up of Alton Cook, radio editor of *The New York World-Telegram*; Jo Ranson, radio editor of *The Brooklyn Daily Eagle*; E. E. Sugarman, Paul Denis, Eugene Burr and Jerry Franken, of *The Billboard*.

The Exploitation Division of the Survey is partner to the Publicity Division, the two serving as a trade service evaluating radio's general ballyhoo methods. The Publicity Division allows radio editors of the United States and Canada to voice their opinions on the services given them, and was the first of its kind in radio. The Publicity Survey results were published in last week's issue of *The Billboard*.

The surveys were started three years ago, but the first dealt only with publicity, exploitation being added in the second year. This year's Exploitation awards are the second group made, but differ from those previously given insofar as the stations are concerned, the change being necessitated by the enormous number of entries submitted this year by the stations. Rather than let all stations compete as one group, obviously an inequitable arrangement, the station entries were grouped under the three categories previously mentioned, with the Special Award going to the station accomplishing the outstanding single achievement.

## Network Division

### Webs in Hot Contest

THE three major networks really went to town trying to cop the No. 1 spot in their division, with the NBC Western Division, of which Harold J. (Hal) Bock is press manager, winning the award. It should be pointed out that one of the principal considerations in selecting winners was consistency of effort, with the nod going to consistent campaigning thruout the year rather than one spectacular stunt, regardless of how spectacular that one stunt may have been. Consistency was one of the outstanding points of NBC's Western drum thumping activities, with the closest competition coming from CBS and Mutual, last year's network champ. Out on the Coast, NBC was up against the same kind of newspaper opposition which confronted KPO in San Francisco, and as a result the Hollywood NBC office turned to media which are not always given close attention by exploiters. It should also be pointed out that routine promotion in the accepted sense did not count when submitted in an entry. Thus, brochures, sales promotion pieces, market surveys, throw-aways, heralds and the like, while included in numerous entries submitted by both stations and networks, were not given appreciable weight when compared with consistently imaginative and

## AWARDS COMMITTEE

ALTON COOK, Radio Editor, The New York World-Telegram;  
JO RANSON, Radio Editor, The Brooklyn Daily Eagle;  
E. E. SUGARMAN,  
PAUL DENIS,  
EUGENE BURR,  
JERRY FRANKEN, all of The Billboard.

result-getting exploitation.

NBC's Western Division has a record of steady firing on the exploitation front during 1939, using a number of stunts for Edgar Bergen and Charlie; getting behind Amos 'n' Andy in January with a "Genevieve Blue" color used widely in fashions, millinery, etc.; tying in with Walter Winchell's patriotic campaign for "All-American jewelry" and other fashion accessories; a Memphis Cotton Carnival tie-up involving Yvonne Duval, NBC singer, chosen as Miss Hollywood with resultant newspaper bally; soap box derby newspaper tie-up; exploitation of Gilbert Wright's sound apparatus for deaf; tie-up with International Association of Fire Chiefs and NBC talent and a raft of other ballyhoo stunts.

### CBS Strong

Closest competitor to NBC Western Division was the Columbia Broadcast-

### Definition

Starting off its entry in the Exploitation Survey, WBT, Charlotte, N. C., listed two definitions of "exploitation." They are: Merriam's Unabridged Webster: "To unfold, display, exhibit; to utilize, make available, get the value or usefulness of . . ."

New Century Dictionary: "To perform a deed of striking or notable character; a feat, an achievement; a spirited or heroic act; also, to turn to practical account; utilize for profit . . ."

ing System, which won the laurel for the best network publicity department in the Publicity Survey published last week. Columbia's outstanding exploitation involved the transfer from NBC Red to CBS of the *Amos 'n' Andy* program. Given a strong radio-news story with this transfer, CBS really got behind it and did a corking job, not only directly thru its own press department, but by getting its affiliates to go to town on the move.

CBS also did a truly notable job in opening a new branch of publicity by starting a college newspaper service (seems hard to believe the networks had neglected that all these years). At any rate, CBS opened more than 400 college papers by the end of 1939 and more have been added since then. An-



CECIL CARMICHAEL, WLW, Cincinnati.

other good CBS stunt was its creation of a fashion news service, which resulted in considerable space for the network and its talent.

No awards, after first place, are made in the Network Division of the Exploitation Survey because of the limited number of networks which can compete.

It was the opinion of the judges that, while Lester Gottlieb, press head for the Mutual Broadcasting System, last year's winner in the Network Division, had done a good sound job with the *Wheeling Steel, World's Series* and other stunts, the NBC Western Division rated tops.

## Advertising Agencies

### Y. & R. Win in Walkaway

IT WAS practically no contest in the Advertising Agency Exploitation Division, with the award going to Young & Rubicam for the second successive year. More showmanship is manifested by this advertising agency's press department, at least on the basis of the entries, than any other similar organization. Y. & R.'s drum beating closely follows patterns used in motion picture exploitation, generally considered the best in the show business. Y. & R. works all the angles, instead of relying on network publicity services as many agencies do, or network service and their own press release service, as others do. The agency made any number of tie-ups to bally its clients' shows and, probably most important, organized an extensive campaign to get stations to work on exploiting these same shows. Typical of such stunts was its widespread *Hobby Lobby* contest bally, which resulted in thousands of people visiting the hobby displays, with resultant exploitation in all directions. The agency has a general campaign, also, somewhat similar to the use of press books in the picture industry.

Closest competitor to Y. & R. was (Continued on page 7)

## EXPLOITATION SURVEY WINNERS

### NETWORK DIVISION

NBC Western Division

### ADVERTISING AGENCY DIVISION

Young & Rubicam, Inc.

### INDEPENDENT PRESS AGENT DIVISION

First Place—Tom Fizdale  
Second Place—David O. Alber  
Third Place—Bill Maloney

### CLEAR CHANNEL STATION DIVISION

First Place—WLW, Cincinnati, O.  
Second Place—KPO, San Francisco, Calif.  
Third Place—WCKY, Cincinnati, O.

### REGIONAL STATION DIVISION

First Place—WNAX, Yankton, S. D.  
Third Place—KTSA, San Antonio, Tex.  
Second Place—WNEW, New York, N. Y.

### LOCAL STATION DIVISION

First Place—KTOK, Oklahoma City, Okla.  
Second Place—WING, Dayton, O.  
Third Place—KYSM, Mankato, Minn.

### SPECIAL AWARD

For Outstanding Exploitation Feat by a Radio Station During 1939  
Awarded to KPO, San Francisco, Calif.

## PUBLICITY SURVEY WINNERS

### NETWORK DIVISION

Columbia Broadcasting System

### ADVERTISING AGENCY DIVISION

First Place—J. Walter Thompson Co.  
Second Place—Young & Rubicam, Inc.  
Third Place—Benton & Bowles, Inc.

### INDEPENDENT PRESS AGENT DIVISION

First Place—Earle Ferris  
Second Place—Tom Fizdale  
Third Place—David O. Alber

Winners in Exploitation Survey last year were Mutual Broadcasting System, Network Division; WSM, Nashville, Tenn., Station Division; Tom Fizdale, Independent Press Agent Division; Young & Rubicam, Advertising Agency Division. Winners in Publicity Survey last year were Columbia Broadcasting System, Network Division; J. Walter Thompson Co., Advertising Agency Division; Earl Ferris, Independent Press Agent Division.

### People

The people involved in winning the Exploitation Survey awards include: Network winner, Harold J. (Hal) Bock, NBC Western Division.

Clear Channel station winner, Cecil Carmichael, WLW, Cincinnati. Regional station winner, Robert R. Tincher, manager, WNAX, Yankton, S. D.

Local station winner, Tom Johnson, KTOK, Oklahoma City, Okla. Advertising agency winner, Bill Thomas, Tom Lane and Jim O'Bryon, of Young & Rubicam, New York office.

Others include Milt Samuels at KPO-KGO, San Francisco; Elmer Dressman and Bev Dean at WCKY, Cincinnati; Dick Bard, WNEW, New York; Ronald Woodyard, manager of WING, Dayton, O.; Gene Newhall, KYSM, Mankato, Minn.

# Exploitation Survey

(Continued from page 6)

J. M. Mathes, which did a good job exploiting its leading show, *Information, Please*. However, it was still clearly Y. & R.'s day.

## Press Agents

### Fizdale Repeats Victory

OF ALL the stunts submitted by independent press agents, Tom Fizdale pulled what was probably the best wrinkle of 1939 with his organization of a nation-wide Grouch Club, as a bally for the General Mill's radio program of same name. The Grouch Club gimmick not only got a wealth of newspaper space, but cracked newsreels and picture services thruout the country after the selection of Secretary of the Interior Harold Ickes as the country's No. 1 grouch. Job on organizing the G. C. was thoro, even to headquarters established in a Connecticut city with a prominent local business man as "president." Even tho the routine was one which could be seen as a press stunt, it had none of the chances of backfiring which many have.

Other Fizdale stunts included shipping a bobcat to New York for the Bob Crosby band, which features a jam section known as the Bobcats; having Dick Powell voted the "perfect date" by Hollywood starlets, Powell being on the *Tuesday Night Party* program at the time; getting Joan Blaine named as one of the best dressed gals of the year; Father's Day tie-up for John J. Anthony; creation of an "edible hat" by a noted fashion designer for Gracie Allen, and others.

In winning first place in the division this year Fizdale repeats his victory of last year. Another repeater, in second place in press agent exploitation, is David O. Alber. Third goes to Bill Maloney, press agent for Kate Smith.

Alber gained his repeat spot by activities in connection with *Hobby Lobby*, including newsreel shots and other breaks; amateur chef stunts with Johnny Green and exploitation capitalizing on Green's composer reputation; Sammy Kaye's refusal to play *Over There* in a vaude show, on grounds it was a martial tune, story breaking nationally; article in *Esquire* for Kaye; "swing and sway" rocking chairs, gliders, etc.; 10th anniversary celebration for Lanny Ross, including forming the Ten Year Radio Club; having Dinah Shore judge dunking contest; finger printing Benay Venuta; mother-in-law defense by Miss Venuta on Mother-in-Law Day; selection of Bea Wain as "Valentine Girl"; World's Fair baton for Mark Warnow; burying Warnow record in Oglethorpe University Crypt of Civilization, and others.

While it might be commented that, with Miss Smith to work with, Bill Maloney has a big client—with no pun intended—it was felt by the Awards Committee that he had been on his toes looking for ways and means to bally the warbler. Stunts including getting Miss Smith's by-line on a U. P. story describing a White House musicale from which reporters were barred; getting a

game named after Miss Smith; getting various outstanding awards as an outstanding woman in the country; heading commercial radio division of Greater New York Fund; tie-up with Monogram Pictures on the basis of one of her talks on juvenile delinquency, subject of a Monogram feature, with film company exploitation resulting; tie-up with New York Telephone Co. featuring Miss Smith in their advertisements; ballyhoo of Miss

### Next Week

Next week's issue of *The Billboard* will present several features in connection with the *Publicity and Exploitation Survey*. Among them will be a list of the radio editors of United States and Canadian newspapers and art requirements of more than 100 of them.

Another feature will be quotes from many of the editors who voted in the *Publicity Survey*, with especial reference to NBC's new clip sheet style of news release.

Smith's theme, *God Bless America*, and others.

Press agent fight was quite close, with Alfred Cook, who won an Honorable Mention last year, putting up a corking battle, and George Evans doing likewise.

## Clear Channel Stations

### WLW Overpowers Opposish

FROM several standpoints selecting the winners in the various station brackets was an overwhelmingly difficult task, altho it must be said that two of the three leaders pretty clearly established their positions. Third place was the most hotly contested spot in the Clear Channel ranking, with WSM, Nashville, fighting fiercely. WSM won the Station Award in all classifications last year.

WLW, the Crosley station in Cincinnati, has a press gang that doesn't miss a trick, and it would take a large amount of space to detail a complete roster of their exploitation endeavors. For a while first place juggled between WLW and KPO, but WLW's all-year-round consistency, and the throness with which its press department goes after bally, marked it for the leading position.

WLW activities included expert capitalizing on its studio at the New York World's Fair last year, with excellent national press breaks; deal with *Cincinnati Post* for *Post Day* at Coney Island, Cincinnati, repeated after original time because of the success of the first day, with station credited in the daily, etc.; co-operation with newspapers on major news breaks, hiring plane to cover flood, pictures credited to WLW, etc.; Easter celebration in Marion, Ind., with newspaper recognition; newspaper women interviews with press photo breaks galore; Van Wert (O.) Peony Festival tie-up, broadcast by the station with newspaper coverage; awarding Farm Scholarships; touring *Boone County Jamboree*; awarding musical scholarships; stunts at various shows and fairs, exhibition booths, touring Crosley midget car



WILLIAM THOMAS, of the Young & Rubicam publicity department.

equipped with mobile equipment, etc.; song contest with *Cincinnati Post*; promotion of WLW's affiliation with Red and Blue, and many others.

KPO's activities in exploitation directions have been outlined elsewhere, but additional exploitation included a thoro campaign at the Golden Gate International Exposition (San Francisco Fair) and good merchandising - exploitation thruout the city.

### WCKY Alert

Certainly one of the best wrinkles of 1939 in station exploitation was the adoption of L. B. Wilson's station, WCKY, of the slogan, "As powerful as any radio station in the United States." It was a

### It's the Stuff That Counts

Many of the entries submitted in the Exploitation Survey were quite impressive from a typographical and presentation viewpoint. But impressive layouts didn't count; it was what they said.

WLW, Cincinnati, O., wanted to produce a motion picture for the Awards Committee to view, but the offer was rejected, with thanks. Reason: It was felt that there might be a psychological advantage accruing to the station by virtue of a presentation so much more impressive than most.

Doubtful that the station feels hurt about the rejection, tho. It's the winner, anyhow.

corking slogan, which punched its message across and enabled WCKY to overcome some of the handicap which fell to it when WLW was operating with 50-kilowatt power. When the station dedicated its new power and joined CBS, a well engineered bally was executed, including official proclamation of "WCKY Week," civic broadcasts and the like. WCKY does a thoro job all year round and, while one of its best newspaper space-getting stunts, community and newspaper salutes, is pretty well used in radio, its spread in this direction, as well as touring a staff speaker, was truly thoro.

WSM, which finished fourth in this division (altho there is no award), need not take its hat off to any station, for, as was noted in the Survey last year, it is one of the leaders in steady exploitation.

Other strong competitors in the clear channel division included WOR, Newark; (Continued on page 8)

## THE CHAMPS

The Radio Publicity and Exploitation Survey started in 1938, covering activities of 1937, but the first Survey dealt only with Publicity. In 1939 the Exploitation Division was added, covering 1938. Thus there have been three sets of awards in the Publicity Division; two in the Exploitation Division.

Several individuals or firms are repeat winners. They are:

Columbia Broadcasting System, winner last year and this in Network Publicity.

J. Walter Thompson Co., winner in all three surveys in Advertising Agency Publicity Division.

Earle Ferris, winner three times in Independent Press Agent Division, Publicity Division.

Young & Rubicam, twice winner in Advertising Agency Exploitation Division.

Tom Fizdale, twice winner in Independent Press Agent Exploitation Division.

WCKY, Cincinnati, O., was second last year, third this year in the Station Exploitation Division. Last year, stations were not broken down in clear channel, regional and local classifications.



HAROLD J. BOCK, press manager of the NBC Western Division.

We Believe

# SHOWMANSHIP STARTS AT HOME

**THAT'S WHY** in the past six weeks, in addition to our complete commercial schedule, the Mutual Network presented stars like these in guest appearances:

- ★ Bonnie Baker
- ★ Milton Berle
- ★ Elissa Landi
- ★ Raymond Massey
- ★ Carmen Miranda
- ★ Spencer Tracy

**THAT'S WHY** every week, regularly, thoroughly, we cover the foreign news front like this:

- ★ London...John Steele
- ★ Paris...Waverly Root
- ★ Stockholm...D. Day
- ★ Belgrade...P. Maitland
- ★ War Front...Victor Lusinchi, Arthur Mann
- ★ New York...Paul Schubert, Leonard Nason
- ★ Berlin...Sigrid Schultz
- ★ Rome...James Menifie
- ★ Amsterdam...P. Van't Veer
- ★ Washington...F. Lewis, Jr.

**THAT'S WHY** more and more in broadcasting the feeling's

# MUTUAL



# The Columbia Broadcasting System

*sets the pace!*

## Exploitation Survey

(Continued from page 7)

WLS, Chicago; WFAA, Dallas; WRVA, Richmond, Va.; WWL, New Orleans, with excellent special events activity; KNX, Los Angeles, with very fine institutional activities; WJSV, Washington, with a small entry, but of high quality; WBT, Charlotte, N. C., with a much better-than-average entry, but still not quite able to overcome the winners; KMOX, St. Louis, which does a top-flight job in planting features as regular columns by its staff members, and KDKA, Pittsburgh, which did a really bang-up job on its new studio dedications.

### Regional Group Yankton Station Wins

THE largest number of entries was received from regional stations, but with the exception of the winners and a few others the entries did not match

#### They Should Help, Anyway

NEW YORK, April 20.—Jo Ranson, radio editor of *The Brooklyn Daily Eagle* and one of the Awards Committee in the Publicity and Exploitation Survey, was buttonholed recently by Bill Kostka, manager of the NBC press department, in New York. Kostka wanted to know whether Ranson liked the new NBC clip sheet. "Well," said Ranson, "I don't like it. Besides, someone ran off with my shears, so I can't clip the thing, and some other fellow busted my paste pot. It looks bad."

A few days later NBC sent Ranson a pair of scissors about three feet long and a paste pot about two feet in diameter. And in the paste pot was a billposter's brush.

in quality those of stations in other groups. In some cases, the entries were most unimpressive. Many of the regional stations submitted entries which actually could not come under the heading of exploitation, but which were, rather, either merchandising or sales promotion. Incidentally, WBT, Charlotte, N. C. (clear channel), included in its entry a definition of the word exploitation. It's published elsewhere in the Radio Department of this issue for those interested.

WNAX, of Yankton, S. D., the regional champion, is a wide-awake and alert organization. This farm station is really in there punching, and its entry proved it. Some of the station's stunts included a long-distance debate with KUSD, Vermillion, S. D., between Yankton College debaters and U. of S. D. team,



TOM FIZDALE

### KPO's Special Award

THE Special Award given in the Exploitation Division of *The Billboard's* Publicity and Exploitation Survey goes to that station which, in the opinion of the Awards Committee, does the one outstanding exploitation feat during the year.

This award goes this year to Station KPO (owned and operated by NBC and operated in conjunction with KGO, under lease to NBC from General Electric).

The award was given for the accomplishment of Manager A. E. Nelson of KPO not only in breaking down newspaper barriers in San Francisco but in breaking the barriers so successfully that his stations received an enormous amount of ballyhoo—and the good will of *The San Francisco Chronicle* and *The San Francisco News*.

The Awards Committee was unanimous in naming KPO on the basis of this exploitation. Furthermore, the committee feels that Nelson has accomplished something which sets an example for the entire broadcasting industry and which benefits the entire industry.

debate not using lines but being a double rebroadcast, each station picking up the other's comments and rebroadcasting them to its own audience; a studio wedding, with all details broadcast, transcription rebroadcast later in the day; picnic sponsored by the station, with attendance given at 30,000; digging up record made by *Amos 'n' Andy* 15 years ago as *Sam 'n' Henry* upon occasion of acquiring the *A 'n' A* show; co-sponsoring Pancake Festival with local seed company, and many others.

In getting second place in regional stations, WNEW did so primarily thru its national exploitation in nationally circulated publications (*Life*, *Pic*, *Readers' Digest*, et al.) of programs which are in themselves not exceptional. These are Martin Bloch's *Make Believe Ballroom* and Stan Shaw's *Milkman's Matinee*. Both programs feature the playing of phonograph records, certainly a type program familiar to listeners of nearly all the stations in the country.

### Standouts

Space limitations preclude possibility of listing all the outstanding exploitation stunts worked by stations competing for the awards. Following list gives some of them, but it should be remembered this list is *partial* and that a stunt may have been done by more than the station or stations credited below.

Picnics—WLS, Chicago, with attendance set at 65,000; picnics also given by KOB, Albuquerque, N. M.; WNAX, Yankton, S. D.; KMA, Shenandoah, Ia.

Golden Gloves—WHO, Des Moines. Model Home exhibit—KSL, Salt Lake City.

Excellent use of station talent to boost station—WLS, Chicago; WFAA, Dallas.

World's Fair microphone—WOR, Newark, N. J.

Sharing exclusive broadcasts with smaller stations in State or near States—WBT, Charlotte, N. C., and WRVA, Richmond, Va.

Regular newspaper columns by staff experts (sports, fashions and so on)—KMOX.

Calling prominent local citizens when major news stories break—WEOA, Evansville, Ind.

Guest pins to studio guests—WSPD, Toledo.

Sponsoring local fountain as town landmark—WSPD, Toledo.

Sports trophies—WSPD, Toledo. Mailing sheets of copper—KGIR, Butte, Mont.

Perfect lips contest at cosmeticians' convention—WEEI, Boston.

Salute to Orson Welles on Martian episode anniversary—WSSC, Charleston, S. C.

Classes in radio technique—WFLA, Tampa, Fla.

*It's a Gift*, program contest, listing all programs giving prizes and times of broadcast, with cash to listeners who send in total of all figures mentioned—KRNT, Des Moines, Ia.

Other leading stunts are mentioned in the story starting on Page 3 of this issue.

## STANDARD STUNTS

Out of the wealth of material sent in by stations competing in the Exploitation Survey, a number of efforts at exploiting call letters, followed by many stations, became evident. They might well be called standard radio exploitation gimmicks. As such, obviously, they could not be figured by the Awards Committee as counting very strongly for those stations which did them. The awards are based mainly on consistency of effort and originality of ideas.

Standard wrinkles included the following:

- Swap deals, time for trailers, with film theaters and circuits.
- Swap deals, time for space, with newspapers.
- Broadcasts and exhibition studios at State and county fairs.
- Window displays in retail stores.
- Mobile unit.
- Touring shows with station talent—most of such shows using hillbillies.
- Listeners' panels.
- Salutes to communities and newspapers in listening areas.
- Touring staff speakers to talk about radio, station, etc.
- Using billboards, window cards, etc.
- Automobile driving safety campaigns.
- Printed books showing staff talent, station personnel.
- Special shows, i. e., camera shows, fishing shows, stamp shows and the like.
- Book campaigns; getting books for charities, et al.
- Addressing local trade groups, Parent-Teachers' Associations and the like.

Yet WNEW managed to get itself important space and follow-up space for these programs.

KTSA, San Antonio, piled thru for third with expert bally in connection with its news programs, giving local merchants war bulletins, moving news room to city auditorium for *Home Show*; programing from home show; *A 'n' A* bally; exploiting philology program; retail store bally for Maxwell House coffee program; heavy display schedule in stores, etc.; good safety driving campaign; community-newspaper campaign; sponsored local Radio Show, and others.

Other leaders in regional station ranks included KOMA, Oklahoma City; WKRC, Cincinnati, with merchandising emphasis; WSPD, Toledo; KMA, Shenandoah, Ia., which was ranked fourth immediately after KTSA; WCSC, Charleston, S. C.

### Local Stations KTOK, WING, KYSM Lively

ALTHO not especially large as compared to other entries received, KTOK, Oklahoma City, which is the winner in the Local Station Division, nevertheless showed that it is as wide-awake as they come. The station uses a slap-bang up-an-'at-'em exploitation policy that gets results and is, furthermore, consistent. Typical stunts included painting girls' legs with ballyhoo messages and having them walk thru city (moving billboards, the station calls

(Continued on page 9)



TOM JOHNSON, KTOK, Oklahoma City.

# Exploitation Survey

(Continued from page 8)

them); making monster cigaret for Old Gold show and having it taken thru the city; World's Series bally; importing Light Crust Dough Boys for broadcast, chartering special plane, etc., and using a gun and bomb trick to get attention, gun shooting off "bombs" with replica silver dollars inclosed, dollars being good for theater and skating rink admission and other premiums. The gun and bomb stunt was easily one of the best of all submitted in the entire Exploitation Survey.

WING, Dayton, presents the unusual picture of a station only six months old taking an award. But the station, which had previously had other call letters and which prior to its new management was, it is claimed, in a "broken-down state," soon had its competitor, WHIO, *The Dayton Daily News* station, on its toes to meet the new competition. One of the outstanding results of an exploitation campaign, which involved getting newspaper support and petitions signed by listeners in its service area, was getting an NBC network affiliation.

KYSM, Mankato, Minn., taking third place in local station rankings, is also

## "A 'n' A" Concentration

Noticeable in analyzing entries in the Exploitation Survey was the fact that the transfer of *Amos 'n' Andy* from NBC to CBS probably received more ballyhoo from the network, CBS, and the affiliated stations, than any other single program during 1940.

Standard wrinkle was to haul out an old jalopy, paint it like the A 'n' A taxicab and tour the streets of the town or city.

Best A 'n' A stunt, the judges thought, was pulled by WNAX, Yankton S. D. Station dug up a record made by the team 15 years ago, before it was even known as *Amos 'n' Andy*, and broadcast it.

a "youngster," having gone on the air during the middle of 1938. Station seems acutely aware of its nationalistic audience, as exemplified by posting a full-time staff member in German-speaking New Ulm to arrange daily programs from there. Other stunts included birthday celebration with Grossmutter Julia Schostag-Schmidt on her 100th birthday, with transcriptions played back, etc.; special columns for local farm-territory newspapers by the station's farm editor; bally thru *Minneapolis Star-Journal* and *Mankato Free-Press*; station's birthday celebration; sending franked postcards to school teachers, to be mailed back to station to

enable announcement of no-school days when wintry weather forced schools to close.

Next week's issue of *The Billboard* will present additional Publicity and Exploitation Survey features, including radio editor quotes and a list of radio editors of the United States and Canada.

## SUGAR'S DOMINO

(Continued from page 4)

But not all of these attempts have met with success. In the cafe field, however, many physical limitations applicable to the theater do not exist. Yet, except for startling innovations that are occasionally introduced in atmospheric spots, there has been a sad lack of showmanship evident. There are many causes, but we doubt whether the obstacles are so great as to defy real showmen. There are all kinds of showmen even among the good ones. To make our point we can point to two opposing types: one that can do wonders with unlimited funds (something that is not quite as easy as it seems) and a second who specializes in creating miracles with a limited budget.

In today's cafe business, considering the tremendous amount of capital continually being put into spots, there is room both for the pound-wise showman and the Roxy type who spends money wantonly. It is trite to say cafes are here to stay just as it would be trite to say that music is an entertainment staple. If cafe business is basic entertainment it seems to us that here is a field that deserves to have the attention of the most daring showmen and the most ingenious engineers of entertainment.

In cafes there is no physical limit to what can be done to whet the public's appetite for entertainment. Showmen such as Billy Rose with his Diamond Horseshoe among other things and Monte Proser with his Beachcomber have demonstrated that showmanship and the courage of one's conviction can fight trends and inertia. Other enterprising showmen have performed similar miracles in coin stacking by giving the public something different and letting the public know that they are.

There isn't a branch of the show business that can't be called "peculiar." In fact, every branch has its denizens firm in the belief that their field is unique; that its problems are far more intricate than the others; that its complexities are unparalleled. They are all partly right. All of the component parts of show business are unique, complex and "peculiar"—each in its own way. The cafe business has its own peculiar problems but they are not insurmount-

able as a satisfactory number of operations each season prove. What causes a cafe operator to flop on many occasions is his inability to see beyond the cobwebs spun by his own fears and precedents. There are cafe men who will never rise beyond a certain level because they stress too much in their operations the importance of booking artists with personal followings; artists who are good mixers and who control large lists of wine buyers. Such an operator is geared to small-capacity operation and is overwhelmed by the impersonable elements of a large-scale project unless he thinks in terms of what the public wants. There are cafe men who fail to give enough attention to such items as food and entertainment; depending on atmosphere and liquor alone to meet the nut. These are also doomed to failure in a field that demands the greatest ingenuity and versatility of an operator.

The cafe field is unstable today because it hasn't yet attracted the type of men who can raise it to unprecedented heights of activity. Cafe business needs considerably more showmen. Perhaps those who are already demonstrating that showmanship finds just rewards in the field will draw others into it. When that happens there will be a boom in the talent field eclipsing anything that has yet happened in our generation.

## REVUES LEAD

(Continued from page 5)

parts to the Dionne quintuplets. Noted for brilliant summer opera seasons at Glynedebourne in Sussex, Glynedebourne Productions, Ltd., made a first excursion from the native heath by presenting (by arrangement with Frederick Harrison Trust, Ltd.) at the Haymarket on March 5 a revival of Gay's *The Beggar Opera*. Using Frederic Austin's musical version and directed by John Gielgud, this received such favorable reception as to augur well for the Haymarket's first wartime effort. Business proved so good that the customary Easter Monday closing rule had to be broken and two performances given.

On the 7th at the Globe, H. M. Tennent, Ltd., presented Clemence Dane's *Cousin Muriel*, with Norman Marshall directing. Not particularly strong, this study of a social housekeeper who begins by embezzling from a relative and finishes as a common thief.

On the 12th came the first of the month's new revues, Archie de Bear's production of *Moonshine* by Reginald Arkell and himself, at the Vaudeville. The music of Jack Strachey passed the test, but there was obvious room for improvement on the comedy side. This was forthcoming when the performance policy was changed from twice to once nightly on the 29th.

At the Duchess on the 15th Michael Hillman, Ltd., presented Ronald Frankau's revue, *Beyond Comperre*, Frankau himself starring and producing. Full of happy frolicking, this got away to a most auspicious start.

After postponement thru illness of Robert Hale (replaced by veteran comic George Carney), Eddie Pola and Peter Watson's revue, *Come Out To Play*, starring Jessie Matthews and Sonnie Hale, was presented by Hales Productions, Ltd. (by arrangement with Claude Luxembourg), at the Phoenix on the 19th. Lacking nothing in brightness, this was welcomed by critics generally as being excellent wartime fare.

On the 20th, for Sir Oswald Stoll, Prince Littler revived the nine-year-old spectacular musical show *White Horse Inn* at the Coliseum. Produced by F. C. Marshall, it compared favorably with the original presentation at the same house.

The same night at the New, John Fernald produced Bruce Siever's romantic musical, *The Silver Patrol*, adapted for the English stage by Gene Gerrard, with music by Pat Thayer. The story followed closely the typical musical comedy love theme, but pleasing music and excellent casting should insure success for this piece with its colorful Mexican background.

The Garrick reopened on the 23d with a non-stop affair, *Van Damm's Revue*. This turned out to be an elaboration of the same producer's efforts at the little Windmill (where Revueville with its fortnightly changes seems set to run for all eternity)—plenty of nudity and spectacle. Comedy could be strengthened.

Memorable was the matinee of March 12th at the Palace in aid of the Lord Mayor's Red Cross and St. John Fund. Attended by the King and Queen, this featured excerpts from many currently running London shows, closing with a play written by Clemence Dane in which Leslie Howard, as a conjurer entertain-

ing evacuees, produced scenes from great plays of the past, each having an all-star cast.

At Sadlers Wells, opera has been the fare, the season closing with the end of the month.

In the smaller theaters there has been continued activity. Richmond staged three new plays—Kim Peacock's *Under One Roof*; *Accident*, a comedy-drama, and Dr. Noel Scott's *Life Goes On*. At the Rudolf Steiner Hall on the 11th, Marlowe's *Doctor Faustus* was revived, and at the Unity Theater Sean O'Casey's latest, *The Star Turns Red*, had its premiere on the 12th.

London's theater business thruout March has maintained a fairly high level. The approach of summer, which managers once used to dread, has proved advantageous. Several new productions are scheduled.

## AAA HEAD BEEFS

(Continued from page 3)

that it clearly indicated collusion between AGVA and ARA. Gillman said that the AAA is opposed to a merger with ARA, since the AAA has little in common with ARA.

Gillman indicated that he will ask AGVA to issue separate franchises to AAA members without payment of the \$50 fee. He claims that because AAA is in a position to do its own policing, he expects AGVA to grant the same courtesy to them. Gillman also claims that an agreement with AGVA had been reached but not signed. He will ask AGVA to issue franchises to 41 AAA members.

Hoyt S. Haddock, AGVA executive secretary, said that Fredrik Watson, head of the Entertainment Managers' Association, voiced no opposition to merging with ARA. However, a special deal will have to be made, since the EMA is an employers' group and must necessarily have a degree of autonomy. Broder said that some degree of autonomy would be granted should EMA join. Similar sentiments were expressed by Thomas E. Kelly, head of Associated Entertainment Directors, a rival group of club date bookers.

For non-members getting franchises, AGVA has devised an arbitration committee selected from AGVA members. So far, no plans have been made for agents to sit in at these hearings. Independent agents will be charged \$50 annually, and \$25 for an associate agent. This amount is the same as the ARA schedule of dues.

Hoyt S. Haddock, AGVA executive head, said he would prefer that all those asking licenses join ARA to simplify procedure. However, if AAA and EMA fail to join ARA, licenses will be issued individually.

Should an agreement with representatives of vaudeville presentation houses fail to be reached by May 1, Haddock intends to ask ARA for an extension of the May 1 deadline. The agreement that ARA members waive the 5 per cent booking office fee until that date was predicated upon the assumption that the pact with vaude house representatives would be reached by that time.

PITTSBURGH, April 20. — Organizer Tom Kelly postponed this week nomination of directors and officers for AGVA here until the membership is larger, and started a drive to franchise bookers in this area.

Indications are that support for AGVA among the bookers is split. An organization meeting is planned for April 28 to crystallize a program for signing up holdouts.

PHILADELPHIA, April 20. — Leslie Litony, national AGVA organizer, selected a visiting committee of 24 members to catalog local niteries.

Group will check on salaries, number of shows, dressing-room facilities and booking arrangements.

While AGVA has made no attempts to work out an agreement with the musicians' union, it is first lining up the agents and there are indications that a chapter of the Artists Representatives' Association will be organized here. Local agents now have their own indie org, the Entertainment Managers' Association.

## Jessel To Grab, Gee-Gees

NEW YORK, April 20.—George Jessel has branched into the lecturing and race-track fields. He says he has arranged for a series of two-hour lectures on the subject, *Thirty Years in the Theater*.

Jessel also plans to head a group promoting race tracks in Tampa and St. Petersburg, Fla., under the auspices of the Florida West Coast Jockey Club. Venture will cost \$500,000, all of which, Jessel says, has been subscribed.

# Radio Talent

New York By JERRY LESSER

CHESTER STRATTON is the new voice of interest on *Society Girl*. . . . HERB MOSS, free-lance director and producer, has his first new show, *Truth and Consequences*. . . . NORMAN SCHWARTZ, formerly with Transamerican, free lancing. BASIL LOUGHRAN, now with Transamerican. . . . HORACE BRAHAM will portray the leading role in the new PHIL LORD series, *By Kathleen Norris*. Show will be directed by JAY HANNA. OWEN JORDAN'S work in the benefit performance of the play, *Job*, sponsored by PROFESSOR EINSTEIN and EDDIE CANTOR, has earned him a lead in the movie to be filmed by PAUL GORLON. JORDAN is heard regularly on *David Harum*.

Ralph Locke is an added starter on the CBS serial, "My Son and I." . . . Andre Baruch recently won a prize in a newspaper candid camera contest. . . . Don't throw stones at Dave Bacal, organist of "News and Rhythm." His suspenders, belt, wrist watch band and garters are made of glass. . . . John Reed King, announcer, has a new home in Malba, overlooking Long Island Sound. . . . We hear that Joan Blaine is off to Chi this week to do a motion picture short for her sponsor. . . . that Les Tremayn, star of "First Nighter," is looking over colleges for his sister. . . . that Basil Loughran will produce "Light of the World" . . . that Edwin C. Hill has signed a renewal. . . . that Alice Frost, of "Big Sister," was written out for a few days because of illness. . . . that Paul Kennedy, radio editor of *The Cincinnati Post*, honeymooned in New York City last week. . . . that Victor is issuing home phonograph records of Arch Oboler's version of "Johnny Got His Gun" starring Jimmy Cagney. . . . that Larry Menkin, radio writer whose piece, "You're in Radio It," appeared in *The Billboard*, is now a staff man with WARM, Scranton, Pa.



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# SAY IT WITH MUSIC BOXES

## Dorsey, Heidt Among Leaders Upping B.O. Take Thru Music Machine Promotional Tie-Ups

NEW YORK, April 20.—A survey reveals that nearly 100 per cent of the bands making records have either made or are attempting to make direct tie-ups with operators of music machines to increase their box-office grosses on one-nighters, theater tours and night club and hotel engagements. The leading band booking offices indicate that such promotions are given top consideration, for they increase both the popularity and drawing value of the band. Office publicity departments and independent promotion firms have been knocking themselves out to invent new ideas and new ways of linking the phono operator and the orchestra leader closer together for their mutual benefit.

Operators, new in music business, welcome such ties. They have shown a willingness to co-operate with the maestri and are interested in stunts which mean more nickels in their machines. Boys in the field, controlling some 300,000 music boxes on locations thruout the country, are particularly on the lookout for ideas that are practical, inexpensive and applicable to a variety of locations.

### Leaders Themselves Active

In addition to office help, name and unknown leaders alike are constantly at work furnishing such ideas. Tommy Dorsey, who spends a nice bit of change annually staging informal parties for the operators in the various sections of the country covered by the band, creates good-will among the trade. Those sessions produce the latest trends in the business and suggest to Dorsey just where he fits in the picture. Dorsey is also a willing publicity subject, visiting locations with operators, spending time in their offices and giving them all the angles he has at hand.

Des Moines, Ia., operators are now fully convinced that "in person" engagements of record favorites stimulate their play on machines and, in turn, bring larger grosses to the band. During a recent one-nighter filled by Guy Lombardo at the Tromar Ballroom in that city, the spot had the best crowd in two years and play of Lombardo disks on phonos doubled on locations in that area.

### Welk's Successful Stunt

Lawrence Welk pioneered this conviction in Milwaukee recently when he boosted his week's take at the Riverside Theater there by several hundred dollars, credited to his tie-up with local operators using his releases. Thru the efforts of Eddie Weisfeldt, house manager, and Keith Bain, Welk's representative, a music machine to play the maestro's disks was installed in the lobby, and his theater date was announced on a handy card displayed on numerous machines in Milwaukee locations. Stunt proved so successful that it is being repeated wherever possible.

Horace Heidt boasts of one of the most organized systems in contacting and promoting the good-will of operators.

### Teeth for Two

PHILADELPHIA, April 20.—Success of Dr. Clay Boland, molar mender and a *Hit Parade* contributor, has encouraged other members of the tooth-pulling fraternity locally to turn tunesmith. Dr. William Richter has been toying around with tunes as long as he has been toying around with teeth, altho his effusions have thus far been limited to local popularity.

Now comes a third dentist trying his hand at the words and music trade. Dr. Moe Fineman, hiding behind the nom de plume of Michael Pronin just in case, collabed with Fred Mann for *Penthouse on the Palisades*, Top Notch Music Co. publishing.

A couple of his own boys are delegated to these duties and contact operators in each town invaded by the Heidt outfit with complete campaigns. In addition to the Heidt full ork records, the "delegates" sell the recorded products of both Frankie Carle and Fred Lowery, featured band members.

(See *Say It With Music Boxes* on page 78)

## St. Moritz Hotel Found Guilty of Underscaling Ork

NEW YORK, April 20.—Taking its first move against a major hotel spot in many years, the trial board of Local 802, musicians' union, found S. Gregory Taylor, managing director of the St. Moritz Hotel here, guilty of underscaling Juan Makula's Band \$1,330, over a period of 13 weeks, and ordered him to pay up in a week or else the hotel would be placed on the unfair list of the union.

Trial was held Friday (19), despite Taylor's failure to show up after the union called him and stated that it had evidence of underscaling, asking him to show cause why the hotel should not be placed on the unfair list. It was brought out that two members of the trial board went to the St. Moritz last Saturday when the band was being paid off and that the checks, made out to the musicians for scale wages, were cashed on the premises for a difference of \$23 less for the musicians and \$31 for the leader. Scale is \$63 per man and \$126 for the leader. Underscaling amounted, according to union officials, to \$100 per week plus a single afternoon engagement for \$30 which they alleged was not paid for.

### Press Agent Involved

Also named in the action was Robert Reud, press agent for the St. Moritz, to whom the trial board claimed the band had to pay \$10 per week. It was not mentioned whether or not it was for publicity, but the union said it was also seeking to collect that sum from the management of the hotel.

Hotel was notified immediately after the hearing that if the money isn't paid in full by next Friday (26) it will be placed on the unfair list and will be precluded from hiring union musicians.

Taylor could not be reached for comment. Reud's only comment was, "It's ridiculous."

## 802 Sets WHN Hearing

NEW YORK, April 20.—Leo Cohen, manager of the WHN Artists' Bureau, has been called to appear before the trial board of Local 802, American Federation of Musicians, Thursday (25) to show cause why he should not be placed on the unfair list unless he shows records of all bookings involved in the union's case against him.

Cohen and the bureau are involved in an underscaling case amounting to an alleged \$20,000, and Thursday's session will be an attempt to ascertain the exact amount.

## Publishers Rebel Against Ork Opening Night Price Jacking

NEW YORK, April 20.—In the first action of this type Music Publishers' Contact Employees' union barred its members from attending the opening night of Gray Gordon's Ork at the Hotel Edison here last Tuesday (16) because of the allegation that Mrs. Maria Kramer, owner of the hotel, "jacked up" the minimum charge from \$1.50 to \$2.50. This brought to light a resolution passed by the song pluggers' union some months ago that all spots where the minimum or cover is raised on music publisher opening nights would be boycotted for that night. It was also revealed that this action was taken against several spots, the hotels recanting on the actual opening night.

While Gordon opened Friday (12), regular trade opening was postponed until the 16th. On that day an official of the union, who said he got wind that the price was going to be increased since publishers and song pluggers feel that it's obligatory for them to be at an opening, contacted the hotel and was informed that regular trade opening prices of \$2.50 were going to be charged that evening.

### Boycott Invoked

Union got hold of its members by phone that day and told them that the opening was to be boycotted, not because of Gordon, whom the publishers and pluggers said they liked personally, but because of the "obvious stick-up" to raise the receipts of a slow night. Attitude of the pluggers was that they always spend more than the minimum, but "resent being held up."

Consequently the Edison Green Room was policed that night by officials of the union, who stopped members (both publishers and pluggers are in the union) and their parties from going in.

On the other hand, a representative of Mrs. Kramer said that this has been the policy for the past three years and that she "refused to be intimidated" by a union with which she has no dealings. It was explained by the Kramer forces that the union pulled a "you-can't-do-this-to-us" proposition and that it was a "personal" issue.

Edison spokesman also pointed out that since the hotel had been charging \$2.50 for trade opening nights, why should they trim down the tariff now. The radio wires, it was explained, are for the benefit of the hotel as a showcase to advertise itself, and if the song pluggers don't like the prices they don't have to come.

### Cut Down Expenses

Union countered that the reason the hotel didn't hold the opening Friday when the Gordon band debuted was because Friday night is self-productive of business, Tuesday a slow night. Union said that \$2.50 minimum is in contravention to advertised policy of \$1.50 minimum for week days and \$2.50 for Saturdays and holidays. Union contends it is fighting this mainly on principle, and secondly because of a desire to cut down expenses on large publisher parties patronizing opening nights.

Both sides are adamant on what they will do at the Charlie Barnet opening, slated to follow Jan Savitt next month at the Hotel Lincoln, which Mrs. Kramer also owns. Publishers put on the burn when Savitt opened at the Lincoln and

the cover was hiked from 75 cents to \$1.50. An official of the union said if the opening is not on a week-end or holiday night and the cover is raised, the music crowd will also stay away from that one. Hotel, however, said it will follow its regular policy.

### MPCE Resolution

On the basis of this action the resolution barring MPCE members from "augmented openings" was brought to light, induced by the publishers squawking about the heavy expense accounts their contact men incur while making the rounds to get their tunes played over the air.

First action was invoked against Richard Himber's opening at the Hotel Pierre here, when it was announced that there would be a \$4 minimum charge for the evening. Union officials went to work on the management, and on the evening of the opening, an official of the union stated, the minimum had been wiped away. An incident also occurred at Del Courtney's opening at the Hotel Ambassador, some months ago, but the union said the minimums were wiped away here too—and the pluggers spent as much money as usual.

Union said this policy will be enforced against all hotels which jack up the rates for the publishing gentry unless it happens to be a holiday or week-end night, when, they said, they are willing to pay the advertised rates.

## Camden Debuts as Name Band Haven

CAMDEN, N. J., April 20.—Big band dance promotions come to this community for the first time. Frank Dawson, manager of Plaza Hotel here, and Irvin Wolf, manager-owner of Hotel Senator in neighboring Philadelphia, are promoting a series of Sunday night dances at Convention Hall, starting off April 28 with Glen Gray. Glenn Miller, Jimmy Dorsey, Mal Hallett, Andy Kirk, Woody Herman, Charlie Barnet and Al Donahue are set to follow.

Since music and dancing is sotto voce in Philadelphia on the Sabbath, promoters figure the dance draw will extend beyond the State line, as well as drawing from South Jersey, where names are housed only at the Atlantic City and Wildwood resorts during the summer. Wolf also buys name swing combos for his Rendezvous at the Senator.

In Philadelphia, The Spot, a jitterbug parlor in the Frankford section, is also planning name band dances. Promotion was tested Tuesday (16) with Jack Teagarden on tap, and additional bands will be brought in as available.

## Announcer Turns Maestro

PITTSBURGH, April 20.—KDKA announcer Billy Hinds bowed as a band leader last week, fronting a new seven-piece combination booked for the Schenley Hotel formal ballroom dances every Saturday. Singer is Grace Mansfield, model, who was runner-up in Jesse Lasky's "Gateway to Hollywood" auditions here last fall. Hinds was with KDKA for 10 years, starting as page-boy.

# CRA Sues Morris for 50Gs

## Charge made that Morris agency submitted Russ Morgan—no CRA okeh

NEW YORK, April 20.—Consolidated Radio Artists filed a damage suit for \$50,000 against the William Morris Agency last Saturday (13) in New York

State Supreme Court for allegedly submitting Russ Morgan's Band to prospective employers while it was under exclusive contract to CRA. Service of a summons starting the action was effected late this week on Morris Stoller, assistant comptroller of the Morris agency.

According to a CRA spokesman, charges against the Morris agency are for "inducing a breach of contract" by submitting Morgan for band engagements after al-

leged repeated warnings by CRA that he was being managed by them exclusively and was not to be submitted without CRA's authorization.

Morris office admitted today that service of the suit had been made against the agency, but William Morris Jr. declined to comment because he was not served personally and claimed little knowledge of the situation. Agency has 20 days in which to answer the suit.

Instrumentation—  
Two Sax, One Brick

NEW YORK, April 20.—For a period of a whole year, between Gray Gorden's closing at the Edison Hotel last year and the start of his re-engagement last week, Cliff Grass, sax man with the band, didn't have occasion to open his baritone sax case because he never used it. But on a theater and one-night tour that carried the band across the country and back, he took the case with him wherever he went.

When the band finally opened at the Edison he decided that he would have use for the baritone and opened the case. Was he surprised. There was no sax. The case was full of bricks.

Calloway Tops at Pittsburgh Savoy; Eldredge Weakest

PITTSBURGH, April 20. — Top-draw band at the Savoy Ballroom here this season has been Cab Calloway, who grossed \$1,800 in January. Other name orchestras here in the past few months were Benny Carter, Gene Krupa, Duke Ellington, Jimmy Lunceford, Count Basie and Roy Eldredge, who fared poorest with \$400 on a rain-storm night. Highest gate for all time was \$2,200, three years ago on Labor Day, taken by Ellington.

Admission varies from 75 cents to \$1.10 per person, depending on the attraction. On nights when name crews don't play, local and semi-name touring outfits are booked. Savoy capacity is 2,000. Next big-time name set is Erskine Hawkins, for May 8.

Only other regular ballrooms operating here are the Islam Grotto, presenting local bands every Tuesday, Thursday and Saturday; MacDougall's and Kidney's, by day dancing schools and at night public dance halls, and the Syria Mosque, operated every Saturday by the Units' Club with name orks and district bands alternating.

Spasmodic bookings of big-time bands have financially failed here most of the time during the past several years, due primarily to inadequate and amateur promotion. Beginning next Saturday outdoor dancing at Kennywood Park will present Pittsburgh and traveling orchestras, to be followed soon after by West View and other smaller outdoor ballrooms in Western Pennsylvania.

Levant Gershwin Soloist

PHILADELPHIA, April 20. — Oscar Levant has been set as guest soloist with the Philadelphia Orchestra at Robin Hood Dell July 1 in an all-Gershwin concert. With Alexander Smallens conducting the orchestra, Levant will play both the Gershwin *Piano Concerto in F* and *Rhapsody in Blue*.

Orchestra Notes

By DANIEL RICHMAN

New York Newsings

WITH ANN RICHARDSON leaving her assistant-to-Charlie Green post at CRA to go over to General Amusement's contract department, CHRISTINE EDWARDS moves up to act as Green's private secretary, in addition to handling the office's publicity matters . . . HAL SAUNDERS, pit fiddler in the legit show, *Two for the Money*, debuts as a leader with a 12-piece on the Hotel St. Regis Roof May 3 . . . July 17 has been set aside as the definite opening date for HAL KEMP to follow Tommy Dorsey at the Astor Roof . . . EDDY BRANDT is in town enlarging his band to 12 men for MCA . . . VIC SCHOEN'S Band will remain intact for recordings and bookings pending the ANDREWS SISTERS' return east after their pic stint . . . Schoen arranges for the trio . . . EDDIE LeBARON closes at the Rainbow Room May 14, takes up a location at the Baker Hotel, Dallas, for four weeks, starting May 30, journeys west to San Francisco (probably for a Mark Hopkins Hotel run) and winds up where he started—at the R. R., October 9 for 10 months . . . CHARLES FORSYTHE and JOHN O'ROURKE go with Bobby Byrne's Ork . . . DOC GOLDBERG replaces FELIX GROBBE with Will Bradley, with JIMMY VALENTINE Will's new warbler . . . Kelly Stables gets ROY ELDRIDGE and BILLIE HOLIDAY April 25. . . KAY KYSER let a couple of his men go this week, one of whom had been with the band six years and the other three years. Can this by any chance presage a general shake-up within the ranks of the Ole Professor?

Bands About Town

JACK DENNY goes into the Village Barn April 23 for a monther, with four air shots weekly . . . MEYER HOROWITZ, Barn impresario, hopes to build the spot for world's fair patronage . . . PETER KARA into Roseland Ballroom May 7 for a two-weeker . . . Kara follows ARMANDO, who turned an original two-week booking into a full year . . . JOHNNY MCGEE takes in a couple of Roseland weeks as of yesterday (19) . . . SONNY KENDIS is the follow-upper to John Kirby at Monte Proser's ultra-successful The Beachcomber . . . Kendis goes in May 2 for five weeks, with Kirby moving his jive experts over to the Hickory House the following day for an indefinite tenure . . . EUGENE JELESNIK brought his Continentals into the Bal Tabarin for an indef stay this week.

Chicago Chat

RAY NOBLE opens at the Palmer House Fourth of July for eight weeks, marking what would seem to be another important development in the Windy City band office picture . . .

William Morris Agency set the booking, taking over, for this engagement anyway, a hitherto ace MCA stronghold . . . a new band is being built around the THREE YOUAN BROTHERS, which, headed by TOM GENTRY, will be booked by Frederick Brothers . . . DICK JURGENS and LAWRENCE WELK trade places May 4-10, the former going into the Trianon, Welk taking his champagne music into the Aragon . . . Dick returns to the latter spot for two days afterwards, before wending his way westward . . . LOUIS PANICO presented with a CRA contract . . . DON FRANCISCO and his rumba ork follow Phil Dooley at the Palmer House's Empire Room May 16 . . . GAC set WILL OSBORNE into the Edgewater Beach Hotel's Beach Walk June 15 . . . RAY KINNEY'S Hawaiian Ork plays one of its rare one-nighters at the Trianon Ballroom April 27, and the following eve at the Aragon . . . KENNY LEIGHTON signed by FBMC . . . band goes into the Melody Mill, Chi suburban ballroom, Thursday (25) . . . JAN SAVITT makes it June 7 at the Sherman.

Midwestern Murmurs

MEL SNYDER replaces the Korn Kobblers at Paul Penny's Old Vienna, Cincinnati, May 3 . . . NICK NEVEL'S new five-piece combo is currently in the Cincinnati area . . . besides Nick, the outfit includes Bernyce Clemons Nevel, Martha Jean Fitchett, Ronnie Kingsbury and Russell Henderly . . . JAN SAVITT takes in Cedar Point, Sandusky, O., July 5 to 11 . . . CARMEN CAVALLARO begins a monther April 28 at the Hotel Statler, Detroit . . . locating indefinitely at the Hotel Gibson, Cincinnati, is JACK COFFEY . . . Muehlebach Hotel, Kansas City, Mo., gets BILL BARDO May 15 for a pair of weeks . . . CARL RAVAZZA settles into St. Louis' Chase Hotel May 10 for a quartet of weeks . . . CARL (DEACON) MOORE stops over at Lake Breeze Pier, Buckeye Lake, O., June 13-20.

Southern Symphony

GLEN GRAY moves his Casa Lomans into New Orleans' Roosevelt Hotel on May 30 . . . the Virginia Beach, Va., front is beginning to become active . . . bookings announced for the Cavalier Hotel there include CLYDE LUCAS, May 25 for three weeks, and HAPPY FELTON, July 8 for a fortnight . . . Terrace Beach Club at the same resort town leads off June 22 with JACK WARDLAW . . . and the Surf Beach Club gets its season underway May 29 with BERT LOWN on the stand for a pair of weeks . . . Wardlaw, incidentally, takes on GWEN BUSH for the word-selling, and NORMAN BELL for the trumpet section . . . ROY McDOWELL locates at the Pines, Greenville, S. C. . . Joe Kayser, of FBMC, set HERBIE HOLMES into the Claridge, Memphis, May 10 . . . TOMMY PURCELL, his piano, celeste and ork, wind up a month at Remler's Club Royale, Savannah, Ga., May 1 . . . JACK

BEEKMAN stays till July 2 at the Brown Hotel, Louisville.

Cocktail Combos

VIC ABB'S Four Californians, now strolling at the Stuyvesant Hotel, Buffalo, move across country into the Book-Cadillac Hotel, Detroit, shortly . . . THE FIDDLERS THREE wind up this week at the Plains Hotel, Cheyenne, Wyo., and drop down to Denver for a bit of fiddling at the new Chez Paree Club there . . . the KNIGHTS OF NOTE, "dancertainment" unit, with their LADY BONNIE DAYE, stroll back into the Hotel St. Paul, that city, May 1, after a current stint at the Hotel Jefferson, Peoria, Ill. . . the outfit had 20 weeks at the St. Paul before the Jefferson engagement . . . Joseph B. Marsolais takes over the management of CORDY RUSSELL and His Fullhouse of Rhythm, setting the unit into the Hotel Martin, Utica, N. Y. . . O'BRIEN AND EVANS opened the new Marine Room Cocktail Lounge, Aurora, Ill. . . after 12 weeks at the Press Club, Erie, Pa., CAB CALLOWAY'S Bon-Aires are at the Clary Club, Cumberland, Md.

THIS WEEK ONLY PHOTO REPRODUCTIONS Special 100 8x10-5.00 50-3.00 Moss PHOTO SERVICE Dept. B, 155 W. 46 St., N. Y. City

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Do Joe and Jane College Still Crave Le Jazz Hot in All Its Glory . . . Or Is the Campus Pendulum Swinging Away From Swing to the Quieter, Sweeter Rhythms? . . .

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GENERAL AMUSEMENT CORP.

# Music Items

## Songs and Such

**E**ARL ROBINSON, composer of *Ballad for Americans*, received a \$2,000 award from the Guggenheim Foundation for this compo. Robinson's collaborator, John La Touche, is working with Vernon Duke and Ted Fetter on the score for George Abbott's forthcoming musical, *Much Ado About Nothing*.

Judy Garland is going to revive the song Marie Dressler popularized more than a quarter-century ago, *Heaven Help the Working Girl*, in her new Mickey Rooney flicker, *Strike Up the Band*.

Cab Calloway is working on a serious jazz symphony, *Symphony in Swing Time*, which he hopes Stokowski will introduce, "because he has the courage and vision to play the music of 'unknowns.'"

Ambitious Ernest Ford, muscle bender at Rusk (Tex.) State Hospital, has penned a few more tunes with Doc Bechtel and Al Wiggins. They include *Dream No More, I Must Have Been Dreaming, Can't We Be Together* and *Ask Yourself a Question*.

Billy Gates, one of yesteryear's favorite bands, has composed the music for his newest, "Springtime Reminds Me of You," in collaboration with Peter Ringel.

NBC announcer, Del Sharbutt adds a romantic ditty to his compositions with "I'd Love To," being published by Irving Mills' new outfit, American Academy of Music.

It's hardly news any more when Tin Pan Alley makes popular adaptations from longhair compositions, but when the original composer does it—a trend is just around the corner! Ernest Lecunona, composer of "Andalucia," is giving that song a popular shot in the arm, to be known as "The Breeze and I," in conjunction with Albert Stillman on the lyrics. E. B. Marks is publishing.

## Not a Bad Idea

**N**EW YORK, April 20.—Joe Marsala is peeved. He's peeved because Tommy Dorsey has been grabbing off some of his best men. Tommy picked off Sid Weiss, bass, and Joe Buskin, piano, from Marsala's small combo currently playing at the Fiesta Danceteria here, and Joe claims that the sentimental gentleman has his eye on some of his other boys, too.

So Marsala sat down and wired TD this week, "Please give me a job with your band so that I can play with my band."

## Publishers and People

**C**HAPPELL will publish the scores of three productions being staged at Michael Todd's *Gay New Orleans* concession at the New York World's Fair. Shows will include seven numbers by Buddy Bernier, Allen Roberts and Jerome Brainin. Guy Lombardo will introduce the first, *I Touched Upon a Star*.

Bregman-Vocco-Conn publishing the Glen Gray special, *Rock Island Flag Stop*, a choo-choo tune to end choo-choo songs, by Charlie Hathaway.

Leeds Music's *Just Before Dawn on Coral Isle* (by Artie Jones and Evelyn Prochaska) is a featured number at Broadway's newest nitery, The Hurricane.

Clarence Stout, a member of Indiana's Tin Pan Alley, placed *As Long as I Got Texas, Sweet Mountain Mother of Mine and Sing Me a Song of the Prairie* with M. M. Cole Publishing Co. and *Big Bad Bill From Brimstone* with Chart Music Co., both in the Nutmeg State.

Cine-Mart, Hollywood publishing house, is releasing the score from *Milan in May*, musical comedy being produced on the West Coast, with words and music by Paine Fenimore, Bissell Palmer, Margaret Medbury Sims and Gladys Shelley.

# Multi-Optioned Pacts To Get Thoro Going-Over at AFM Meet

**P**HILADELPHIA, April 20.—The tenure of band contracts that bind the boys to the big booking agencies will occupy the attention of the American Federation of Musicians when it convenes in Indianapolis this June. A. Rex Riccardi, secretary of Local 77 here, disclosed that he is preparing legislation to limit and regulate booking office contracts so that the musician will have "at least an even chance." Nor is Riccardi alone in championing a change in the 10 and 20-year binders a leader must sign to hook up with a big band agency. Jack Rosenberg, prexy of Local 802 in New York, is also much concerned, and promises to fight for limited contracts on the convention floor.

Issue was recently made very real to Rosenberg when a member band leader came to him with a contract. Leader had put in 15 years with the agency but was in recent years neglected in favor of newer bands. While another office had work for him, he couldn't get his release from the agency. And after 15 years, paying commissions on many jobs that he had to procure for himself, there were enough options in the contract to tie him down for another 19½ years, explained Rosenberg.

## "No Option for the Leader"

"If the leader lived thru all those options," said Rosenberg, "he'd have a crop of whiskers and would hardly be fit for further work in the dance field. The whole trouble with band contracts is that there is no option for the band leader."

Riccardi also recently detected an odor when a major band agency, after auditioning the local crop of bands, submitted contracts for the chosen outfits.

"It was bad enough that they wanted 10 years on the bands, not counting the options in small type, but they didn't even promise to give the band any work. On the mere basis of devoting 'their best efforts' to procure work for the band, it's not fair to make the leader first sign a long-term contract. I advised the boys not to sign up with the agencies, and they didn't."

Riccardi personally complained to the agency, which finally agreed to reduce the binder to seven years. Riccardi, however, held out for some sort of work guarantee which was never forthcoming.

## Ink Spots Tie Chattanooga Dance Record With 6,100

**C**HATTANOOGA, Tenn., April 20.—Equaling the all-time local attendance record set by Ella Fitzgerald last fall, the Four Ink Spots and a swing band led by Little Genevieve drew capacity with 6,100 spectators and dancers at the Memorial Auditorium here last Tuesday (12).

Two thousand five hundred white spectators paid 55 cents to witness the concert and dance. Dance, for colored only, drew a 75-cent levy.

## Krupa's Springfield Mark

**S**PRINGFIELD, Mass., April 20.—The largest crowd since the ballroom space was cut down turned out Tuesday (12) to dance to Gene Krupa and his ork at the Butterfly Ballroom here. Ballroom owner Mitchell Labuda reported that 1,313 persons paid \$984 to make Krupa the only band to reach its guarantee plus a profit since Labuda took over the ballroom.

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

# The Billboard

COMPREHENSIVE GUIDE TO SONG POPULARITY ★  
FOR WEEK ENDING FRIDAY, APRIL 19

## SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL		EAST		WEST COAST		MIDWEST		SOUTH		Position Last Wk. This Wk.	Title	Publisher	Net	Plugs Indle
1	1. WHEN YOU WISH UPON A STAR	2	1. The Woodpecker Song	3	1. On the Isle of May	1	1. When You Wish Upon a Star	1	1. When You Wish Upon a Star	7	1. TOO ROMANTIC (F)	Paramount	35	19
3	2. THE WOODPECKER SONG	1	2. When You Wish Upon a Star	4	2. Wind and Rain in Your Hair	2	2. The Woodpecker Song	3	2. In an Old Dutch Garden	4	2. WOODPECKER SONG	Robbins	33	28
6	3. WIND AND RAIN IN YOUR HAIR	3	3. Wind and Rain in Your Hair	1	3. When You Wish Upon a Star	6	3. Wind and the Rain in Your Hair	2	3. The Singing Hills	9	3. HOW HIGH THE MOON (M)	Chappell	26	13
2	4. IN AN OLD DUTCH GARDEN	8	4. The Singing Hills	2	4. The Woodpecker Song	10	4. In an Old Dutch Garden	9	4. The Starlit Hour	1	4. WHEN YOU WISH UPON A STAR	Berlin	25	18
4	5. ON THE ISLE OF MAY	6	5. On the Isle of May	5	5. In an Old Dutch Garden	7	5. On the Isle of May	6	5. Indian Summer	5	5. LET THERE BE LOVE	Shapiro, Bernstein	24	16
7	6. THE SINGING HILLS	7	6. Leanin' on the Ole Top Rail	7	6. The Singing Hills	4	6. Leanin' on the Ole Top Rail	10	6. Wind and Rain in Your Hair	8	6. SINGING HILLS	Santly, J. & S.	21	20
5	7. THE STARLIT HOUR	4	7. The Starlit Hour	12	7. The Starlit Hour	12	7. The Starlit Hour	11	7. The Starlit Hour	14	7. STARLIT HOUR (M)	Robbins	20	20
8	8. LEANIN' ON THE OLE TOP RAIL	10	8. Too Romantic	6	7. The Starlit Hour	3	8. Leanin' on the Ole Top Rail	9	8. Leanin' on the Ole Top Rail	3	8. WIND AND RAIN IN YOUR HAIR	Paramount	19	39
—	9. TOO ROMANTIC	5	9. In an Old Dutch Garden	8	8. Leanin' on the Ole Top Rail	8	9. How High the Moon?	8	9. Too Romantic	8	9. ALICE BLUE COWN (F)	Feist	18	18
15	10. SAY SI SI	12	10. A Lover's Lullaby	10	9. How High the Moon?	10	10. Let There Be Love	10	10. Say Si Si	12	10. MA, HE'S MAKING EYES AT ME	Mills	17	3
12	11. HOW HIGH THE MOON?	—	11. Tuxedo Junction	9	10. Let There Be Love	9	11. It's a Blue World	15	11. Alice Blue Cown	9	11. ON THE ISLE OF MAY	Famous	16	9
14	12. THE GAUCHO SERENADE	14	12. It's a Blue World	—	11. It's a Blue World	11	12. How High the Moon?	15	12. At the Balalaika	10	11. I'VE GOT MY EYES ON YOU (F)	Crawford	16	1
—	13. ALICE BLUE COWN	9	13. I've Got My Eyes on You	10	12. Alice Blue Cown	11	13. Say Si Si	13	13. Leanin' on the Ole Top Rail	11	11. YOU, YOU DARLIN'	Harms	16	9
9	15. IT'S A BLUE WORLD	—	14. Playmates	10	13. Say Si Si	14	14. Playmates	14	14. How High the Moon?	10	12. IT'S A BLUE WORLD (F)	ABC	15	29
		13	15. The Gaucho Serenade	11	15. At the Balalaika	14	15. The Gaucho Serenade	14	15. At the Balalaika	—	12. SHAKE DOWN THE STARS	Bregman, V. & C.	15	6
		10		11		14		14		—	13. ANGEL IN DISGUISE (F)	Witmark	13	6
		—		11		14		14		11	13. APPLE BLOSSOMS AND CHAPEL BELLS	Remick	13	6
		—		14		14		14		6	14. SAY SI SI	Marks	12	17
		—		2		12		12		12	14. TUXEDO JUNCTION	Lewis	12	14
		—		14		14		14		2	14. SO FAR, SO GOOD	Miller	12	12
		—		14		14		14		14	14. SWEET POTATO PIPER (F)	Santly, J. & S.	12	10
		—		14		14		14		—	14. IMAGINATION	ABC	12	8
		—		12		12		12		14	14. GOOD EVENIN'	Miller	12	0
		—		—		12		12		12	15. WHERE WAS I? (F)	Remick	11	9
		—		—		—		—		—	15. IN AN OLD DUTCH GARDEN	Harms	11	6
		—		14		14		14		—	15. LAST NIGHT'S GARDENIAS	Coslow	11	5
		—		14		14		14		14	15. YOU LITTLE HEARTBREAKER, YOU	Red Star	11	2
		—		13		13		13		13	16. LEANIN' ON THE OLE TOP RAIL	Feist	10	15
		—		—		—		—		—	16. SKY FELL DOWN	Witmark	10	11

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 Friday, April 19. 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.

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

**Count Basie**

(Reviewed at Fleisher Auditorium, Philadelphia)

IT'S ROYAL rhythms in a swing-steeped groove that the Count continues to dish out from his keyboard position. And it was an appreciative and enthusiastic mob that turned out at this Reese Du-Free race dance promotion to drink in the Basie syncos that bring on a feeling of exultation in the rapid swing fans.

With seven brass, four trumpets and three trombones, and all solid, Basie in showmanly musical fashion keeps much of the horn power in reserve to build up the numbers to a pitch where the rafters reverberate. A four-way sax section (two altos and two inspired riding tenors) and the four-manned rocking and driving rhythm section complete the combination. As usual, Basie's piano ripples scintillate.

Portly James Rushing still sells the blues songs, with Helen Humes the swing diva for the pop ditties.

Orodenker.

**Vincent Lopez**

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

PIANO-MAESTRO Lopez still subscribes to a vicious brand of jungle swing. He works his five brasses every minute, and asks for plenty of elbow grease from his drum department. His own piano, formerly a big feature, is now only used as a novelty, and a regular man stays with the keys while Lopez undulates a baton.

Sonny Schuyler is the band's best singing bet, a baritone who gets the attention of the femmes. The two girls, Penny Parker and Anne Barrett, have a tendency to sell out on all occasions, with the Barrett girl especially bombastic a la Betty Hutton, who recently left the outfit. Penny's type is the whiney voice popularized by Oh, Johnny Baker.

Added to the three trumpets and two trombones are three regular rhythm men and four saxes. Skin thumper Buck Spangler lambasts the hides constantly and to good rhythm purpose.

Band is of a style popular a year or more ago, not too much in favor with most ballroom operators now, who have

**The Reviewing Stand**

memories of the box-office devastation when gymnastics were the vogue. Of course, impression here was garnered on a one-night stand, and style was probably cued to that object. Oldfield.

**Paul Moorhead**

(Reviewed at Rainbow Ballroom, Denver)

THIS outfit is different from the usual run of territorial bands in three ways; of the 10 pieces only one is a reed instrument, and an invention of one of its members, Wendall Hall, called console strings, is featured.

Moorhead fronts the band in a pleasant, easy manner, is featured on trumpet and takes a turn at vocals. Tony Moreno is featured vocalist and handles most of the novelties, of which several are often presented in succession.

No particular style of music is followed, but the fact that the instrumentation consists of three trombones, two trumpets, piano, bass, drums, a single reed and the console strings gives the outfit a particular style of its own which is not brassy but definitely on the mellow side.

Side men are all featured on the novelties, and there is always plenty of action on the stand. The console strings is an organ-like gadget with a double set of strings, with an auxiliary mike placed near the piano or some other instrument and the resulting blend being that of an organ guitar. Harp and celeste effects can also be produced.

Combination puts out smooth, danceable music, and the constant use of novelties does much to help sell outfit to dancers. Trackman.

**Ran Wilde**

(Reviewed at the Netherland Plaza Hotel, Cincinnati)

WITH the unusual instrumentation of two pianos, drums, bass, three fiddles, harp, three sax and trumpet, this combo is naturally solid on the rhythm end, with the musical outpourings geared heavily toward the sweet side. Strictly a

hotel combination, the band sets well in this chamber, the acoustical qualities of which don't act too kindly to blaring brass.

Band beats out a neat dance rhythm from a set of sound arrangements, with the rumbas getting a liberal play. Band's two Mexican members (pianist and fiddler) give out solidly to give the latter numbers that native swing and flavor.

In addition to contributing his end to the double pianistics and furnishing delightful solo sessions on the ivories, Wilde gives the band a highly personable front. Joe Suarez, pianist, fills in between sessions with unusual piano work, and Frances Pozzi draws considerable attention with quality solo harping. In Ray Adams the band has a better-than-average tenor warbler. Sacks.

**Griff Williams**

(Reviewed at Stevens Hotel Continental Room, Chicago)

WILLIAMS, who last week celebrated the seventh anniversary of his ork, is due for a further build-up in popularity when he starts waxing his tunes, which probably will be in the next few weeks. Continental Room is an ideal spot for Williams, its class trade being appreciative of sweet rather than swing. Griff's friendly personality goes well with the crowd, and the dancers like his wide assortment of refreshing arrangements. His rumba and conga sessions have become quite popular.

Band is well balanced, and the boys do an excellent job. Joe Rigdon is very good at the piano and frequently is ably seconded by Griff himself. Louis Math, who is responsible for the arrangements, also is relief pianist. Vocal department is capably handled by Buddy Moreno, Walter King Jr. and Bob Kirk, who play guitar, drums and sax, respectively. Balance of the outfit includes L. G. Wiederhold, bass; Arthur Gettler and John Ouse, trumpets; Ernest Gibbs, trombone; Bruce Yantis, violin; Ronnie Conrad, violin and sax.

Williams has built up a solid reputation for danceable music and delivers consistently. Green.

**Slim and Slam**

(Reviewed at Irvin Wolf's Rendezvous, Hotel Senator, Philadelphia)

AFTER striking out on their individual own, after a collective click, Slim Gaillard and Slam Stewart have come together again, which is as it should be. The two lanky sepia lads are to jive and jam what corned beef is to cabbage.

The riotous jumpin' rhythmpations all revolve around Slam giving out the Harlesemese gutturals between guitar pickings and Slam's slapping of the bass viol. Lew Morgan, an accomplished pianist in the swing tradition, and Hubert Pettway, dynamic at the drums, round out the stand.

The reuniting of the team again combines a pair of unique comedy and musical talents. Boys follow the Flat Foot Floogie tradition with religious fervor, getting the best results on Slim's original tongue-twisters. It's all on the screwy side, and not slightly, and as close as anyone would want to get to gin-mill flavoring without actually inhaling the vapors. Orodenker.

**Bob Lansbury**

(Reviewed at the Beachcomber Night Club, New York)

LANSBURY is a young, tall, blond, good-looking fellow who toots a sax and fronts a good, society-style six-piece band. His band is doing the Monday night substitutions for the Bobby Parks' Band, which Lansbury's Ork resembles a lot.

Lansbury sings frequent choruses of pop tunes in pleasing tenor, toots a good sax and switches to maraccas for the rumbas and congas. He is backed by accordion, string bass, violin, drums and piano. The violin man takes the mike occasionally to add schmaltz to the waltzes and sweeter numbers and the band as a whole provides typical smooth, sugary hotel-style music so popular at resorts and society private entertainments as well.

The band drew a goodly portion of the patronage cut on the dance floor and had them dancing with apparent zest. Denis.

**Review of Records**

By M. H. ORODENKER

**Screen Songs**

THE Hollywood harmonies again occupy the attention of the recording bands, this time for the movie music for Irene, a musical comedy of two decades ago brought to life again on the silver sheet.

The first dance releases from the Joseph McCarthy-Harry Tierney score come from Victor-Bluebird. And since there is such a close association between WAYNE KING and the dreamy waltz music, it is only natural that Victor calls upon the maestro to set his three-quarter tempo to Alice Blue Gown, the most popular selection from the original score. The mated music is Irene, a lilting fox-trot. Also from the same score, the waltz king sets his style for Castle of Dreams, making the couplet complete with Gypsy Tears, a bit of melancholia imported from the Continent and introduced in the slow fox-trot tempo.

On the companion Bluebird label, OZZIE NELSON offers Alive in a swiny gown, coupling with Angel in Disguise, a rhythmic ballad from the It All Came True screen show. BLUE BARRON makes sweet music for Irene, mating the screen song with a popular rhythmic ditty, Charming Little Faker. And CHARLIE BARNET, each succeeding disk giving evidence of greater polish to the band, sets Castle of Dreams and You've Got Me Out on a Limb, both from Irene, in a subdued swing setting.

From Jack Benny's Buck Benny Rides Again, the Say It ballad and the rhythmic My! My! make a perfect twosome for dancing fare as offered by TOMMY DORSEY on Victor, GLENN MILLER on Bluebird, HORACE HEIDT on Brunswick and FRANKIE MASTERS on Vocalion.

**More Pic Tunes**

THE slow, dreamy style of JAN GARBER makes for an inviting double with It Happened in Kaloha from It's a Date and Your Kiss from Dance With the Devil on Varsity. ART KASSEL on Bluebird, also sweet-styled, doubles the Deanna Durbin ditty with an engaging original novelty, The Guy Needs a Girl. For the

same label, MITCHELL AYRES applies his fashionable dance incentives for four attractive screen ballads, Your Kiss from the aforementioned film with This Is the Beginning of the End, from Johnny Apollo, and I Need a Friend, Nick Kenny's latest for Back Door to Heaven, with Little Curly Hair in a High Chair, from Eddie Cantor's Forty Little Mothers and the most likely Hit Parade pretender.

Also on Bluebird, FREDDIE MARTIN makes smooth music for Saturday's Children, from the screen show of the same name, coupled with a popular item, I'd Love To. RAY NOBLE on Columbia provides a royal setting for a twosome from Road to Singapore, Sweet Potato Piper and Captain Custard. And for the companion Vocalion label RAY HERBECK provides the romantic music for Palms of Paradise, from Typhoon, completing the couplet with My Fantasy, a standard classic in dance tempo.

For the It's a Date music Decca goes to the original source, offering DEANNA DURBIN in the songs she sings in that picture, filling in with selections from her 100 Men and a Girl and First Love to make up an attractive album of six sides.

**Singing Sides**

KATE SMITH returns to records, this time under the Columbia banner, giving full-toned lyrical renditions of When You Wish Upon a Star with So Long and I'm Stepping Out With a Memory Tonight with The Woodpecker Song. For the same label, MILDRED BAILEY goes blues for the ballad After All I've Been to You, hitting a rhythmic high with A Bee Gezindt. And for Vocalion GINNY SIMMS is ever sincere in her song stylizing for a disk-duo of ballads, Watching the Clock and I Walk With Music.

Decca offers a new voice, PAT FRIDAY, a Bing Crosby discovery, a female voice with vibrant qualities for the slower songs, making her debut an auspicious one with The Gaucho Serenade; You, You Darlin'; I've Got My Eyes on You and (See REVIEW OF RECORDS on page 28)

**Music in the Air**

By SOL ZATT

**Pastor on the Way**

TONY PASTOR (Roseland Ballroom, New York City, CBS), ex-sax man from the late Artie Shaw Band, who has been on his own for the past few months, proves, thru his airer anyway, that he's a pretty capable leader and a pretty good showman while operating under his own steam. Even tho Pastor inherited the library of his past task-master, the musical quality of his crew doesn't register with the caliber of Shaw's handling of the same music. Since the band is still in its swaddling clothes, however, no one expects it to.

Judging from the quality of Pastor's sustainer, he knows what it's all about and appears to be putting the old drive behind his band to make the grade on his own without trading on his past position as a featured side man with the Shaw crew. This was his last air assignment before departing for a stand in California, and he put on a program capable of attracting a horde of listeners and dancers.

The song selections were mainly in the popular vein, with Pastor himself knocking off a few of the vocals besides doing some excellent sax solo work. Besides a swing original and a few novelty tunes, the others were evenly divided in the ballad and rhythm departments. Kay Foster is the vocaliter and can click a mean ballad. Matter of fact, the one thing wrong with the entire program was Pastor's insistence on singing more numbers than Kay, when the latter has the

more pleasing and desirable voice. On the whole, tho, a good and lively half hour's listening.

**Scrambled Rhythms**

LARRY FUNK (Biltmore Hotel, Dayton, O., CBS) gives forth with an uncoordinated scramble of rhythmmania that leaves the listener in a complete state of confusion as to what he's trying to do. The show was completely jammed up with one-chorus tunes that ran a wide gamut of musical selection without much apparent reasoning.

In the method of presentation there's enough wrong with the program for Funk to take inventory and do a bit of wondering himself. He uses very few pops but a welter of oldies that would be best left relegated to the silence they have enjoyed for so many years. It's one thing to attempt to revive an old song, but something very different to try to revive all of the oldies on one program.

Furthermore, there are two singers on the remote, male and female, but their identity must remain in anonymity because nobody mentioned who they were. The one saving grace was towards the end, when a change in tempo was effected on some numbers that were at least played in full, and a scorcher called the Clarinet Polka was done.

BILL DOHERTY ORK has been booked for the season at the Lookout Mountain Hotel, Chattanooga, Tenn., which opens May 10.

**ROLL TICKETS**

Printed to Your Order 100,000 for  
 Cheapest GOOD TICKET on the Market  
**Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50**  
 Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

10,000	.. \$6.00
20,000	.. 7.25
50,000	.. 10.75

## NAPA "Indifferent" to Sudden Lifting of Radio Ban on Disks By Decca, Victor and Columbia

NEW YORK, April 20.—National Association of Performing Artists professes complete indifference as to the about-face being made by recording companies with regard to radio broadcasting of records. Maurice J. Speiser, spokesman for the NAPA, stated the companies have no rights and never exercised power or authority in the matter because they knew they never had rights.

Situation of NAPA currently is particularly significant in view of squawks of performers that banning their records from the air had cut into their employment opportunities in other show business fields. Many of these performers wish no regulation whatsoever—either by NAPA or by the record companies. According to Speiser, the ones who are beefing are an articulate minority who are "indulging in a foolish whim." He termed it a temporary palliative for a cure. Adding that "banality satiates the public," Speiser said that "incessant playing will put any artist on the bum."

### Non-Recording Money-Makers

As illustrating the viewpoint of NAPA, Speiser pointed to artists who do not make records yet command top salaries. He included Fred Waring, Meyer Davis, Don Voorhaes and Josef Hoffman.

Turnabout of the record companies, including Decca and RCA-Victor, came shortly after *The Billboard* ran a story regarding squawks of recording artists.

### FB Sets Resort Bookings In Midwestern Territory

CHICAGO, April 20.—With the outdoor season close at hand, Frederick Brothers Music Corp. is busy with park and resort bookings here. Joe Kayser, in charge of the band department, reports a brisk demand from these spots, most of which open about the middle of May.

Among the bands already definitely set are Tiny Hill at Excelsior Park, Minneapolis, opening May 10 for three weeks; Ace Brigade, Walled Lake, Mich., May 14; Lawrence Welk at the Totem Pole, Norumbega Park, Auburndale, Mass., May 24; Larry Punk, P. & E. Park, Omaha, May 29 for two weeks, and Boyd Raeburn, Avalon Ballroom, Niles, Mich., May 30 for two weeks. Raeburn also is set to play the Strawberry Festival at Humboldt, Tenn., starting May 10.

### Pennsylvania Resort Opens With George Dennis Band

SOMERTON, Pa., April 20.—Summer season at Somerton Springs, resort in Lower Bucks County Valley near here, was ushered in April 12, with George Dennis and his ork the musical attraction. Thirteen-piece crew caused such favorable comment at a winter social event here that Manager Vernon D. Platt signed it for the hot months.

Spot is now offering dancing four nights weekly, with an outdoor floor and band shell expected to be completed in June.

### Jurgens' \$2,276 in Beloit

BELOIT, Wis., April 20.—Dick Jurgens, playing the policemen's radio benefit ball at the new Armory here April 8, attracted what is believed to have been the largest crowd ever to attend a public dance in Beloit, with a take of over \$2,276. Advance sale tickets were \$1. At the door \$1.25, with 2,276 ducats turned in.

### Cycle

NEW YORK, April 20.—When Lou Levy, manager of the Andrews Sisters and head of Leeds Music, started in the music business six years ago, he had one suit of clothes.

The ensuing years, however, were much rosier and he amassed a wardrobe of 14 suits, tux, tails, a countless number of shirts and fancy ties. Last week, however, his apartment was burglarized and all of the clothes and his jewelry, a total value of \$3,000, were taken.

Now he's back to one suit of clothes.

RCA-Victor has refunded money to those stations which bought its licenses, and notified stations they could perform RCA records until further notice. Columbia notified stations similarly last week.

It is pointed out by radio station officials that now that the three chief recording companies have lifted the ban on use of records on both commercials and sustainings, the recording firms will have a lot of trouble reversing their policy later on, should they decide to do so.

It is further pointed out by station men that unrestricted use of records may be a break for certain recording artists at the moment, but that it is bad for live talent from a long-range view.

## Prom Kickback Angers Bookers

BOSTON, April 20.—With the spring prom season practically at hand, local band bookers are again faced with the payoff problem which plays an important factor in the booking of bands for college dates in this vicinity.

No matter what college it is, the kids apparently are of one mind. There must be a kickback before anybody books a date. Cases have been cited where a band was booked for \$450 and the booker was forced to kickback \$100 to the chairman of the prom committee, payment sometimes being made even before the band is paid for. With a \$300 nut to start with, the bookers generally wind up only a few dollars to the good.

The kickback is the first thing the kids mention, according to the bookers. Conversations run something like this: "I'm chairman of the prom committee for the junior prom at Blank College. We've got \$750 to spend. What bands have you got for such and such a date, and how much are you going to give me if we book thru you."

### Bigger Ork, Better Kickback

The kids are smart enough to figure that there will be a bigger payoff with a better band—and name bands costing from \$750 to \$1,200 have been booked with payoffs reaching as high as \$250.

One booker recently had a band set with the kids, only to lose out when a college in a neighboring State offered more dough. The kids hemmed and hawed for two weeks trying to decide on a band and then picked one which cost the booker \$200. The deal was clinched at \$275, and the committee chairman insisted on a \$50 kickback. The booker had gone to considerable expense to get the second band after the first deal petered out, and finally wound up with a net loss on the date.

The kickbacks, coupled with the college kids' laziness, which makes them wait until two weeks before the dance to set a band, are giving local bookers gray hair, but as yet there has been no solution advanced.

### New Publishing Firm Added To Syracuse Tin Pan Alley

SYRACUSE, N. Y., April 20.—New music publishing firm, Benearl Publishing Co., was formed here this week, mainly for the purpose of publishing new compositions by hitherto unknown talent.

Officers of the company include Earl I. Freshman, president; Benjamin Kline, vice-president; Richard Aaronson, treasurer; Nathan I. Share, secretary, and Milton Davidson, general manager. Davidson is a songwriter under the pen name of Jay Milton.

### Konchar Jr. With CRA

CHICAGO, April 20.—George W. Konchar Jr. became a member of the staff of Consolidated Radio Artists here this week and will work with his father, who recently joined the local CRA office.

EDDY ROGERS comes into the Spanish Room of the Henry Grady Hotel, Atlanta, today (20). Featured with the ork are the Knickerbocker vocal trio and Irene Janis.

## Bands on Tour

### Advance Dates

OZZIE NELSON: Terp Ballroom, Austin, Minn., April 24; Danceland, Cedar Rapids, Ia., 25; Turnpike Casino, Lin-Lincoln, Neb., 26; Froggop Ballroom, St. Joseph, Mo., 27; Rigadon Ballroom, Sioux City, Ia., 28; Arkota Ballroom, Sioux Falls, S. D., 29; Riverside Theater, Milwaukee, May 3 (week); Cotton Carnival, Memphis, 15.

JACK WARDLAW: Stevenson Theater, Rock Hill, S. C., April 24; Carolina Theater, Asheboro, N. C., 25; Junior Prom, Women's College, Univ. of North Carolina, Greensboro, N. C., 27; Rotary Convention, Hickory, N. C., 29; Wade Hampton Hotel, Columbia, S. C., 30; Gallopade, Rocky Mount, N. C., May 2; Cary High School, Cary, N. C., 6; Dental Convention, Charlotte, N. C., 7; Carolina Theater, Lumberton, N. C., 8; Rotary Convention, Rocky Mount, N. C., 9.

FLOYD RAY: Riverside Park, Phoenix, Ariz., April 24-25; Top Hat, Douglas, Ariz., 26-27; Blue Moon, Tucson, Ariz., 28; La Fiesta, Lordsburg, N. M., 29; Frutas Hall, El Paso, Tex., 30; Armory, Carlsbad, N. M., May 1; Clovis Hotel, Clovis,

N. M., 2; Venetian Auditorium, Brownsville, Tex., 4.

BILL CARLSEN: Spring Lake Park, Oklahoma City, April 26-May 9.

GUY LOMBARDO: Strand Theater, New York, May 3 (2 weeks).

LARRY CLINTON: Univ. of Notre Dame, South Bend, Ind., May 3.

RUSS MORGAN: Olmuss Club, San Antonio, May 3; Texas State College for Women, Denton, Tex., 4; Blossom Heath Ballroom, Oklahoma City, 5; Texas A & M College Station, Tex., 10-11; Troimar Ballroom, Des Moines, 16; Turnpike Casino, Lincoln, Neb., 17; Froggop Ballroom, St. Joseph, Mo., 18; Skyron Ballroom, Sioux City, Ia., 19; Arkota Ballroom, Sioux Falls, S. D., 20; Kemper Military Academy, Boonville, Mo., 22.

KING COLE: Hamilton College, Clinton, N. Y., May 3-4.

GLEN GRAY: Golden Gate Ballroom, New York, May 5.

REGGIE CHILDS: Penn Theater, Butler, Pa., May 16.

COUNT BASIE: Apollo Theater, New York, May 24 (week).

DON BESTOR: Penn Theater, Butler, Pa., May 24.

CARL "DEACON" MOORE: Tower Theater, Kansas City, Mo., May 24 (week).

GLEN MILLER: Armory, Rochester, N. Y., May 25.

## Selling the Band

Exploitation, Promotion and Showmanship Ideas

By M. H. ORODENKER

### A Winter Wonderland

A NOVEL dance stunt for the spring and summer season, a "Snowstorm-Blizzard of Fun," has been cooked up by Reese DuPree, vet Philadelphia race dance promoter. DuPree devised it for a promoted tour with a name Negro band below the Mason-Dixon line. Snow being rare in that section of the country, stunt should materially help the box-office take.

Here's how it works. A number of canvas troughs are tied along the ceiling of the ballroom and covered with isinglass and colored crepe paper. Troughs are filled with artificial snow made of granulated bits of paper and cotton waste. At a given signal a spotlight of greenish tint is cast on the dance floor. The band hits into *Jingle Bells* and a medley of the snow tunes. The troughs are shaken by a string control. And while the spot revolves around the floor, the "snow" comes drifting down upon the dancers.

Maybe the following is a bit expensive, but it will undoubtedly pay off in the long run. When opening at a smart hotel spot out of town where the song pluggers are out of reach to provide a celebrity crowd opening night, band leaders would do well to send personal telegrams to local civic leaders, socialites and newspaper folk, inviting them as guests to be on hand for the opening downbeat.

It will flatter the localites no end, and you can be sure of their patronage during your run, not counting the impression they make on the hotel manager that first night. In the same wire you can add a dandy by reminding the folks that you'll be glad to play their request numbers. It's all chalked up to good-will and goes far on every score.

### Silhouette Souvenir

HOTEL and nitery ops are ever on the hunt for attention-getting table cards. Those running short of ideas would do well to borrow a leaf from the table impression created some time ago, and it's still plenty good, by the Vogue dine and dancerie during a run with Louie Armstrong on the stand.

The top half of the cards placed on each table were silhouettes of Louie and his trumpet doing a bit of a truckin' routine. Got good laughs and were grabbed up by souvenir hunters as fast as they were spotted on a table. Management figured it as sound investment, as patrons are likely to take the unique cards home and show them to friends, building interest in the spot. At the same time, it built Armstrong.

Columbia Recording Corp. aims to duplicate for its artists what it is doing for dealers and distributors in way of exploiting records. The waxwork is setting up an artists' promotion division, with Wayne Varnum and Virginia Clegg handling national and local promotion work. This includes special dealer and distributor tie-ups with theaters, hotels and night clubs while the company's bands are on tour.

### News Stand Tie-Up

WHILE Gray Gordon was dispensing his Tic Toc Rhythms at the Metronome Room of the Wardman Park Hotel, Washington, Artie Pine, band's personal manager, arranged with the local Victor record distributor to have Gray's recordings placed on sale at the news stand in the hotel lobby, with a large display card calling attention to the fact that the maestro's waxes could be purchased there.

Carrying the stunt to its hilt, cards were prepared and placed on each table in the Metronome Room. Table card included a list of Gray's latest recordings. The guest could check off the platters desired and give the card to a bell-hop, who would go to the lobby news stand and fill the order, returning to the table with the records.

Another important thing. Gray had on hand at all times a bottle of white ink so that he could autograph all platters purchased in this manner. It goes without saying that the promotion proved very successful. The hotel management was very co-operative, and it's a sure thing that other bands will find all other hotel managers extending the like co-operation for similar stunts.

On the screwy side, but attention-getting for a line here and there, is the stunt pulled by Tommy Tucker. The maestro sent a half dozen copies of his recording, "The Man Who Comes Around," to the census bureau in Washington as suggested gifts for the hard-working crew quizzing Mr. and Mrs. America these days.

### Oh, Johnny

THE arrival of Orrin Tucker and Bonnie Baker in New York for a stand at Waldorf-Astoria Hotel called for extraordinary ballyhoo by Columbia Recording Corp. Sixty *Oh, Johnny, Oh* disks were delivered to editors, critics and columnists with a special label inviting them to a press luncheon. In addition, 11 newspaper men were guests at a sunrise breakfast aboard the United Airlines plane which brought the personages to New York at 5 a.m.

The plane was up for an hour, during which time the toast and coffee were served. Stunt pulled plenty of newspaper and magazine mention.

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

# Orchestra Routes

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

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

**A**  
 Aaronson, Irving: (Sherman's) San Diego, Calif., c.  
 Abb, Vic (Stuyvesant) Buffalo, h.  
 Akin Jr., Bill: (Whitman) Pueblo, Colo., h.  
 Alfredo, Don: (Childs' Spanish Gardens) NYC, re.  
 Alpert, Mickey: (Cocoanut Grove) Boston, nc.  
 Andrews, Jimmie: (Horseshow Club) North Attleboro, Mass., nc.  
 Apollon, Al: (Hillcrest) Toledo, h.  
 Angularo, Ed: (Earl Carroll) Los Angeles, nc.  
 Armstrong, Louis: (Cotton Club) NYC, nc.  
 Ayres, Mitchell: (Paramount) NYC, t.

**B**  
 Bernet, Charlie: (Apollo) NYC t.  
 Barron, Blue: (Palace) Cleveland, t.  
 Barry Bros.: (Arlington) Binghamton, N. Y., h.  
 Bartal, Jeno: (Piccadilly) NYC, h.  
 Barton, Harry: (Club 247) Newark, N. J., nc.  
 Basie, Count: (Carlton) Jamaica, L. I., 25-27, t.  
 Basile, Joe: (Arena) Quebec, Can., 22-27.  
 Bass, Paul: (Chateau Moderne) NYC, nc.  
 Becker, Saxe: (Top Hat) Phila., ro.  
 Beecher, Gene: (Commodore Perry) Toledo, h.  
 Beelby, Malcolm: (Royal Hawaiian) Honolulu, h.  
 Benedict, Gardner: (Netherland Plaza) Cincinnati, h.  
 Berman, Lew: (Rainbow Room) Washington, D. C., nc.  
 Bernie, Ben: (Taft) NYC, h.  
 Bestor, Don: (Rustic Cabin) Englewood Cliffs, N. J., ro.  
 Biltmore Boys: (Washington) Indianapolis, h.  
 Blaine, Jerry: (Hollywood) NYC, re.  
 Bono, Richard: (Statler) Cleveland, h.  
 Borris, Al: (Tremont-Plaza) Boston, re.  
 Bowne, Jerry: (Royal Hawaiian) San Francisco, nc.  
 Bradley, Will: (Ray-Mor) Boston, b.  
 Bragale, Vincent: (Ambassador) NYC, h.  
 Brandwynne, Nat: (Waldorf-Astoria) NYC, h.  
 Brigode, Ace: (Merry Garden) Chi., b.  
 Brown, Les: (Wardman Park) Washington, D. C., h.  
 Brunesco, Jan: (Jack Dempsey's) NYC, re.  
 Burke, Morty: (Eurpe Derby) Phila., nc.  
 Burke, Sonny: (Coral Gables) Lansing, Mich., nc.  
 Burton, Henry: (Oaks) Winona, Minn., nc.  
 Bush, Eddie: (Seven Seas) Hollywood, nc.  
 Busse, Henry: (Keith) Grand Rapids, Mich., 25-27; (State) Kalamazoo 28-30; (Michigan) Jackson, May 1, t.  
 Byrne, Bobby: (Empire) Syracuse, t.

**C**  
 Calloway, Cab: (Southland) Boston, c.  
 Camden, Eddie: (Edgewood) Albany, N. Y., nc.  
 Carlsen, Bill: (Spring Lake Park) Oklahoma City, p.  
 Carlyn, Tommy: (Terrace Garden) Springfield, O., nc.  
 Carpenter, Bob: (Gables Inn) Atlantic City, nc.  
 Caruso, Marty: (Cedarwood Log Cabin) Malaga, N. J., ro.  
 Chassy, Lon: (The Greenbrier) White Sulphur Springs, W. Va., h.  
 Chavez: (Beachcomber) NYC, nc.  
 Childs, Reggie: (Muehlebach) Kansas City, Mo., h.  
 Chiquito: (El Morocco) NYC, nc.  
 Clarke, Buddy: (Park Central) NYC, h.  
 Clinton, Larry: (Pla-Mor Ballroom) Kansas City, Mo., 25; (Univ. Mo.) Columbia 26-27; (Meado Acres) Topeka, Kan., 28.  
 Cobina, Carlos: (Biltmore) NYC, h.  
 Coburn, Jolly: (Essex House) NYC 27, h.  
 Coffey, Jack: (Gibson) Cincinnati, h.  
 Cole, Melvin: (Harry's New Yorker) Chi., nc.  
 Coleman, Emil: (Ciro's) Hollywood, Calif., nc.  
 Collins, Jay: (Sherman's) NYC, re.  
 Collins, Bernie: (Newman's Lake House) Saratoga Lake, N. Y., nc.  
 Continentals, The: (Monte Cristo) Chi., nc.  
 Contreras, Manuel: (Henry) Pittsburgh, h.  
 Craig, Francis: (Hermitage) Nashville, Tenn., h.  
 Crocker, Mel: (Hi-Hat Club) Steubenville, O., nc.  
 Crosby, Bob: (Blackhawk) Chi., nc.  
 Crusaders, The: (Congress) Chi., h.  
 Cugat, Xavier: (Statler) Detroit, h.

**D**  
 D'Amico, Nick: (Essex House) NYC, h.  
 Danders, Bobby: (Gay '90s) Chi., nc.  
 Davenport, Eddie: (Murray's Inn) Haddonfield, N. J., nc.  
 Davis, Jimmy: (Lake Merritt) Oakland, Calif., h.  
 Davis, Paul: (Martin's Tavern) Lima, O., nc.  
 Davis, Meyer: (Park Lane) NYC, h.  
 Davis, Johnny: (Miami) Milwaukee, nc.  
 De Huarte, Julian: (Casa Marta) NYC, nc.  
 De La Rosa, Oscar: (Havana-Madrid) NYC, nc.  
 Dennis, Dave: (Jack Dempsey's) NYC, re.  
 Dibert, Sammy: (Bowling Club) Detroit, nc.  
 Di Parrò, Tony: (Cosmopolitan) Denver, h.  
 Donahue, Al: (New Yorker) NYC, h.  
 Donahue, Phil: (Palmer House) Chi., h.  
 Dorsey, Jimmy: (Pennsylvania) NYC, h.  
 Downer, Bill: (Nightingale) Washington, D. C., nc.  
 Draper, Nick: (Sir Francis Drake) San Francisco, h.  
 Drummond, Jack: (Variety Club) Albany, N. Y., nc.  
 Duffy, George: (Carlton) Washington, D. C., h.  
 Duke, Jules: (Tutwiler) Birmingham, h.  
 Dunsnoor, Eddy: (Aragon) Houston, b.  
 Dusenbury, Blondie: (Black & Tan) Reading, Pa., nc.

**E**  
 Eaton, Dick: (Red Hill) Pennsauken, N. J., nc.  
 Eby, Jack: (Royal Palm) Miami, nc.  
 Eldridge, Roy: (Manhattan Center) NYC.  
 Ellington, Duke: (Orpheum) Los Angeles 24-30, t.  
 Ellis, Joe: (Queen Mary) NYC, re.  
 Ellis, Seger: (Village Barn) NYC, nc.  
 Engel, Freddy: (Knight Tavern) Plattsburg, N. Y., nc.  
 Evans, Bobby: (Cotton Club) Phila., nc.

**F**  
 Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.  
 Fay, Penn: (Montgomery's) Upper Darby, Pa., cb.  
 Fedor, Jerry: (Fischer's Casino) Detroit, nc.  
 Felton, Happy: (Benny the Bum's) Phila. nc.  
 Fielder, Johnny: (Plaza) San Antonio, h.  
 Fields, Irving: (Del Rio) Washington, D. C., cc.  
 Fields, Shep: (St. Francis) San Francisco, h.

Fio Rito, Ted: (Cleveland) Cleveland, h.  
 Fisher, Buddy: (Troadero) Evansville, Ind., h.  
 Fisher, Freddie: (Blatz Palm Garden) Milwaukee, nc.  
 Fiske, Dwight: (Savoy Plaza) NYC, h.  
 Fitzgerald, Ella: (Famous Door) NYC, nc.  
 Flindt, Emil: (Paradise) Chi., b.  
 Fomeen, Basil: (Belmont Plaza) NYC, h.  
 Fontaine, Neil, "Sonny": (Jack Lynch's) Phila., nc.  
 Foster, Chuck: (Mark Hopkins) San Francisco, h.  
 Freedley, Bob: (Troc) NYC, nc.  
 Freeman, Bud: (Kelly's Stables) NYC, nc.  
 Friml Jr., Rudolph: (Providence-Biltmore) Providence, h.  
 Fulcher, Charles: (Bon Air) Augusta, Ga., h.

**G**  
 Gagen, Frank: (Statler) Cleveland, h.  
 Gasparre, Dick: (El Morocco) NYC, nc.  
 Gaston: (Monte Carlo) NYC, cb.  
 Gerard, Gerry: (Ohio) Youngstown, O., h.  
 Gilbert, Jerry: (Thomas Jefferson) Birmingham, h.  
 Glass, Billy: (Pastor's) NYC, nc.  
 Golden, Nell: (Condado) San Juan, P. R., h.  
 Golly, Cecil: (Donahue's) Mountainview, N. J., ro.  
 Gordon, Al: (Frolic Club) Albany, N. Y., cb.  
 Gordon, Gray: (Edison) NYC, h.  
 Gordon, Don: (Central) Sayville, N. Y., h.  
 Graffoler, Frenchie: (Club 100) Des Moines, nc.  
 Grant, Bob: (Savoy-Plaza) NYC, h.  
 Gray, Glen: (Empire Ballroom) Allentown, Pa., 24; (VPI) Blacksburg, W. Va., 26-27; (Convention Hall) Camden, N. J., 28.  
 Gruen, Eddie: (100 Club) Chester, Pa., nc.

**H**  
 Hahn, Al: (Radisson) Minneapolis, h.  
 Hall, Sleepy: (Biltmore) NYC, h.  
 Harper, Don: (Grove) Orange, Tex., nc.  
 Harris, George: (Bradford) Boston, h.  
 Harris, Phil: (Wilshire Bowl) Los Angeles, re.  
 Hart, Little Joe: (Madura's Danceland) Whiting, Ind., b.  
 Harting, Dorothy, Gentlemen of Rhythm: (Pepper Pot) NYC, nc.  
 Hauck, Happy: (Chez Ami) Buffalo, nc.  
 Hawkins, Erskine: (Savoy) NYC, b.  
 Hecksher, Ernie: (Cliff) San Francisco, h.  
 Heidt, Horace: (Capitol) Washington, D. C., t.  
 Helman, Dave: (Warwick) Little Rock, Ark., nc.  
 Henderson, Horace: (5100 Club) Chi., nc.  
 Herman, Woody: (Meadowbrook) Cedar Grove, N. J., nc.

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

**J**  
 Jerome, Henry: (Child's Paramount) NYC, re.  
 Johnson, Johnny: (Shelton) NYC, h.  
 Johnson, Bill: (Cozy Corner) Detroit, nc.  
 Johnson, Freddy: (Club 509) Detroit, nc.  
 Jones, Jimmie: (Paddock International) Atlantic City, nc.  
 Jones, Emperor: (Brick Club) NYC, nc.  
 Jones, Kaye: (Westwood) Little Rock, Ark., nc.  
 Juneau, Tommy: (Show Boat) St. Louis, nc.  
 Jurgens, Dick: (Aragon) Chi., b.

**K**  
 Kanthue, Johnny: (Gibson) Cincinnati, h.  
 Kane, Allan: (Brown Palace) Denver, h.  
 Karson, Maria, Musicales: (Fort Hayes) Columbus, O., h.  
 Kasper, Gordon: (Shawnee) Springfield, O., h.  
 Kassel, Art: (Bismarck) Chi., h.  
 Kay, Herbie: (Cleveland) Cleveland, h.  
 Kellein, Milton: (Delmonico's) Phila., nc.  
 Kemp, Hal: (Palmer House) Chi., h.  
 Kendis, Sonny: (9 o'Clock) NYC, nc.  
 Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.  
 King, George: (Bill Green's Casino) Pittsburgh, nc.  
 King, Russell: (Steve's) NYC, nc.  
 King, Henry: (Plaza) NYC, h.  
 King, Ted: (Southern Tavern) Cincinnati, nc.  
 King, Wayne: (Strand) NYC, t.  
 King's Jesters: (Philadelphia) Phila. h.  
 Kirby, John: (Beachcomber) NYC, nc.  
 Kirk, Andy: (Armory) Phila 26.  
 Klais, Villa, & Her Melody Maids: (Venice Grill) Phila. nc.  
 Klyde, Harvey (Chateau) Chi. b.  
 Kobbiers, Korn: (Old Vienna) Cincinnati, re.  
 Koons, Dick: (Mayflower) Washington, D. C., h.  
 Kuhn, Dick: (Astor) NYC, h.  
 Kurtze, Jack: (Sagamore) Rochester, N. Y., h.

**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.  
 La Plante, Lyle: (El Chico) Miami Beach, nc.  
 Lapp, Horace: (Royal York) Toronto, Ont., h.

Layne, Lesse: (Barney Spinellas) Staten Island, N. Y., re.  
 Le Baron, Eddie: (Rainbow Room) NYC, nc.  
 Lemish, Bert: (Stamps) Phila., nc.  
 Leonard, Bob: (Sports Circle) Hollywood, nc.  
 LeRoy, Howard: (Kin Wa Low) Toledo, re.  
 Lewis, Ted: (Riverside) Milwaukee, t.  
 Livingston, Jerry: (Deshler-Wallack) Columbus, O., h.  
 Lloyd, Lewis: (Castle Cole) Norristown, Pa., c.  
 Lombardo, Guy: (Beverly Hills) Newport, Ky., cc.  
 Long, Johnny: (College) Davidson, N. C. 26-27.  
 Lowe, Bert: (Lenox) Boston, h.  
 Lunceford, Jimmie: (Grand Theater) Evansville, Ind., 25-27; (Aud.) Nashville, Tenn., 28; (Armory) Louisville 29; (Oriental Palace) Jackson, Tenn., 30.  
 Lynn, Abe: (Royal Palm) Miami, Fla., nc.  
 Lynn, Bert: (La Conga) Hollywood, nc.

**M**  
 McCarty, Bob: (River Road Inn) Louisville, nc.  
 McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.  
 McGee, Johnny: (Penn) Butler, Pa., 24; (Mishler) Altoona 25, t.  
 McGrane, Don: (Diamond Horseshoe) NYC, nc.  
 McIntire, Lani: (Lexington) NYC, h.  
 McKinney, William: (Plantation) Detroit, nc.  
 McLean, Connie: (Kit Kat) NYC, nc.  
 McMenamin, Freddy: (Alpine Tavern) Atlantic City, nc.  
 Mack, Buddy: (Roumanian Village) NYC, nc.  
 Madriguera, Enric: (Jung) New Orleans, h.  
 Mann, Milton: (Joe's Casino) Wilmington, Del., nc.  
 Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.  
 Manzare, Jose: (Lookout House), Covington, Ky., nc.  
 Mario: (Pastor's) NYC, nc.  
 Mario, Don: (Music Bar) NYC, nc.  
 Mariani, Hugo: (El Chico) NYC, nc.  
 Marsala, Joe: (Piesta) NYC, b.  
 Martell, Paul: (Arcadia) NYC, b.  
 Martin, Lou: (Leon & Eddie's) NYC, nc.  
 Martin, Freddy: (Edgewater Beach) Chi., h.  
 Marinaro, Joe: (Park Lane) NYC, h.  
 Marvin, Tommy: (Grande) Detroit, h.  
 Marvin, Mel: (Moonlight Gardens) Saginaw, Mich., nc.  
 Masters, Frankie: (Roosevelt) NYC, h.  
 Mathew, Nicholas: (Casino Russe) NYC, nc.  
 Maul, Herbie: (Green Trees Inn) Wichita, Kan., nc.  
 Maus, Stewart: (Capitola) Capitola, Calif., h.  
 Maya, F.: (Blue Mirror) Newark, N. J., c.

**N**  
 Naegra, Jimmy: (Viking) Phila., c.  
 Nance, Skipper: (Beverly Garden) Little Rock, Ark., nc.  
 Navis, Mary: (Yacht Club) Phila., nc.  
 Nichols, Red: (Famous Door) NYC, nc.  
 Nielson, Paul: (Gay '90s) Indianapolis, nc.  
 Nobel, Ray: (Palace) San Francisco, h.  
 Norris, Bobby: (Belvedere) NYC, h.  
 Norris, Stan: (Park Plaza) St. Louis, h.  
 Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

**O**  
 O'Brien & Evans: (Marine Room) Aurora, Ill., re.  
 Ohman, Phil: (Troadero) Hollywood, Calif., nc.  
 Oliver, Fred: (Warwick) NYC, h.  
 Olson, Hem: (Country Club) Coral Gables, Fla., nc.  
 Orlando, Carlos: (Nor-Bridge) Phila., nc.  
 Orlando, Don: (Chez Paree) Chi., nc.  
 Osborne, Will: (Casa Manana) Culver City, Calif., nc.  
 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.  
 Parker, Roll: (Little Ritz) Norristown, Pa., c.  
 Pastor, Tony: (Casa Manana) Culver City, Calif., b.  
 Patrick, Henry: (Stork Club) Phila., nc.  
 Pedro, Don: (Tunetown) St. Louis 25-28, b.  
 Perry, Ron: (Bossert) Brooklyn, h.  
 Peters, Bobby: (Troadero) Henderson, Ky., nc.  
 P. tit, Emile: (Savoy-Plaza) NYC, h.  
 Phillips, Wendel: (Villa Moderne) Chi., nc.  
 Pierre: (New Russian Art) NYC, nc.  
 Pollack, Ben (Sherman) Chi., h.

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

**R**  
 Raeburn, Boyd: (Marquette Univ.) Milwaukee 28.  
 Ramos, Ramon: (Ambassador) NYC, h.  
 Rasmussen, Don: (Metz) Wausau, Wis., nc.  
 Ray, Al: (Colonial Inn) Bridgeport, Pa., nc.  
 Raymond, Nicki: (Coq Rouge) NYC, nc.  
 Read, Kemp: (Stonebridge) Tiverton, R. I., h.  
 Rennie, Jack: (Fox & Hounds) NYC, nc.  
 Resh, Benny: (Bowery) Detroit, c.  
 Reynolds, Howard: (Palumbo's) Phila., cb.  
 Richards, Jimmy: (Lantz's Merry-Go-Round) Dayton, O., nc.  
 Ridgely, Dick: (Montparnasse) NYC, nc.  
 Riley, Mike: (Lookout House) Covington, Ky., nc.  
 Rinaldo, Nino: (885) Chi., nc.  
 Ritz, Case: (Ritz) Bridgeport, Conn., b.  
 Rizzo, Vincent: (Jack Lynch's) Phila., nc.  
 Roberts, Red: (Athletic Club), Flint, Mich., nc.  
 Rodrigo, Nano: (La Conga) NYC, nc.  
 Rogers, Eddy: (Henry Grady) Atlanta, h.  
 Rollini, Adrian: (Piccadilly) NYC, h.  
 Roth, Eddie: (Alabama) Chi., nc.  
 Rudolph, Jack: (Jungle) Youngstown, O., nc.  
 Rudy's: (Gypsy Camp) NYC, cb.

**S**  
 Sabin, Paul: (St. Paul) St. Paul, h.  
 Sanabria, Juanito: (Havana-Madrid) NYC, nc.  
 Sando, Bobby: (El Rancho) Chester, Pa., nc.  
 Saunders, Red: (Club Delisa) Chi., nc.  
 Savitt, Jan: (Lincoln) NYC, h.  
 Schrader, Lou: (Benny the Bum's) Phila., nc.  
 Schroeder, Gene: (The Pirates Den) NYC, nc.  
 Scoggin, Chic: (Jefferson) St. Louis, h.  
 Scull, Kenney: (Wagon Wheel) Pleasantville, N. J., nc.  
 Senators, Four: (Pal's Cabin) West Orange, N. J., nc.  
 Sharkey, Bill: (Troc) NYC, nc.  
 Sherr, Jack: (9 o'Clock Club) NYC, nc.  
 Shelvin, Pat: (Evergreen Casino) Phila., nc.  
 Shilling, Bud: (Coral Gables) Lansing, Mich., nc.  
 Siegel, Irving: (Bill's) Miami, nc.  
 Siry, Larry: (Ambassador) NYC, h.  
 Smith, Otis: (Wind Mill) Natchez, Miss., nc.  
 Smith, Stuff: (Hickory House) NYC, nc.  
 Sousa III, John Philip: (Paxton) Omaha, h.  
 Spitalny, Phil: (Stanley) Pittsburgh, t.  
 Spivak, Charlie: (Barney Rapp's) Cincinnati, nc.  
 Spratt, Jack: (Gibson) Cincinnati 26-27, h.  
 Stable, Dick: (Syracuse) Syracuse, h.  
 Stefano's Hawaiians: (Beachcomber) NYC, nc.  
 Steiber, Ray: (El Dumbo) Chi., nc.  
 Stevens, Bert: (Governor Clinton) NYC, h.  
 Stipes, Eddie: (Bank Bar) Toledo, nc.  
 Stoefler, Wally: (Belvedere) Baltimore, h.  
 Straeter, Ted: (Fefe's Monte Carlo) NYC, nc.  
 Strings of Rhythm: (Torch Club) NYC, nc.  
 Strong, Benny: (Heidelberg) Jackson, Miss., h.  
 Sullivan, Joe: (Cafe Society) NYC, c.  
 Sylvester, Bob: (Club Rex), Birmingham, Ala., nc.  
 Sylvio, Don: (Bertolotti's) NYC, nc.

**T**  
 Tan, Jimmie: (Kaufman's) Buffalo, nc.  
 Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.  
 Teagarden, Jack: (Auburn Univ.) Auburn, Ala., 25-27; (Univ. Ala.) Tuscaloosa, Ala., 29-31.  
 Terry, Frank: (McVan's) Buffalo, nc.  
 Thomas, Hank: (Commodore) Detroit, nc.  
 Thompson, Lang: (Wm. Penn) Phila., h.  
 Thompson, Grant: (Enduro) Brooklyn, re.  
 Tisen, Paul: (Commodore) NYC, h.  
 Tovar, Pedro: (Henry) Pittsburgh, h.  
 Trace, Al: (Ivanhoe) Chi., nc.  
 Travers, Ted: (Lowry) St. Paul, h.  
 Trovato, Salvatore: (New Yorker) NYC, h.  
 Tucker, Orrin: (Waldorf-Astoria) NYC, h.  
 Turk, Al: (Oriental Gardens) Chi., re.

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

# Theater Talk

By SHERLING OLIVER

## Lines and Business:

It doesn't make sense, of course. It's totally devoid of logic. It represents a screwy thought process, and it is repeated here only because it reiterates an attitude which continues to baffle most minds. A producing star tells of meeting with the local stagehands' union to negotiate an employment contract and being told, "We aren't interested in successes. We want a lot of flops so our members can get all the overtime that goes with dress rehearsals." Quick, Watson, the needle!

Just about the time the theater seems ready to declare itself in for an aestivation somebody gets mad at somebody else and all hell pops loose. Equity was mad at the world's fair, the fair was mad at the AAA. Labor Stage is mad at TAC, and TAC is mad at Equity for saying actors mustn't play in the same backyard with TAC. In certain quarters, Equity is mad at Equity. It's all undecipherable unless you've had a worm's-eye view of some inflated egos involved. But it's all very healthy and stimulating and promising, and will probably turn out to be just the spring tonic the theater needed. Anything is better than stagnation.

## Bits and Pieces:

BLANCHE YURKA will shortly end the road tour of her one-woman show and go to Hollywood to make *The Queen of the Mob*. - - - J. ARTHUR KENNEDY, of the recent *International Incident*, will start banking Warner gold the end of May. His first will be *City of Conquest*. His contract allows him to return to the stage for six months during his second and third-year terms. - - - ETHEL BARRYMORE'S performance in the same show was an example of how much more interesting it can be to watch an artist in a failure than a second-rate player in a success. - - - *Easy Goin', Lazy Me*, which the bands are now playing, was written by JIMMIE TRANTER, legit and radio actor. - - - When CORNEL WILDE went west to stage the fencing and play Tybalt in the OLIVIER-LEIGH *Juliet* he took with him a silent test which Paramount had made and turned down. Warners took a look at it and promptly signed WILDE to a term. - - - LYLE TALBOT and ALMA CLAYBURG lend encouragement to young hopefuls at the CHAMBERLAIN BROWN Friday afternoon auditions.

JOHN MILTON played his last performance April 13 when he supported

ETHEL BARRYMORE in the air show, *Lincoln Highway*. JOHN made his debut 50 years ago in support of MADAME MODJESKA, who was MISS BARRYMORE'S godmother. John now retires to his home in Salt Lake City. - - - ARTHUR ALLEN is back in town after playing his original part in the flicker version of *Our Town*. - - - ALAN NAPIER, who ably supports GLADYS GEORGE in *Lady in Waiting*, is very happy about it all. For the first time in his stage career he is playing his own age, and for the first time it is he who takes the leading lady in his arms at the end of the play. It was always the other guy who got the girl. GLADYS GEORGE, by the way, deserves all the hugs and kisses she can get for that stunning performance. - - - BROCK PEMBERTON knew what he was doing when he waited two years to get her. - - - TONIA CABOT has sold *Cuban Heels*, a comedy laid in Havana, to Feature Presentations for fall production. - - - CHERYL CRAWFORD beat out ALBERT TARBELL for the lease on the Maplewood Theater. Contracts are signed and DR. SUNSHINE will back the venture. - - - The Strand Theater will give the stage-doorman's job to a needy young actor when HARRY TOWNES leaves to play leads with the Garrick Players at Kennebunkport, Me. - - - That's a swell audience exploitation idea NAT DORFMAN dropped into the laps of the League of N. Y. Theaters. It deserves serious consideration. - - - GENE TIERNEY leaves *The Male Animal* next week to join 20th Century-Fox in Hollywood. Her contract figure will leave you as breathless as her curves.

The rumor that CHERYL CRAWFORD will head the CBS Concert Bureau set-up for legit touring troupes next season is still just that. So is the rumor that ALEX KIRKLAND will not operate Clinton this summer. KIRKLAND says he is piling up bills like mad.

RANDOLPH PRESTON, who will boss Litchfield Hills Theater in Conn., says he hopes to sign EDDY DUCHIN to star in *Philip Goes Forth*. - - - It seems that JANE WYATT won't go to Elitch Gardens after all. She goes to Hollywood May 3 and returns late in the summer to join HAROLD KENNEDY'S Amherst Drama Festival, which opens June 24 in a \$225,000 campus theater. - - - SANDRA KARYL is in Roosevelt Hospital for observation. The doctors don't like the looks of her appendix. - - - JOAN BLAINE, radio's *Valiant Lady*, has been tucked away in a hospital between recent broadcasts, nursing an infected jaw.

The Theater Guild cut a birthday cake and went into long pants last Friday. It was 21. - - - DOROTHY ROSS says BRENDA FORBES has turned down two movie offers to remain in *Two for the Show*. - - - JULIEN BRYAN'S photographs of Poland's invasion will leave you limp and happy you're so far away. They're on exhibit at Camera Mart. - - - The softball craze is breaking out backstage again. The games are more fun than a World Series. We're still hanging our head in shame over fanning in a pinch with the bases loaded and seeing the original *Richard II* go down in defeat to *Brother Rat*.

ESTA ELMAN, contralto, who will be in *Keep Off the Grass*, gave a song recital recently at the studios of her teacher, ELIZABETH KRIGER. - - - DOROTHY STICKNEY won the Barter Theater Award, and MRS. FRANKLIN D. ROOSEVELT will present her with either a Virginia ham or an acre of land at a Town Hall shindig May 2. - - - GEORGE SARTIN, the agent, has left JENIE JACOBS and joined JAMES DEALY.

Hollywood wives are knitting away like mad for the "causes" and trying to figure out which war rumor to believe. Even as you and I. - - - CLIFTON WEBB is said to give by far the best technical performance of the three Whitesides. TMWCTD may stay in Chicago till Christmas. - - - Chicago, long famous for its hospitality to visiting players, is still batting 1,000. Actors there are being wined and dined at parties given for HELEN HAYES, KATHARINE CORNELL, LILLIAN GISH, RAYMOND MASEY, PHILIP MERIVALE, CLIFTON WEBB and DIANA DALTON.

The Cort is one of the more comfortable playhouses, but beggars invading the lobby during intermission make it

# New Plays on Broadway

Reviewed by Eugene Burr

## NEW YORKER

Beginning Friday Evening, April 12, 1940

## MEDICINE SHOW

A "living newspaper play" by Oscar Saul and H. R. Hays. Directed by Jules Dassin. Settings designed by Samuel Leve, constructed by Nolan Bros., and painted by Jules Laurents Studio. Lighting by Samuel Leve. Incidental music by Hanns Eisler. Press agent, James Proctor. Stage manager, Marc Daniels. Assistant stage managers, Richard Clark and Perry Bruskin. Presented by Carly Wharton and Martin Gabel.

Statistician	.....	Martin Gabel
Hall	.....	Coburn Goodwin
Dora	.....	Dorothy McGuire
Mac	.....	John Randolph
Jackson	.....	Philip Bourneuf
Mrs. Jackson	.....	Grace Coppin
Mrs. Sullivan	.....	Isabel Bonner
Joe	.....	Harry Lessin
Clinic Doctor	.....	J. Richard Jones
Dr. Young	.....	Alfred Ryder
Mrs. Young	.....	Zamah Cunningham
Dr. White	.....	Bram Nossen
Kennedy	.....	Richard Clark
Rose	.....	Olive Deering
Quack	.....	Norman Lloyd
Chorines	.....	Linda Lee and Virginia Campbell
Andrew	.....	Joseph M. Dixon
Johnny	.....	Ronald Reiss
Dr. Mackenzie	.....	William Hansen
Ben	.....	Perry Bruskin
Ellie	.....	Sara Floyd
John	.....	Melbourne Ford
Pete	.....	Peter Frye
Sarah	.....	Pearl Gaines
Mary	.....	Norma Green
Bill	.....	Ben Ross
Eli	.....	Leigh Whipper

The Action Takes Place Within the Medical Maze.

The so-called living newspaper technique, which was developed several years ago by the Federal Theater Project, invaded the Broadway theater last Friday night when Carly Wharton and Martin Gabel presented *Medicine Show*, by Oscar Saul and H. R. Hays, at the New Yorker. It invaded the Broadway theater, that is, in a strictly physical sense. In all other respects it is about as far from the theater as an illustrated lecture in freshman sociology.

The living newspaper technique, in case you don't know, dramatizes current problems by giving their history, status and often statistics in a series of brief scenes designed to present the subject as graphically as possible. *Medicine Show*, as the title may suggest, takes up the social aspects of medicine and the care of preventable cases of disease. Starting out with an intriguing idea, Messrs. Saul and Hays bring their Statistician in front of the audience to give a few startling facts—such as the number of preventable deaths that will take place in the United States during the course of the evening—and then to ask for volunteers from the audience to enter the Medical Maze that causes such conditions. The volunteers, of course, are plants; they are introduced into the maze and kept there until they can find some way out.

The first half of the evening concerns primarily the presentation of conditions—the overcrowding of clinics, the economic pressure exerted upon young doctors, the 1,300 counties in the United States without hospitals and the impossibility of getting timely aid for those unable to pay the preposterous charges of modern medical men, a situation which confronts, I believe, about half of the entire population of the nation. All of this is (as lecture material) absorbing, interesting and powerful. In the second half, however, the authors go on to examine possible remedies and the things that oppose them; they insert a meaningless and painful *Alice in Wonderland* interlude; they offer the social-medicine plan presented by the President's committee as a universal panacea; and they give the arguments of the plan's opponents, notably the American Medical Association, so weakly that the whole thing seems silly. The second half is muddled, indefinite and uncon-

pleasant for the cash customers. The actors are trying to make the audience laugh and the beggars are trying to reduce them to tears. They should get together.

Next week the column will make annual awards. One for the most entertaining evening in the theater and one for the finest performance, based on characterization and technique. Personality players are automatically out on the first pitch.

vincing. It is also unbearably dull. The writing thruout is undistinguished and sometimes exceptionally awkward, as in the story *Wonderland* take-off and in another acutely unhappy interlude that evidently seeks to satirize a quack. The power and the interest of the early scenes rests entirely with the facts offered, rather than with their presentation. That is probably why the second act falls down; it has only theories and arguments, not facts, to present.

Samuel Leve has provided a simple and imaginative setting admirably designed for his own highly effective light scheme; and Jules Dassin has directed with power and smooth flow except when he stumbles over several of the more awkward scenes. The cast, tho the performances vary widely, is generally excellent, led by Martin Gabel who, as the Statistician, turns in a typically able and finely projected performance, one that often holds the entire piece together by its sincerity and finely quiet effect. Also aiding notably are Bram Nossen, the AMA representative; Alfred Ryder, who is finely sincere as a young doctor; Coburn Goodwin, Zamah Cunningham, Philip Bourneuf, William Hansen, John Randolph and many of the others. Dorothy McGuire, tho she offers a nice quality of sincerity as one of the audience plants, is unstable in performance and often distressingly amateurish. Norman Lloyd, as the burlesqued quack, is impossibly hard to take.

Certainly much of the factual presentation at the start of *Medicine Show* is powerful and interesting; but to sell any of it to unwary customers in the guise of entertainment is really obtaining money under false pretenses. Included in a lecture course or a school curriculum, toured without admission charge by a crusading organization, the better sections of *Medicine Show* might be highly admirable. But it is unfair—dishonest, almost—to ask unsuspecting theater customers to pay to hear the unadorned presentation of one view of a current argument, no matter how much justice that view may contain.

It is unfair unless you first let them know that they are paying to attend, not a play, but an illustrated lecture. As an illustrated lecture *Medicine Show* is a very fine job—for about 45 minutes.

## LONGACRE

Beginning Tuesday Evening, April 16, 1940

## MORNING STAR

A play by Sylvia Regan. Staged by Charles K. Freeman. Setting designed by Howard Bay, built by Vail Scenic Studio, and painted by Centre Studios. Costumes designed by Alexander Jones, and executed by Eaves Costume Co. Lighting by Moe Hack. Press agent, Bernard Simon. Assistant press agent, Dick Weaver. Stage manager, Ned Shugrue. Presented by George Kondolf.

Fanny	.....	Jeanne Greene
Becky Felderman	.....	Molly Picon
Aaron Greenspan	.....	Joseph Buloff
Esther	.....	Cecilia Evans
Hymie (as a boy)	.....	Kenneth LeRoy
Harry Engel	.....	Martin Blaine
Sadie	.....	Ruth Yorke
Irving Tashman	.....	David Morris
Benjamin Brownstein	.....	Harold J. Stone
Myron Engel	.....	Henry Sharp
Hymie (as a young man)	.....	Ross Elliott
Pansy	.....	Georgette Harvey
Hymie Tashman	.....	Sidney Lumet

The Action Takes Place in Becky Felderman's Home, on the Lower East Side of New York.

ACT I—Scene 1: A December Afternoon, 1910. Scene 2: A Month Later. ACT II—Scene 1: Early Morning, March 25, 1911. Scene 2: Early April, Six Years Later. Scene 3: Eighteen Months Later. ACT III—Thirteen Years Later, November, 1931.

If you examine the warm glow that you take with you from the Longacre Theater, where George Kondolf presented Sylvia Regan's *Morning Star* Tuesday night, you may wonder just what is responsible for it. And you'll end by deciding that almost every aspect of the production played some part—the beautiful, quiet, understanding, finely effective performance of Molly Picon, making her Broadway debut in a full-length English play; the almost unanimous excellence of her supporting cast; the careful, sensitive, finely detailed and sharply pointed direction of Charles K. Freeman (with a rumored assist from Stella Adler during the last few days); the excellent production supplied by Mr. Kondolf; and even, to a certain extent, the play itself.

Miss Regan, writing about Jewish life on the lower East Side, tells the tale of a woman and her family over a period

## 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.)

### "Heavenly Express"—44%

YES: Atkinson (*Times*), Mantle (*News*), Waldorf (*Post*).  
NO: Coleman (*Mirror*), Watts (*Herald-Tribune*), Whipple (*World-Telegram*) Lockridge (*Sun*).  
NO OPINION: Kilgallen (*Journal-American*).

### "Morning Star"—69%

YES: Anderson (*Journal-American*), Coleman (*Mirror*), Watts (*Herald-Tribune*), Chapman (*News*).  
NO: Whipple (*World-Telegram*).  
NO OPINION: Brown (*Post*), Lockridge (*Sun*), Atkinson (*Times*).

### "Medicine Show"—37%

YES: Atkinson (*Times*), Watts (*Herald-Tribune*).  
NO: Coleman (*Mirror*), Brown (*Post*), Whipple (*World-Telegram*), Lockridge (*Sun*).  
NO OPINION: Mantle (*News*), Anderson (*Journal-American*).

of 21 years, and in the telling she manages to include practically everything that she remembers from every play or family history that she has ever stumbled upon. Before she is thru it all seems like a detailed synopsis of the *Elsie* books done in dialect—a teeming catalog that includes death by fire and death by war, engagement, marriage and bar mitzvah, infidelity, failure, success, love, hate and assorted comments on topics that range from sweatshop conditions to the causes of international conflict. And yet, thru all the inchoate and teeming mess of her obvious surface plotting, Miss Regan has managed to create a quality that is very real and very appealing, a warmth and sympathy and glow that come thru best in her first and third acts—perhaps because these have fewer events than the second. They have only enough events, really, to furnish an ordinary play apiece; the second act has enough to plot out an O'Neill cycle.

The quality, I think, is achieved because of two things. For one, Miss Regan has viewed her characters with understanding and tenderness, with sympathy and emotion that only occasionally gets maudlin, and has managed to convey that viewpoint whenever her plot gets out of her way. For another, in her brief and almost oblique comments on various conditions and things, she reveals a clear and understanding mind, a quiet intelligence and an ability to think things thru that is all too rare in the theater. Many of her briefly suggested comments might have been amplified with profit.

Anything like a complete synopsis of *Morning Star* would make the text of *Gone With the Wind* seem like a marginal note. Very briefly, it concerns Becky Felderman, her son and her three daughters, living on Broome street for 21 years, starting in 1910. The youngest daughter, Esther, loves and wins the lad also loved by Sadie, her mean-minded elder sister. Sadie curses her, and that very day Esther is burned to death in a sweatshop fire. Fanny, the other daughter, elopes with a somewhat anoebic composer, and the two return to live with the family. Years later, during the World War, the son enlists and gets killed in action, and Becky urges the young man who loved Esther to marry Sadie. Sadie, meanwhile, has become bookkeeper of the millinery firm run by Aaron Greenspan, momma's faithful boarder, but after her marriage she leaves, forces her husband to forsake the teaching job he loves, and opens her own business as competition to Aaron. Later still, Sadie herself is almost bankrupt and her husband, on the verge of death from heart disease, finally tells her off. So does momma, forbidding her the house. Momma also manages to straighten out the tangled marital affairs of Fanny, who is going to live in California with her husband, and then, with all the children gone, momma finally accepts Aaron's repeated proposals of marriage.

All of this may sound somewhat confused, but that's merely because it's so monumentally inadequate; it gives about as much idea of all that goes on in *Morning Star* as the diary of a private soldier would give of the progress of a war. And it also gives no idea of the very real talent that sometimes appears in Miss Regan's observation and writing.

The play is, of course, tremendously aided by the various production factors enumerated in the first paragraph of this report. Miss Picon's performance is really beautiful, a luminously quiet job that brings honor and the glow of great talent to her new field of endeavor. Joseph Buloff, who is one of our finest actors so long as he is cast in a thick character role, does similarly excellent work as Aaron; Cecilia Evans brings fresh and spontaneous beauty to her acting as Esther; Marian Blaine does a finely solid and effective job as Sadie's husband; David Morris is an excellently ebullient songwriter; the two young lads in the piece, Kenneth LeRoy and Sidney Lumet, do marvelous jobs, with no hint of the brashness that once disfigured young Mr. Lumet's work; Jeanne Greene is more than adequate as Fannie, and Ruth Yorke is adequate—but no more—as Sadie. It is a difficult role, but Miss Yorke in playing it con-

tents herself with the obvious. All of the minor parts are well done. Aided by Mr. Freeman's outstandingly fine direction, it all becomes heartwarming and often highly effective. The play's faults are many and glaring, but Miss Regan has it within herself to overcome them in her next attempt.

NATIONAL

Beginning Thursday Evening, April 18, 1940  
**HEAVENLY EXPRESS**

A play by Albert Bein. Directed by Robert Lewis. Settings and costumes designed by Boris Aronson. Settings constructed and painted by Studio Alliance. Costumes executed by Eaves Costume Co. Incidental music composed and arranged by Lehman Engel. Lighting by Michael Gordon. Press agents, James Proctor and Lorella Val-Mery. Stage manager, Alan Wolfson. Assistant stage managers, Will Washcoe, Randolph Wade and Sam Rosenberg. Presented by Kermit Bloomgarden.

Tommy ..... Phil Brown  
Stumpy ..... William Sands  
Methuselah Mike ..... Art Smith  
A Young Tramp ..... John Garfield  
The Melancholy Bo ..... Curt Conway  
"Bullhead" Anderson ..... Harry Bratsburg  
Ed Peeto ..... Harry Carey  
Dan ..... Randolph Wade  
"Shorty" Rucker ..... Will Lee  
Rocky Mountain Red ..... Philip Loeb  
Fred Norman ..... Russell Collins  
Night Telegraph Operator ..... James O'Rear  
Julio ..... Nicholas Conte  
Betsy Graham ..... Aline MacMahon  
Pat Borlie ..... Burl Ives  
Andy Cameron ..... John O'Malley  
Steve Corrigan ..... Jack Lambert  
Scotty Thompson ..... Charles Thompson  
ACT I—Scene 1: A Railroad Trestle Near Ash Fork, Ariz. Seven o'clock of a Winter's Evening. Scene 2: Betsy Graham's Boarding House for Railroad Men at Winslow. Eight o'clock That Evening. ACT II—Same as ACT I. Scene 2: The Action Is Continuous. ACT III—Same as the Previous. The Action Is Continuous.

Albert Bein, whose *Little Ol' Boy* flamed like a red star across the theatrical heavens six or eight seasons back, until

it fizzled away to its death in a cesspool of unseeing criticism, has written in his new one, *Heavenly Express*, a fantasy with the ring of steel in it. It is tender, imaginative and crammed with the second sight of a poet's eye—and at the same time it is earthy and real and human. And if it seems none of these things are in the version that Kermit Bloomgarden presented Thursday night at the National Theater, the fault is not Mr. Bein's. One of the most unfortunate of our playwrights, he has had a deeply felt, moving and passionately lovely play enmeshed in the coils of a self-conscious, shallow and ineffective production, his chief character turned into a coy and posing nightmare, and his poetry buried under stylized over-direction.

The play is simple enough—and lovely enough, heaven knows, when shorn of its silly production trappings. It merely tells the tale of an evening in the life-after-death of the Overland Kid, a hobo who has died 19 years before, but who returns to earth as the advance ticket taker of the *Heavenly Express*. The *Heavenly Express* has a headlight of diamond and wheels of solid platinum, and it takes the 'boes to the Hobo Paradise—the Big Rock Candy Mountains, where the handouts grow on bushes and the sun shines all the night, where the bulldogs all have rubber teeth and the jails are made of tin, where there's a lake of stew and of whisky, too, and where the little streams of alcohol run trickling down the rocks.

This night he has come to punch two tickets—that of Old Betsy Graham, who runs a boarding house for railroad men in Winslow; and that of her son, the Melancholy Bo, who left home for the road years before, who went to the bad and was branded with the Road Curse, and who meets his end this night when a tough brakeman throws him off the train, in the midst of a blizzard, and he dies in the arms of the Overland Kid. With Old Betsy, tho, the Kid is even gentler.

BROADWAY RUNS		
Performances to April 20, Inclusive.		
Dramatic	Opened	Perf.
Fifth Column, The (Alvin)	Mar. 6	54
Heavenly Express (National)	Apr. 18	—
King Richard II (limited return) (St. James)	Apr. 1	24
Ladies in Retirement (Mill-er's)	Mar. 26	31
Lady in Waiting (Beck)	Mar. 27	30
Life With Father (Empire)	Nov. 8	190
Liliom (revival) (44th St.)	Nov. 25	32
Male Animal, The (Cort)	Jan. 9	119
Man Who Came to Dinner, The (Music Box)	Oct. 16	216
Margin for Error (Plymouth)	Nov. 3	195
Medicine Show (New Yorker)	Apr. 12	—
Morning Star (Longacre)	Apr. 16	—
My Dear Children (Belasco)	Jan. 31	88
Separate Rooms (Manfield)	Mar. 23	33
Skylark (Morosco)	Oct. 11	222
Suspect (Playhouse)	Apr. 9	15
Tobacco Road (Forrest)	Dec. 4	2709
When We Are Married (Lyceum)	Dec. 25	136

Musical Comedy		
DuBarry Was a Lady (46th St.)	Opened	Perf.
DuBarry Was a Lady (46th St.)	Dec. 6	158
Higher and Higher (Shubert)	Apr. 4	20
New Heilzapoppin (Winter Garden)	Dec. 11	152
Pins and Needles (Windsor)	Nov. 27	1032
Reunion in New York (Litle)	Feb. 21	69
Too Many Girls (Imperial)	Oct. 18	204
Two for the Show (Booth)	Feb. 8	84

The Almighty Vagabond wants her to mother the 'boes and to cook her famous mulligan stew up there, so the Kid punches her ticket almost by stealth. But meanwhile there are high doings on the Winslow division of the Santa Fe, for the Overland Kid and the *Heavenly Express* never come to earth unheralded. The train takes right of way over even the "Chief"; Ed Peeto, an old engineer who has always befriended the 'boes, gets a hint of what is in store for him when a switch is thrown in front of the broken-down freight he drives, and for a brief while he shoots like a comet thru the promised land, his wheels all tangled in the train-high grass of the celestial jungle; and the mean-minded division head, who has ordered all 'boes thrown off, is thoroly confounded. In the end, of course, the *Great Express* arrives in Winslow to take on Old Betsy and the Kid.

It is simple enough—and it's beautifully told, with a strange mingling of vividly lovely imagination and vividly earthy dialog, of the poetry of stars and the poetry of steel rails, of human understanding and shimmeringly fantastic conceptions.

But much of this is brutally lost in the production. In any fantasy, but particularly one of this type, the effect depends upon a quiet and understanding approach, upon making the early events so believable and human and real that, when the fantasy comes, it is accepted easily and smoothly. The direction of Robert Lewis, on the other hand, hypes up everything to such a stagy pitch that it all seems like an experiment in stylized farce. The most human of Mr. Bein's earthy scenes are so overplayed that they become utterly unbelievable; so, when the fantasy comes, it seems merely another self-conscious theatrical pose in a series of a directoral poses.

And the play is helped neither by Boris Aronson's similarly stylized second setting nor by the playing of the chief role. Jules Garfield, a bit player who won fulsome critical overpraise and thereupon went to Hollywood, changed his first name to John and became the idol of millions of film fans, returns to Broadway to play the Overland Kid as a mixture of startled fawn, Dead-End Kid and Lambs' Club Hamlet. It is as ineffective, shallow, insincere and precious a performance as could possibly be given in the role.

The support is spotty, not much of it managing to rise above Mr. Lewis's direction. Rising gloriously above, however, is the performance of Harry Carey as Old Ed Peeto, as solid, right and appealing a job as we have had hereabouts this year. And also scoring handily is Phil Loeb, who has moments of hilarious buffoonery as one of the 'boes. Aline MacMahon has passages of heart-catching effect as Old Betsy, tho the direction is often too much for her; and the others range from the steady effect of Art Smith to the hysterical overplaying of James O'Rear.

From Out Front

By EUGENE BURR

ROBERT E. SHERWOOD, who among other multitudinous activities is president of the American National Theater and Academy, announced last week that the ANTA had abandoned its role as a modern Rip Van Winkle and had actually awakened long enough to draw up a plan for a national theater. It sounds like a good plan, particularly since it aims at a theater that would be self-supporting and free of governmental grants, thus automatically freeing it from the threats of bureaucratic red tape and the political spoils system. Whether it was worth waiting for all this while depends, of course, on whether or not it will work—and on whether or not the ANTA will work on it.

Briefly, the plan aims to operate thru the little theater groups scattered thru-out the nation. It would form a producing organization known as the National People's Theater, using the talents of leading managers, actors, authors and designers, and would route the resultant productions to all participating groups at intervals of three or four weeks. Admission would never be more than \$1.50 and, since ANTA is a non-profit group, any money made would be used to expand activities. A prospectus outlining the details, it was said, has already been sent out to 1,500 little theaters.

It is an excellent plan so far as it goes. Undoubtedly the prospectus mailed to the little theater groups (but seemingly unobtainable by anyone else) clarifies the cloudy points—whether the touring companies would be entirely professional or would recruit their minor players from among the local groups; whether the groups would be asked to buy the schedule on a package plan (which would be merely taking a leaf from the plan used by the Legitimate Theater Corp. of America last season); whether the groups would furnish lists of members who would be asked to subscribe (on the order of the Theater Guild-American Theater Society plan); whether the management of the National People's Theater, which would be responsible for the output, would be professional or merely another elongation of a daisy chain, like the Federal Theater, and whether the management of the NPT would be centered in one man or one small group of men.

All of these questions are, without doubt, answered in the mysterious prospectus. The plan as outlined takes care of this corner's two primary reservations concerning any proposed national theater. The self-supporting feature prevents bureaucratic control, and the hiring of leading theatrical figures for the individual shows avoids the ridiculous possibility that a national cultural enterprise might be built upon a relief basis. Whether the ANTA's plan will really be self-supporting, tho, is another question. Unless the line-up of names presented is so impressive that the little theaters practically swoon at the sight of it, there may be difficulties. There have been very similar plans (commercially presented, it's true) that were abandoned because of the clouds of red ink that swept up over the horizon.

IN ANY case, the mere fact that the ANTA has presented a plan of any sort after all these years indicates that a bow can be taken by a very different organization. A bow can be taken, I think, by that evil group that is anathema to all good Equity members—TAC.

The American National Theater and Academy was formed and incorporated by a small group of ardent souls led by Mr. Sherwood about five or six years ago—maybe longer—on the heels of nation-wide agitation for a national theater. The agitation that time was started by an article appearing in *The Billboard*. Equity was deluged with queries and took over, and for a brief while a lot of fine talk went on. Then ANTA was formed, and that seemed to settle everything. It even settled the dust, which has grown thick on the fine talk and on the ANTA itself in the years between.

Then the TAC row started—and just a week or so later the ANTA came forth with its plan. The juxtaposition of the two events may, of course, be entirely coincidental, but this corner, for one, is calling TAC out to take a bow.

This corner is also waiting with bated breath to see whether Equity Council will ORDER (in capital letters, of course) its members to stay away from all meetings and discussions held by ANTA. After all, ANTA may not manage to live up to the council's magnificent idealism either.

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## More N. Y. Clubs Open; New Rose Shows a Break for Vets

NEW YORK, April 20.—Oldtimers will predominate in the new show at the Diamond Horseshoe. Already signed for *Nights of Gladness*, opening May 5, are Blanche Ring, Julian Eltinge, Eddie Leonard, Gilda Gray, Harlan Dixon, Professor Lamberti and Wini Shaw. The new show will lampoon the Wilson Mizner era.

The current show, *Turn of the Century*, will be moved to Billy Rose's *Barbary Coast* night club at the world's fair. Abe Lyman's Band will be added. The new nitery will be housed in what was formerly the Midway Inn, and will operate as a straight eatery during the day. Four performances will be given in the evening. Talent there will include Joe E. Howard, Clyde Hager, Herman Hyde and Sally Burrell. Tom Patricola, Fritz Scheff, Lucille Johnson and Emma Francis. Opening is May 11. Frank Libuse, in the current Horseshoe show, will transfer to the Aquacade.

The Cotton Club will also change its show at the end of April. Andy Kirk's Band will headline with music, with relief by Manchito's Rumba Band. Tip, Tap and Toe and Sister Rosetta Tharpe are among those set.

Another change is set for the American Music Hall site formerly operated by the Krimskys. The basement will be opened as the Sadie Thompson Room, with South Sea Island atmosphere. New operators will be the Pago-Pago Amusement Corp., with Robert Mernit, former p. a., at the helm. Johnny Da Silva and Johnny Pierce are negotiating for the upstairs room to house their new musical meller.

The Park Central Hotel will open the Rhumba Roof May 8 with a rhumba ork and a staff of dance instructors. The hotel's Coconut Grove continues.

The Biltmore's Roof is set for a June 17 opening, replacing the hotel's Bowman Room.

The Glen Island Casino at New Rochelle will bow for the season in mid-May. Bobby Byrne Ork set.

The Brick Club has undergone a

change of name and is currently called Club 47. Al (Paris) Green is heading the entertainment there.

Mon Paris, which reopened last week after a temporary shuttering, has been ordered by the American Guild of Variety Artists to pay off the talent nightly. It is understood the management is paying off back debts to musicians and performers. Ethel Barrymore Colt has been told by AGVA not to open there.

George Jay, operator of the 78 St. Tavern, has opened the Jiggs Cocktail Room with sepi entertainment. Talent includes Mae Johnson, Jimmy Koegan, Jackie Stuart, Trent Patterson and Tiny Kay.

Pat Goode has severed connections with Barkley's Cafe in Brooklyn and opened the Parkway Cafe in conjunction with Ed Perry.

A replica of the Beachcomber will be opened by Monte Proser at the World's Fair. The new spot, the Zombie, will operate on a similar South Sea Island idea. A rumba band and a native show will be featured. Associated with Proser will be Crawford Hill, representing Alastair MacIntosh and William Rhineland Stewart.

### Boyle Woolfolk Books Little Jack Little Unit

CHICAGO, April 20.—Boyle Woolfolk has booked the Little Jack Little unit for three weeks in Michigan, opening at the Strand, Lansing, April 28. Unit includes Little Jack Little's Band; Barr and Estes, comedy team; James Evans, foot juggler, and Rosemary Shawn, dancer.

Currently playing for Woolfolk are Buddy Rogers, Henry Busse, Joe Sanders, George Hall and Dolly Dawn. Woolfolk also has signed Pat Barrett, the Uncle Ezra of the WLS Barn Dance, to appear in the Bob Eurns Paramount picture, *Comin' Round the Mountain*. Woolfolk and Barrett left Sunday for Hollywood.

### Wait Until the Name Goes Up in Lights

CHICAGO, April 20.—A new record in long titles was hit by Mike Levy, local producer. Show is readying to open around Labor Day and is labeled *Darwin's Theory, Evolution of Music, Bandits of the High C's, Brigands of the Scales*.

"It might require a little space to get the whole name in the billing," said Levy, "but the whole name it's going to be or else."

The show will feature Morris Hooven's Band.

## Marathon Show For Cleveland Theater-Cafe

CLEVELAND, April 20.—The New Club Regal, on the site of the City Theater on West Superior avenue, opened April 11 with a floor show billed as "largest in the State." Carrying out the plan of the long-deceased Mayfair Casino, which was also a theater converted into a nitery, the club got off to a good start with the following acts, Royal Scots Quartet, the Four Texas Darlings; Sammy Weston, comedian; Shutta and Kent, musical comedy; Louis and Cherie, novelty; Fredericks and Lorena, apache dancers; Yvonne de Vere, dancer; Buddy and Betty, flying wheels; Agnes Day, pianist; Joanne Murray, lyric soprano; Len Pries and Joe Sterling, emcees, and Gordon Cherney and orchestra.

Jerry Hathaway, manager, formerly operated the Regal Grill. The show runs continuously from 9 p.m. to 12:30 a.m.

### Shreveport Club Closed

SHREVEPORT, La., April 20.—The 41 Club on Minden Road near Bossier City has closed as the result of an order in the Bossier Parish District Court against J. W. Hossier, operator.

Hossier pleaded guilty on charges of operating a gambling device.

## Arena, Bijou, Do Well in N. Haven; Kyser Has Record

NEW HAVEN, Conn., April 20.—Altho there is a difference in the admission charges for vaude at the Loew-Poli Bijou and the Arena, both have been having nice turnouts. In three week-ends, starting with March 30 to 31 as a comparison, when Saturday versus Sunday vaude started, receipts at both Arena and Bijou have been encouraging.

Kay Kyser bill brought in 13,000 people to the Arena Sunday, March 31. Previous day's bill at Bijou had Thelma Todd, which did okeh.

On April 6 Bob Howard packed them in at Bijou, and next day at Arena Cab Calloway drew 4,500.

April 13 at Bijou had the Cabin Kids. Arena program was headlined April 14 by Gene Krupa, who attracted 7,000.

Bijou plays four-a-day vaude with single film feature. Admission till 4 is 10 cents, 20 cents and 30 cents; after 4 it is 25 cents and 35 cents. Arena has two-a-day vaude, with afternoon tariff at 40 cents and 75 cents, and evening at 55 cents, 85 cents and \$1.10. Arena shows vaudeville the first half, with last half being devoted to main band attraction, which also plays for the vaude bill.

Belle Baker headed the vaude Sunday (14) at the Arena. The show drawing 7,000 despite the very bad weather.

### Murphy Goes From Laughs to Tears

CHICAGO, April 20.—After 32 years in show business, Senator Murphy is refusing all bookings. The Senator has embarked on a commercial career, manufacturing autographed handkerchiefs on a large scale.

This isn't the first time he has turned his shoulder to the footlights, however. Four years ago he made the same declaration when he tried to set the world on fire with his invention of collapsible spectacles.

# The Broadway Beat

By GEORGE SPELVIN

A CERTAIN local night spot op, oiled just a bit too well, sat with a party one night last week and watched a dance team. "That," he finally said, "is a team I'd like to use in my room!" . . . The only trouble was that he was sitting in his own room, watching a team that he himself had hired. . . . A couple of weeks ago Herb Kadison, p. a. for Johnny Messner's Ork, went to Athens, O., to marry Mary Morton—and while there he got the manager of the local music store to rig up a big Messner display. Working on his honeymoon yet. . . . Fame: During Eddy Duchin's run at the Strand Theater, a special lobby display was a glass case containing a plaster cast of Duchin's hands. . . . It was only a meager crowd at the Polo Grounds Tuesday for the opening game of the season, but the party thrown by WABC after the game was very, very fancy. It was at the Fairway Yacht Club. No yachts around, but plenty of tropical fish set in tanks in the walls. . . . When the National Senior Weight Lifting Championship comes to Madison Square Garden May 25, it will feature—local fireman may be glad to learn—a Mr. America contest to determine the most perfectly developed and proportioned amateur athlete in the United States. In the weight-heaving championship itself, lifts to be contested include, according to the press releases, the Two-Hand Military Press, the Two-Hand Clean and Jerk, and the Two-Hand Snatch. The new world's record holder in the Two-Hand Snatch is Steve Stanko. . . . Just thought you like to know.

IF THE Hurricane draws as much patronage as the sign hoisters who installed the huge neon spread for the spot, then it's safe to predict that Mario's new club will be a click. . . . Speaking of the Hurricane, the native Tahitians brought in for the floor show rushed out excitedly last Friday night (12) during the freak snowstorm. A lot of them had never seen a snowfall before, and just stood on Broadway catching snowflakes. . . . Jerry Lesser recently played a talker in Isabel Manning Hewson's *Market Basket* on NBC. F. B. Kelley, on press for the Ringling show, was listening at the studio and was so impressed that he offered Jerry a circus job. . . . P. S.: Lesser is staying on the air. . . . One of the new Irving Berlin tunes, *You'll Get It*, from his score for *Louisiana Purchase*, has had to have its lyrics changed for air consumption. . . . Jim O'Neill has a new hobby to vie with his mynah (rare talking bird). He's now making his own recordings on his own machine, his favorite being a horse auction at the Winter Garden (circa 1900), when there was a stable on the site, fillies provided the follies, and the auction stand was where the present ork pit is situated. . . . Speaking of the mynah, Jim was twisting a radio dial the other evening and tuned in on a well-known columnist. "Cut him off!" howled the bird. . . . Jim's now thinking of changing the mynah's name to Pegler.

FOUR waitresses on the luncheon shift at the Hawaiian Room at the Lexington will be married within a month. The p. a. claims that the room's romantic atmosphere is responsible, so maybe the item ought to come under the heading of occupational diseases. . . . The Four Yostmen have registered their 1,025th performance at Billy Rose's Diamond Horseshoe, and claim that it's a record for a quartet. . . . Happy Godday, of Leeds Music Co., is also a make-up artist on the side. His last job was on Mitchell Ayres Band at the Paramount. . . . The father of Ivan Black, p. a., has a sense of humor, part of which may be traced to heredity. Pappy Black's name is I. M. Black, and his manufacturing company is known as Browner-Black. . . . Press agent Joel Rose has installed his brother as inside man handling calls and callers—and, since they look alike and talk alike, brother is spending half his time explaining is isn't Joel.

## Benny Fields and Wm. Morris Settle Famous Door Suit

NEW YORK, April 20.—The \$25,000 breach of contract suit by the Famous Door against the William Morris Agency and Benny Fields has been settled out of court for approximately \$5,000.

The Famous Door sued after Benny Fields had on several occasions failed to keep an engagement there after the William Morris office, Fields' agent, had signed him in that spot for a February 19 or March 19 opening. Fields, meanwhile, had booked himself into the Royal Palm, Miami, Fla., and refused to come north to keep the engagement at a salary lower than his Royal Palm salary.

The Morris office, in the meantime, booked Helen Morgan to sub, and after the termination of her engagement the suit was filed, altho efforts to effect a prior settlement had failed.

The settlement of the suit also calls for the engagement of Fields at the Famous Door in June, together with Teddy Powell's Band.

## Despite Publicity, Jessel Under Record

DETROIT, April 20.—George Jessel, aided by all the publicity of his wedding, failed to come up to the record set several weeks ago by Lou Holtz at the Bowery Cafe.

Jessel's romance was spread over local newspapers during his week engagement. Jessel's draw for the Bowery a little under 10,000, in contrast with 12,000 set by Lou Holtz.

This week, with Chaz Chase and Rufe Davis co-starring, the spot is drawing records crowds again, with full houses Monday and Tuesday nights. Indications were that the bill would come up around the Holtz figure.

## Johnson Still Running Bon Air

CHICAGO, April 20.—Despite reports to the contrary, Bill Johnson will himself operate his Bon Air Country Club, class A summer nitery just outside the city. He is auditioning bands and acts for the club's opening.

It was previously rumored that Mike Fritzel and Joe Jacobson, operators of the Chez Paree, and the Falkenstein Brothers, operators of the Hi-Hat, were bidding for the Bon Air.

## 2 More Detroit Spots for Names

DETROIT, April 20.—Blossom Heath, roadhouse, is slated to open this week.

Grand Terrace, operated the past three years under management of Arley Fleming as a ballroom, will probably return to night spot policy shortly. Same management will continue. Seating capacity, 900.

## Problem: They Scram After the Floor Show

NEW ORLEANS, April 20.—Operators of a score of Vieux Carre clubs are trying to figure out a way to keep patrons in their places after the floor show has bowed off. Patrons fly away, leaving the places empty for the last show.

Some managers have been adding early morning entertainment, while others have used strollers; but these are sometimes so bad that the few patrons left have been scared away by poor entertainers.

## Milk Night Club Clicks; Boys Whoopee on Malted

BATON ROUGE, La., April 20.—Milk Night Club, with a top price of 15 cents for malted milk, has completed its first week of existence and has been pronounced by students of the Louisiana State University as a complete success. Club has announced booking of more elaborate attractions this week-end.

No admission or cover charge. The club uses coin phonograph for week-day nights. The "milk for health" angles are ballyhooing patronage.

Night Club Reviews

# Hurricane, on Paradise Site, Newest Big Spot on Broadway; Selling Atmosphere; Show Weak

Mario Tosatti's new spot, The Hurricane, on the site of the ill-fated Paradise Restaurant, New York, should be able to make a go of it even tho the floor show is monotonous. The big club premiered, as scheduled believe it or not, Wednesday (17) and drew the expected mob of Broadway "well wishers" who promptly agreed later on that the show was very bad, that the club opened at the wrong time and so forth.

The fact is that The Hurricane has a good chance to make dough because it is selling atmosphere rather than costly talent—and this should give it a comparatively low nut. The talent is composed of a seven-piece rumba band and girl singer, a 13-piece Hawaiian band and a cast of around 25 brown-skinned boys and girls. No names.

Mario obviously had one eye on The Beachcomber across the street and another on the expected World's Fair crowds. If The Beachcomber could make dough offering South Sea atmosphere and two non-name bands, then why not the old Paradise, with its fine location, large outside electric display and 800 capacity? That must have been the reasoning and the new Hurricane blossoms out as an inviting spot that has a surprising degree of intimacy due to dim lights. It is full of palm trees, illuminated coconuts, that decorations and blue lights suggesting moonlight. It's the "moonlit magic of tropical Tahiti" at dinner from \$1.25 and supper at \$1.25 minimum (except Sunday, \$2). Cuisine is French. Drinks are South Sea Isle, mostly rum mixtures.

Three times a night (8:30, midnight and 2:30) Ted Adolphus sends out his floor show, *South Sea Moods*, advertised as "a typical exhilarating, spectacular fantasy of Tahitian, Samoan and Hawaiian songs and dances with all-native cast." It is a fancy description (and probably the brainchild of p. a. Joel Rose, who was resplendent in a tux opening night), but the show doesn't deliver what it promises.

The well-rounded maidens with raven black hair and flowers in their hair undulate their hips and arms in lazy, exotic manner and sing soft tunes of good old Hawaii—but there's too much of it and the opening night crowd waited impatiently for the punch that didn't come. There were moments of special interest when the girls swung the native tunes and when they stripped their sarongs down to panties, but that was all. The men bared handsome tho rather plumpish torsos in several numbers, including sword and drum routines, but the show as a whole was additionally handicapped by working too close to the floor too often, which is tough for patrons seated in the back rows.

Eddie Bush and his Society Islanders, 13 pieces, play the show music well, giving the native rhythms that melodious, flowing, lazy electric-guitar quality they deserve. One of the bandsmen, probably Bush, has a spot in the show singing

native tunes in high falsetto tenor. Relief band, Fernando Canay, swings into view on the revolving band stand, his seven-man outfit dishing out lively, thoroly danceable rumbas, congas and waltzes. Vivacious Lolita Cordoba sings in front of the band in hotcha shake-'em-up style reminiscent of Diosa Costello.

The old bar in the lounge has been transferred to inside—a good idea—and the lounge is now labeled Tahitian Hut. It has a rainstorm pictorial effect in one corner, the concealed fans sending out a draft that chills the entire lounge.

Fred Chivavento, whom Mario took from LaConga when he quit that spot last month, is manager, with Mario himself doing the handshaking at the door. *Paul Denis.*

## Celebrity Club, Chicago

This basement spot, located in the heart of the Boul Mich hotel section and next door to the swanky Blackstone Hotel, would fit much better into the South State street neighborhood a couple of blocks west. A raucous, synthetic camaraderie is affected by the hostess, Blondie, and the mistress of ceremonies, Jessie Garworth, who on occasion proves herself capable of handling overenthusiastic guests. The room, which at one time housed the somewhat noted Samovar, is small, seating perhaps 120 people, and dimly lighted. Food is a secondary consideration and drinks are priced as one would expect of a spot catering almost entirely to transient trade.

Music for the shows is furnished by a three-piece combo—piano, drums and trumpet, and a fair floor show is presented. Jessie Garworth, a froggy-voiced brunet, emsees and occasionally vocalizes. Phyllis Vaughn, tall and attractive stripper, handles her tease numbers nicely. Mary Kaye, youthful tapster, has a pleasing tho ordinary routine. Standout in the show is Natasha, control dancer, who has talent that should fit her for the better spots. The Figuettes, a five-girl line, appear first in a hula session and later in a modern version of the can-can, nicely executed.

Club has a tiny dance floor and when the musicians take time out an automatic phonograph furnishes music for dancing. Spot attracts little mid-evening trade, but gets a good play from the after-midnighters. *Nat Green.*

## Belmont Club, Miami Beach, Florida

Toni Lane (recently reviewed at Club Ball) is held over here and for good reason.

Tubby Rives has stepped into the emsee's shoes and the fit seems perfect. Rives is on the risqué side, but is the least offensive guy in the world. Is a tall, fat fellow with more personality than voice and a satchel full of good gags.

Lynn and Lazzeroni, roller-skating duo, work on the standard mat, but their work is above standard. Fast, agile and clever, their most spectacular whirl is Lynn's changing her position four times before her feet touch the floor. Starting by hanging on George's neck with two feet, she places her pedals under his arms, goes into what they call a swan (head touching floor almost) and, as he speeds, wraps her feet around his extended arm in the "one-arm airplane." Wow.

Nice-looking chorus is in action, and Johnny Silvers' Band rates highly. Relief crew is Eddie Paisley's Four Vocalions, a 12-instrument quartet. *Lee Simmonds.*

## Irvin Wolf's Rendezvous, Philadelphia

This lounge in the Hotel Senator comes close to being a counterpart of New York's Hickory House in that the motif of the room is a musical bar. The

sippers are parked along the rail and the performers are on the shelf.

The big noise current is Slim and Slam, the Flat Foot Floogie boys, together again after a separation of more than a year. With Slim Gaillard plucking the guitar and Slam Stewart on the bass viol, both devoted to original tongue-twisting songs steeped in Harlemese gutturals, the team again combines unique comedy and musical talents. In addition, Slim jumps around on the various instruments and turns in some fancy toe-tapping around the bar's walk. Boys are aided and abetted in their musical mayhem by Lew Morgan on piano and Hubert Pettway, both swing experts.

Making the music continuous and all-ways swingy is the University Trio, an expert musical and harmonizing white unit comprising Jack Sperling on bass, Jimmy McNichol on guitar and Tony D'Amato on accordion.

Wolf is the engaging host and keeps things humming until the early dawn-ing. *M. H. Orodener.*

## Hotel Edison, New York

Marking his return to Mrs. Maria Kramer's hostelry after a full year, Gray Gordon came back to the Green Room Friday (12) but held the trade opening Tuesday (16). It turned out, however, that there was very little of a trade opening. (For details see Music Dept.).

The year that Gordon spent outside of New York has worked wonders for the band because he comes back with a much improved crew that sounds top flight. Besides making music in solid fashion, the boys were as clean a looking group as ever graced a band stand and the new copper stands look swell. But what's more important, everybody plays together as tho they really mean it. The results are rhythmic co-ordination, interesting listening appeal and solid danceability.

Meredith Blake is the new song seller. Goes over like a bang with a vibrant personality, ability and plenty of sex appeal. Johnny Victor handled the male vocal assignment.

Only other entertainment is the relief band and Nico Covaro, the table-to-table troubadour.

Ed Dukoff handling the publicity for the hotel and Artie Pine for Gordon. *Sol Zatt.*

## Rainbow Room, New York

With band leader Eddie LeBaron in the last lap of his three-year consecutive engagement here, John Roy's fancy night club atop the RCA Building brought in a new floor show Wednesday (17).

The new show is diverting without being particularly punchy. Its strength is its novelty and its weakness is the lack of cumulative sock. It starts off with young, likable Jimmy Rae, who talks engagingly about an imaginary brother who is supposed to help him in acrobatic tricks. Rae does several nifty somersaults, flips and leaps, interspersing them with light comments. The acro stuff is really above ordinary, but the soiled appearance of his full suit after taking falls, the bad lighting, along with the frozen-face audience, combined to dampen the effect of his act.

He is followed by brunet, demure Sylvia Marlowe, who plays swing tunes on the double keyboard of a harpsichord—which looks like a grand piano but has quills plucking the strings instead. A mike picks up the tones, giving them an electric quality. Six pedals are used. She played in an 18th Century Drawing Room, some boogie woogie stuff and a couple of other lively numbers, the unconventionality of the act rather than any spectacular effects making the most impression.

Leni Bouvier and Eugene Von Grona, holdovers from the last show, are doing much more commercial dancing than before and got by nicely enough. Miss Bouvier makes quick costume changes for each of their four numbers, which helps the act, and both combine to provide expert modern-style dancing to

satirical themes. *Begin the Beguine* number is their best.

LeBaron is still bouncing and swaying on the band stand, emseing the show, leading his slick band thru a wide variety of numbers. His violinist, Morris King, steps out to lead the rumba-conga unit. Brunet, pretty Elaine Miller, singer-violinist, is new vocalist with LeBaron and displayed a pleasing voice and competent delivery.

Edward Seay is still publicity man. *Paul Denis.*

## Paddock Club, Miami Beach, Florida

Tom Williams' spring revue at this year-round spot is delighting the natives to the tune of capacity houses. Williams usually has the luck to fall into an act that is invariably good for at least a dozen weeks—Rogers and Morris were here all during the winter—and he has scored again with emsee Al Schenk. Customers usually come back to see Schenk tear into a ringside heckler. As a stiffer, he's terrific. Schenk also softshoes, gags and sings, coming up with two fine vocal laugh arrangements on *Yes Sir, That's My Baby* and *Dark Eyes*.

Midgie Fellows, petite and cute songstress, is the voice attraction. Stuff is sold excellently, stickouts being *Ol' Man River* and *Where Has My Little Dog Gone?* One of the best swing personalities to step before a Miami Beach mike here since December.

Charles and Barbara, a young jit dance team, are somewhat handicapped by the small floor but don't seem to mind it. Constant action and routines are nicely timed.

Folie Miller offers tap and acro work. Two bands work, Tony Lopez for show and dancing and the Paddock Four featuring trumpeter and xylophonist Al Thew. Lopez Ork is popular here, having worked the spot all last summer. A six-

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line chorus, the Milray Girls, do stand-ard terp.

Show, with exception of Folie Miller, comes via MCA. Lee Simmonds.

### Ambassador West Hotel, The Buttery, Chicago

This intimate, attractive room is a favorite rendezvous of the better class trade, people who enjoy good food to the accompaniment of excellent music. Enjoys an excellent dinner patronage as well as heavy late trade. Room is faultlessly appointed; walls of a restful brown, comfortably upholstered booths ranged around two sides and tables in center portion. A small bar dispenses the best of drinks, and there is a tiny dance floor.

Anthony Don Garra's four-piece combo—guitar, violin, accordion and bass—dispenses melodious music, subdued to suit the small room but occasionally swinging out for the dancers. They are very good musicians and fit admirably into the room's atmosphere.

At intervals during the evening Kay and June Nelson offer excellent entertainment. June is an accomplished pianist with a pleasing individual style. Kay has a well-trained voice and pleasing delivery and her repertoire ranges thru ballads, pop tunes and novelty numbers. She is singing a new number, *When You Were Seventeen*, words and music by June, which has popular appeal. Especially good is her *Oh, Johnny* song, done as Katherine Hepburn, Ethel Barrymore, Lionel Barrymore and various others would do it.

The Buttery is an ideal spot to spend a restful and pleasant evening amid congenial surroundings. Nat Green.

### Dwyer's Sawdust Trail, New York

An interesting tavern on 44th street is operated by Jimmie Dwyer, a vaude-villain who did an act with Eddie Borden. In the last five years the club has developed a following among old-

### Shipwreck Kelly Working Clubs

ALEXANDRIA, La., April 20.—Being the holder of five flagpole sitting endurance records, Shipwreck Kelly has apparently tired of the lack of competition.

His new form of endeavor has him riding a bicycle on the roof of the Club Plantation here. He has been at it since the morning of March 26 and is going strong in spite of a siege of rainy weather.

time performers who come in for a reasonably priced glass of beer and talk of the old days. In atmosphere it is a take-off of a typical '49 Gold Rush music hall, informal with its continuous entertainment policy.

Dwyer has discovered that a headliner of vaude's heyday will not only attract show people but also the crowd that remembers them back when. First in was Kay Parsons, followed by Will Oakland and now Ella Shields.

Miss Shields, reviving her *Burlington Bertie From Bow* character, looks remarkably well, retains a high degree of charm despite the limited working space on a stand between pianos and, what is most impressive, holds undivided attention. Works in her familiar male outfit and repeats the songs that brought her fame, including, in addition to *Burlington Bertie*, *Kiss, Kiss, Kiss*, *My Adeline* and *Au Revoir, But Not Goodbye*. Miss Shields is given a pretentious introduction by Monty Wolfe, another veteran.

Spot's standard entertainment policy is tied around its four little white pianos, lined up in the center of the floor. It was the type of act used by Bobby (*Pony Boy*) Heath and his Melody Monarchs, five songwriters from Philadelphia who toured with a piano turn (Bobby is now a bartender in the spot). Sawdust pianists are Syd Franks, Mildred Walker, Marlene Francis and Helen Penny. Featured singer is Jean Rose, a good-looking and talented blond, who has been dishing out pops here for the last eight months. A comparative newcomer is Tookie Hunter, brunet warbler with a pleasing personality.

Three singing waiters brush off the old ones between table-waiting sessions and revive memories for the oldtimers. Trio includes Jack Allman and Jimmy Buckley, both former vaude performers, and Sam Simmons.

Sidney Engellberg is responsible for the fancy canvas murals decorating the walls. Spot has no cover or minimum charges. Sam Honigberg.

### Andrew Jackson Hotel, Nashville, Tenn.

Nashville always shouts about its culture, but rarely does anything about it. This same attitude extends into the night club business and as a result it's pretty slim pickings.

The Commodore Room of this hotel, tho, has done well with a dinner-dance club converted into a night club Saturdays. The club has the usual trouble in Tennessee—no bar is allowed, but a patron may mix his own drinks or hand his whisky to a waiter to be mixed. It's the way the State liquor law reads.

Horace Holley and orchestra furnish the music, a temperate variety that goes extremely well with local clientele. Altho no floor show appears regularly, local talent is booked occasionally.

Dinner at \$1 and up and the 75-cent per person couvert Saturday nights gives patrons plenty for their money. A. D. Johnson.

### Kitty Brando's, Boston

Attracted by Kitty Brando's reputation as a smart booker, crowds have thronged this club since she took it over a few weeks ago and gave it her own name. With no real names to offer, Kitty Brando's presents fast entertaining revues.

Helen Faye headlines the current show, one of the most unusual revues ever seen at a Boston supper club. Miss Faye is a violinist and her appearance here is the first time an artist of this type has been featured in the Hub. She plays two classical pieces excellently and then offers her own arrangement of *Melancholy Baby*, joined by maestro Joe Candullo and his brother, Harry. Called back for an encore and many bows.

Eddie Lane, Jack Edwards and Allen Ross alternate as emcees, in addition to offering their own novelties. Zanies

## Phila Night Clubs Spending More For Acts; June Convention Angle

PHILADELPHIA, April 20.—Pointing to the anticipated flow of money when the Republican National Convention comes to town in June, local nitery owners are increasing rather than cutting talent budgets.

Three new niteries have reopened. In central city, Harvey Lockman reopened his former Delmonico's as the Cotton Club, with a show headed by Bobby Evans, emcee and band leader; Ida James, songstress; Reds and Curley, dancers; Valda, shaker; Lucille, songstress; Troy Brown, comic, and Son and Sonny, tapsters.

In North Philadelphia, Joseph Simone's Open Door Cafe re-lit under guidance of Lee Shaw, local booker, with Illeana in top spot; Ben Perry, emcee; Frances Carroll, songstress; De Mayos, ballroom team; Charlie Mack, dancer; Six Mayonettes, girl line, and Ted Oliver and his 12 Men of Rhythm.

In the southwest sector, Schoolhouse Inn has opened with a show headed by Jean O'Neil, emcee; Andy Russell, singer; Buck Calhoun, comic; Madeline and Rita, dancers; the Joyettes, girl line, and Jimmy Venuti's Ork.

The intimate El Chico, operated by Ben Rash and Herbie Franks, which went dark Thursday, will be reopened soon as the Chateau Madrid, under new management.

Jack Lynch also announced he would keep his Hotel Walton nitery lit all summer. Midge Fielding, dance director, with Charles Barnes writing lyrics, is readying a new revue for April 29, which will return Bob Russell as emcee; Fred Sanborn, comic; Tamara, singer; Gary Leon and Tut Mace, dancers, holding over.

Word is expected momentarily on the reopening of the Hotel Adelphia roof garden, which emphasizes the Hawaiian motif.

Stamp's Cafe is bringing in the Keller

along the lines of the Ritz Brothers, they proved they need no script by capitalizing on the antics of two drunken hecklers and stopping the show cold. Because of the heckling, part of the act was cut at the show caught, but the boys performed enough to show they really work.

Songstress Dorothy Blaine sings torchy versions of current faves but hampers her good voice with a tendency toward dramatizing the lyrics. Elimination of this fault should build her into a real vocal personality.

The Pastenes and Fanchon dance, with Miss Fanchon later returning in a musical comedy routine and the Fanchons soloing in a swiftly paced number. All three have ability and utilize excellent routines, but the act has a tendency to stay on too long.

Joe Candullo's 10-piece band plays for the show and for dancing. Featuring three brass, three sax and four rhythm, Candullo has one of the better bands in town, dispensing either the sweet or the jive as desired. Four former leaders, including Joe's brother, Harry, are in the combo. Joe himself handles the vocal and answers any and all requests. M. N. Kaplan.

### Rainbow Grill, New York

Unlike its sister across the hall, the Rainbow Room, the informal grill is still playing talent on marathon engagements. Marlynn and Michael are entering their third year and Barry Winton's Orchestra its second year. Outside of the change in decorations, which includes a somber refurbishing job, the only new attraction is magician Gali-Gali, who is doubling from the Rainbow Room.

Gali-Gali, working in Egyptian dress and fez, puts everything to good use and projects a showmanly performance at lightning pace. His best is the disappearing chicks idea, followed closely by the ring-on-stick trick. Does a neat job of customer-pleasing. Keeps patrons laughing and applauding all the way.

Marlynn and Michael, who have become an institution here, double between the floor show, in which they do three numbers with excellent grace and timing, and the Champagne Hour, which is always exciting to the customers. Winton's music is still as pleasing and danceable as ever.

Ed Seay holds down the press desk. Sol Zatt.

Sisters, standard singers. Kaliner's Little Rathskeller this week provides the local nitery debut for Nick Lucas. Kaliner's plans for the darkened Benny the Bum's, which they took over, are still in a nebulous state.

## Marx Bros. Tee Off Detroit Vaude May 3

DETROIT, April 20.—Return of stage shows at the Michigan Theater was held up for two weeks to allow booking of the Four Marx Brothers May 3, with a company of 50. Their show will try out new material planned for the next Marx film.

According to Earl J. Hudson, president of the United Detroit Theaters, stage show policy is strictly dependent upon availability of talent. Emphasis will be on personalities who have built up a name in other entertainment fields.

## Phil Irving Exec Secy. of NY AGVA

NEW YORK, April 20.—Phil Irving was named executive secretary of the New York local of the American Guild of Variety Artists at a meeting of the AGVA executive board Thursday (18).

Irving simultaneously resigned as president of the local. According to an AGVA spokesman, his salary has not been set. Dave Fox, first vice-president, moves up to the presidency, with other vice-presidents moving up a notch. No election is contemplated to fill the fifth vice-presidency.

## Film Theater-Cafe Tie-Up

MILFORD, Conn., April 20.—The Seven Gables Inn got a publicity break when a first-run flicker, *The House of the Seven Gables*, played at the Loew Majestic Theater in Bridgeport.

Lennie Casillo, manager of the Seven Gables, and Morris Rosenthal, manager of the Majestic, played up the event, resulting in capacity attendance at both spots.

## Talent Agencies

AFFILIATED ARTISTS AGENCY, plotted by Charles Travers, has opened in Buffalo, and is already booking acts into Chez Ami there. A 12-people colored unit, headed by Bea Moora, was set by Travers for the Palace, burlesque house, for its annual Black and White Revue. . . . WALTER J. GLUCK, Buffalo, has booked Sylvie La Rue and Alice St. John into the Ray-Ott Club, Niagara Falls, N. Y.

WARREN PEARL, office manager of General Amusement Co., New York, is back following a Florida vacation. . . . TODDY, after a four months' absence from the receptionist's desk at the William Morris office, New York, is back at her post.

LEONARD VAN has not been with Abner J. Greshler office, New York, the past three months, according to Greshler.

CHARLES FREEMAN, of Consolidated Radio Artists, left Monday for Dallas to attend the Variety Convention as well as confer with Bob O'Donnell, head of the Interstate Circuit. . . . HARRY DELL, New York, is limping because of the gout.

TONY PHILLIPS has taken the Three Rhythmiacs under his personal management and set the turn to open this week at Kaliner's Little Rathskeller, Philadelphia.

MURRAY GINSBERG is now handling bookings for the Majestic, Paterson, N. J., thru the Al and Belle Dow Agency, New York. . . . HATTIE ALTHOFF has returned to her office at CRA, New York, after a hospital siege.

SAMMY CLARK, Chicago, who supplies talent for the 606 Club, has tied in with Eddie Smith, New York, to supply acts for that spot. The 606 Club is now using New York talent, in opposition to Colosimo's.

AFFILIATED ARTISTS AGENCY, Buffalo, booked Bea Moore's all-colored unit of 20 people into the Roxy Theater, Cleveland, and the Embassy Theater, Rochester, N. Y., burlesque houses. Also booking the Havana Casino, Buffalo, three acts and a line of girls.



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Write or wire collect to G. WRIGHT, 816 Macabees Bldg., Detroit, Michigan.

## Para, Newport, to Reopen With Vaude

NEWPORT, R. I., April 20.—Colonial Theater here has been sold to Ruth L. Weiss, of Boston, to be torn down and replaced by a store.

E. M. Loew Circuit, present lessee of the theater, will take over the Paramount Theater April 21, with Gerald G. Wagner as manager and policy of subsequent run films and vaude.

Paramount, dark for past year, will be redecorated before being opened.

## Stroudsburg Vaude, Maybe

STROUDSBURG, Pa., April 20.—Sherman Theater here may add a stage show policy for the summer, beginning in May. Final decision is dependent on picture booking situation.

If house picks up vaude, Joe Feinberg agency will include it on its Comerford set-up.

## Seranton Vaude Out

SCRANTON, Pa., April 20.—Vaude has been discontinued temporarily at the Capitol (Comerford) Theater after a three-day-a-week schedule featuring name bands.

## "Singing Hills" on Top

NEW YORK, April 20.—Another newcomer to the blue ribbon ranks of songs on the nation's phonographic network is *The Singing Hills*. This tune debuts among the most popular recordings on the music boxes this week, with Bing Crosby's, Dick Todd's and Horace Heidt's disks outstanding.

For further details on this and other favored recordings, turn to page 76 and the Record Buying Guide in this issue of *The Billboard*.

## Phila Parks Again Using Sunday Vaude

PHILADELPHIA, April 20.—Two single day stands have been added to the playing time here with the reopening of Willow Grove and Woodside amusement parks today (20).

Both parks are using Sunday vaude, three shows a day. Willow Grove has straight vaude booked by Eddie Sherman, with Frank Schulth back for another season as emcee. Woodside books musical as well as the standard acts.

# Club Talent

### New York:

BERT FROHMAN is the only holdover act at the Hollywood. New show opens Thursday (25). . . . SERGIO ORTA, stout emcee and comic current at the Havana-Madrid, was hit by an automobile last week and was out for five days. Quoth Sergio: "You should have seen the automobile." . . . BARBARA LANE and Bobby Goday are the new vocalists with Frank Nicola's 13-piece band. . . . BELLE BAKER is slated for a quick repeat at the Bowery, Detroit, next week. . . . SANDRA KENT, singer, is new at Rudy's Rail here. . . . LINDA MARCH, singer, opened Monday (22) at the Beach Club, San Juan, Porto Rico, Sylvia Barry and Velayne Hague replacing her at the Greenwich Village Casino here.

YOLA GALLI will open at the Rainbow Room June 26 for four weeks.

HARRY RICHMAN is booked for the Versailles, starting April 25.

ROSITA ROYCE opens at Leon and Eddie's, April 26. . . . NANETTE ARDEN, dancer, held over at the Swing Club, Greenwich Village. . . . ARNALDINE, crayon cartoonist, closed 26 weeks at Ripley's Odditorium April 18.

YOLA GALLI, recently returned from the Copa Cabana, Rio de Janeiro, joined the Dave Apollon unit April 11. Set for Rainbow Room June 23, thru Hattie Althoff.

### Chicago:

ROY DAVIS is being held another four weeks at the Empire Room of the Palmer House. . . . PHIL TYRRELL has set Avis Kent into the Club Royale, Detroit, for two weeks starting May 17.

THE HARTZELLS, singing trio; the Gale Sextet and Olive Faye, soubret, booked by Ray Lyte, to open at Colosimo's May 2. . . . DORN BROTHERS AND MARY, singing and impersonations, open at the Brown Hotel, Louisville, for the Derby season after four weeks at the Roosevelt, New Orleans.

BOOKED INTO the 606 Club by Sammy Clark are Lilli Dawn and Carol Chapel, who opened April 15, and Maxine De Shon, who started Monday (22). . . . JOAN AND CONNIE MAVIS, who also opened there the 22d, claim to be something new in a novelty act, a combination of exotic dancing and a double strip. . . . CARRIE FINNELL has left the 606 to open in *Street of Paris* at the World's Fair, New York, May 11.

### Philadelphia:

JEAN STRAFFORD, who broke up her partnership in Manna and Strafford,

## ISOBEL DE MARCO

"The Sweetheart of the Keys" and "Song Stylist"

Now Playing ALPINE ROOM, FOUNTAIN SQUARE HOTEL, CINCINNATI, O.  
Excl. Management: MCA, CHICAGO.  
Personal Representative: JACK WEBER.

ballroom team, is rehearsing with a new partner, Allen Trent. . . . JOSEPHINE SMALLWOOD, songstress at Jack Lynch's Tropical Bar, doubling in radio on Joe Frassetto's *Conga Time* on WIP. . . . MURRAY WOOD, midget at Harry Weinberg's Lexington Casino, was tendered a surprise birthday party last week.

### Atlantic City:

JOHNNY STEELE winds up a long run at Benson's and goes to New York. . . . EDDIE KRAVIS continues to line up sexy sirens for his Paddock International, the newest being Gloria Pivar. . . . MARION MACK AND EILLY ROSS, dance duo, make their first local appearance at Erin's Isle Cafe, where Operator Tom McDonough emphasizes Irish divertimento.

### Here and There:

ISOBEL DE MARCO, singing piano-accordionist, has been set for two weeks in the Fountain Square Hotel, Cincinnati, by Roy Howard, of the Cleveland MCA office. . . . BILL RUSSELL, active for MCA and David P. O'Malley on Midwestern club dates the last several months, is emcee and singer with the new show at the College Inn, Hotel Sherman, Chicago. . . . LINDA PRESTON, who has been singing in Detroit and Columbus, O., niteries the last several months, is a new addition to Calvert's *Egyptian Follies*, current in Midwest houses under direction of Kroger Babb.

TRULY MCGEE, line producer at Beverly Hills Country Club, Newport, Ky., jumped to New York last week to style dances for Michael Todd's new world's fair ventures. Florence Graham is in charge of Beverly's Truylettes during her absence. . . . JOHNNY KAAIHUE'S Royal Hawaiians, in their 11th week of a return engagement in the Sidewalk Cafe of the Hotel Gibson, Cincinnati, have been handed another month. . . . ANN SABER is in the new show at the Chi-Am Chateau, Mountain-side, N. J.

BILLY BRILL opens at the Dude Ranch, Berwyn, Md., Tuesday (23), after a 15-week engagement at Club Frontenac, Detroit. . . . UNA WYTE, singer, goes to Hollywood next month to play the Somerset Club and to work for Paramount pictures.

ROSITA ORTEGA opens at El Patio, Mexico City, for eight weeks beginning April 30. . . . BOB NELLER has left for a cruise on the Nieuw Amsterdam.

ANN MARVELLO, Thelma Emerson and Tille Hyles expect to take their *Oriental Dancing Show* to Baltimore night clubs, with John McCassin booking. . . . CHARLES AND BARBARA are at the Paddock Club, Miami Beach, Fla., for a four-week engagement.

DOROTHY BLAIRE and Johnny De Vant are playing the Providence-Biltmore, Providence. They follow at the Latin Quarter, Boston, May 12.

NICK LUCAS opened at the Little Rathskeller, Philly, April 22, for two weeks. . . . SYLVIA LA RUE, after a series of Montreal bookings, is now in

# Reviews Of Units

## A. B. Marcus "Continental Revue"

(Reviewed Friday Afternoon, April 12, at the Denham Theater, Denver)

This, the second of the Marcus reviews to play Denver, is going over better than the first. As usual, the Marcus flair for lavish scenery and costuming and plenty of girls gives customers plenty to look at.

The opener, *Bolero at the Savoy*, is followed by Art Stanley in a routine tap. Bob McAtee does a comedy bit introducing the production number, *Old-Fashioned Garden*. Roberta Jonay as a single and Rudy Mason and the two Hinton Sisters execute smooth steps in keeping with the theme. Ruth Durrell does the vocal background, displaying sweet pipes. Sharon De Vries, in a half-man, half-woman novelty dance, brings plenty of laughs, and her repeat later in a comedy toe number is just as good. Equaling De Vries as a laughgetter is Sparky Kaye, who works with Rolland Romas in a silent cabaret scene.

Leon Miller, working with a girl chorus, proves he has plenty on the toes when it comes to tapping. Production number, *Birdland*, features a good contortion by Janada, reaching a peak when the chorus girls swing on a trapeze attired in bird costumes.

Flagg and Arnold do their strong man stint, assisted by two chorines, Dale Adams and Mitzi Haas, and their performance is smooth and brings nice audience response when the girls toss the boys around. Harold Boyd and his jigsaws stop the show with their fan dance done with newspapers. The *Masquerade* number features Ha-Cha-San's golden dance, and the finale, *Parade of Nations*, has Florence Hin-Low doing a contortion specialty.

The show is well produced.

Herb Trackman.

## "Sidewalks of Paris"

(Reviewed at Liberty Theater, Lincoln, Neb., Thursday Afternoon, March 14)

This is a Joe Marcan unit, sent out into this area short in talent and time, to pick up a few dates before being expanded somewhat and sent east. It has two nude interludes, which may rough it with the city fathers in some spots. The whole show needs fixing before playing to metropolitan audiences.

Best act was Wells and Powell, and Tommy Wells gets in the bulk of the work as emcee in addition to his cross-fire and capers with his partner deep in the show. Powell girl is in for some contorting besides. Next in importance are Darro Brothers, hand balancers, who are good, and the Three Weir Brothers. Their work is fair.

Gary Gray produced the chorus stuff. Most of the femmes are on the hefty side, especially the one he uses for the Mlle. Ceegon bat dance. She appears in complete nude, while a partner flicks a batwing across her as a tease, but she's

her third week at the Ray-Ott Club, Niagara Falls, N. Y. Her manager is Wally Gluck. . . . VAN AND ARRIVOLA head the sixth anniversary show of the Dog-House, Reno. Others on the bill are Two Kings, Eddie Cochran, Ma and Pa O'Hagan, Pala Fox, Francis Desire, Anita Stewart and Lee Stout. Bob Morris heads the music crew. . . . ANN LESTER has recovered from the effects of an automobile accident.

JOE E. LEWIS opened at the Mayfair, Boston, April 16, set by the William Morris office.

JOE E. KERNS, impersonator, was awarded a week's salary by the Small Claims Court, Boston, as a result of his suit against Morey Pearl, operator of Popeye's Club, who, Kerns claimed, defaulted on his contract.

## 20,000 Bamboo Stalks To Build La Conga Club

BILOXI, Miss., April 20.—Twenty thousand stalks of native Gulf Coast bamboo were used in constructing the interior of La Congo Club, newest niterie, which opened Thursday (11) with South Seas setting, including sarong girls as waiters.

With Lou Saunders as emcee, entertainment includes Drigo and Durel, dance team, and Bob Calvert's Ork.

heavy in some of the wrong places. Other girl is Karen Kai, and she's the specialty moment in a seven-girl fan parade.

Prince Buddha, puppet, gets a nice ripple of applause and laughs. Band is led by Bob Hill. Show works front of the same drop and runs 54 minutes.

Picture was *Those High Grey Walls* (Col.) and business very good.

Barney Oldfield.

## "Folies de Nuit"

(Reviewed Thursday Afternoon, March 21, at the James Theater, Newport News, Va.)

Unit shows have been flirting with burly's main draw—strip tease—for quite a while now. *Folies de Nuit* does a little better than flirt with the idea; it takes the strip act over.

Eva la Bastien, from whom veteran burly peelers might learn a few things, is featured. The gal is a pretty brown-haired lass of demure appearance, but in two appearances dispels the adjective beyond all doubts. Her first number is a pagan love dance, sarong and all, against a "Vanity" chorus; her second is an impression of a Viennese coquette. In each case she discards fetching costumes and gives a long and satisfying near-nude performance.

Other features include Pansy, the performing "horse," swell comic specialty; some interesting hand stands by Bernhard and Ketchel and a so-so rapid-fire costume creation act by Alphonse Berg.

Paul Regan, emcee, is on for a meritorious collection of imitations, better than most seen here, and the eight-girl line, also stronger on looks than most, do three well-costumed numbers, a Parisian opening, "Vanity," and a *Poet and Peasant* tap to close.

Business was on the bum, house being less than half full at show caught. Upping of prices for show probably had something to do with this, tho.

Warner Twyford.

## "Jubilee Follies"

(Reviewed Thursday Afternoon, April 4, at the James Theater, Newport News, Va.)

Fair; a pleasant little show strong on comedy and dancing.

Staging is conventional, with a 10-girl line and eight-piece stage band. Opens with a *Life of the Party* cocktail shaker chorus number, followed by Barbee and Gray, who offer a fairly good society dance routine in fun-poking vein and conclude with a mindreading stunt calling on the audience for help. Girl is pretty, and act got a solid hand here.

Chorus is on again with "national dances" of all nations, a highly confusing collection of careless stepping and mis-stepping which leads up to appearance of Princess Chiyo, long-limbed Oriental dancer. Girl has no little talent, and should please more serious dance lovers, but her audience appeal is not great in (See *REVIEWS OF UNITS* on page 25)

## JUST OUT! McNALLY'S BULLETIN No. 21

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Capitol, New York

(Reviewed Friday Evening, April 19)

Capitol is set for very good business, having booked Eddie Cantor and George Jessel for one of its infrequent stage shows. What business is done can be credited to the vaude, for Cantor's picture, *40 Little Mothers*, is weak. With Cantor and Jessel are a very able supporting cast, including the Stuart Morgan Dancers, Gracie Barrie, Buster Shaver and Olive and George, and Don Albert's Band on the stage.

Cantor and Jessel split the emcee job. Their appearance together has sentimental angles which both work as much as possible. Comedy material has two recurrent themes, one being Jessel's marriage and the other Cantor's five daughters and lack of male offspring. Latter is made the subject of a parody, delivered by both. From standpoint of pure comedy, Jessel has the edge, whereas Cantor scores best on name value and glamour accruing from his legit, pix and radio background. Both sing, badly enough, but the tunes have nostalgic value—coming from Cantor's musical shows and from Jessel's songwriting days. They are on the stage frequently as a double, in singles and with the acts. Audience, of course, liked them.

Buster Shaver, with midgets Olive and George, continues one of the best liked novelty turns in the business. Routines are mostly dancing, Olive and George doing ballroom with Shaver at the piano. Later, Shaver does a dance with Olive, the contrast heightening the effect. This turn includes a bit of good acro in Shaver's handling of Olive. Clicked well.

Gracie Barrie, warbler, opened with *Do I Love You, Do I*, and impressed with voice and technique. Cantor and Jessel broke up her act somewhat, coming on to chatter with her after her first tune. This left the audience not quite set for the second and last, *God's Country*. Miss Barrie is definitely very talented, and should have been allowed to do her act without interference.

Stuart Morgan dancers, three men and one girl, are a sensational adagio act. Turn is very pictorial and finished, much of the stage area being covered in the throws. Girl, a small blond, is handled with precision and grace, and wind-up is a thriller. A sock adagio turn anywhere.

Don Albert played the show well. House very good. *Paul Ackerman.*

Chicago, Chicago

(Reviewed Friday Afternoon, April 19)  
Business was off at the Chicago for the first two shows despite an excellent stage

Vaudeville Reviews

bill featuring Ethel Shutta and including some beautiful production numbers. The picture, *Johnny Apollo*, a 20th Century-Fox production, with Tyrone Power and Dorothy Lamour, only fair.

*On Parade*, a beautiful baton number with the 16 line girls in colorful array and Audrey Corley featured in a baton-twirling routine, opened the show. On next were the Three Oxford Boys, talented youngsters who possess a lot of showmanship and musical ability. With a guitar and their voices they imitated just about every sort of band instrument with amazing fidelity. Gave impressions of the music of Busse, the Royal Hawaiians, Waring, Heidt, Wayne King and several other top ork leaders and came close to being show-stoppers. Closed to a sock hand with an *Old Man Mose* rendition.

The Menchiassy Brothers garnered laughs with their prop camel comedy. Used several plants in the audience, the camel going down thru the aisles, kissing a bald-headed man's pate and lifting a picture hat from a woman's head.

A highlight of the show was the *Dance of the Blue Danube*, lovely rhythm production featuring the sensational adagio star, Sylvia Manon. The slight, titian-haired girl is tossed about by her three male assistants in a most amazing adagio routine, beautifully done. A tremendous hit.

Ethel Shutta remains one of the stage's most accomplished singers and comedienne. Skilled as few are in showmanship, she radiates charin, and her numbers, most of them with a comedy angle, received tremendous hands. Best of her offerings were George M. Cohan's *Indians and Trees*, a parody on *The Lady's in Love With You*, and *Darn Clever Fellow These Chinese*, from *Three After Three*.

Show closed with a pretty production number, *Dance of the Hours*, with the Chicago ballet and Rudy Wagner. *Nat Green.*

Loew's State, New York

(Reviewed Thursday Evening, April 18)

Ed Sullivan, the columnist who picks up pretty good money a few weeks each year carting a vaude unit around, is attracting big business in the city that was first to recognize his box-office potentialities. And his current fare (reviewed as a unit in the April 13 issue) has a few Hollywood names and semi-names who have little to offer individually, but as a group, and under Sullivan's

cool and collected guidance, kill an hour entertainingly.

Particular credit should go to Sullivan for his novel way of using Arthur Treacher, the very English butler, and Bela Lugosi, the boogey man, who have no vaude acts of their own. Several bits engaging the trio and running thru the show are really funny.

Betty Jaynes and Douglas McPhail, youthful song team, display solid voices in *Where or When* and a duet from *The Student Prince*. They are the most talented in the unit, even tho they lack stage showmanship.

Marjorie Weaver and Helen Parrish, both seen recently in screen roles, have little to offer outside of decorative personalities. To give reason for their presence, Betty Jaynes is brought back to pitch in the vocal strength in something they call *Wives of Horror Men*, cooed to the *Oh Johnny* tune.

Sullivan revives his *Famous Firsts* screen flashes in which silent and loud screen notables are seen in their early appearances. It is short and different.

For a sock opening Peg-Leg Bates, the terrific one-leg dancer, gets the assignment and, as usual, stops the show. In a late spot, Vivian Fay, ballet toe dancer, leaves a striking impression with a snappy and brightly tailored routine.

All return in the finale to engage in seemingly rehearsed "ad lib." bits with Sullivan, winding up with the *Hooray for Hollywood* ditty and using masks of their own screen favorites.

Business very big last show opening day. On screen, second Broadway run of Columbia's *Too Many Husbands*. *Sam Honigberg.*

Strand, New York

(Reviewed Friday Evening, April 19)

For his first Broadway vaude appearance, waltz boss Wayne King demonstrates he's a showman and a sock showman at that.

He scored one clear show-stop himself with a type singing that's so simple it almost defies description, and he played a melange of tunes—the bulk of them, of course, the type with which he's identified—that lulled an audience into a warmth and intimacy that spells good word-of-mouth aid for the Strand's b. o. King has a charming and pensive personality, most manifest at his two vocals, that kills the ladies. Even tho he may get overly saccharine at times, he's a potent stage showman. At the end of the show he received more of a hand than this reviewer has seen in ages. And what does he do? He turns and says, "And I want you to meet these men—my orchestra." Just the right accent on the word "my." Wham!

Noteworthy part, too, is the fact that King overcomes the slow pace of the waltzes and light classics he plays with just one or two fast numbers (*In the Mood* is one, amazingly enough, with a little tomfoolery between a trumpet player and himself), with the acts on the show spotted beautifully to avoid a lag. It's superbly staged and lighted show, especially in the playing of Herb Nacio Brown's *American Bolero*. A shield back of the orchestra is well used to help shading and reflection.

King sings in true crooner style, his numbers being schmaltzie faves. He stops proceedings cold, insisting he knows only those two tunes, but promising to learn another for "tomorrow." The King band won't blow the jitterbugs out of their balcony seats, but he and his crew will draw trade and please 'em plenty.

Supporting bill has three acts, Lynn Royce and Vanya, playing a return date; the Tanner Sisters (three) in harmony singing, and Marty May, Lynn, Royce and Vanya have a sure-fire ballroom burlesque that clicks anywhere, and it did this show. Tanner Sisters do standard swing and harmony warbling.

Marty May punched his way over with his easy delivery on gags and some amusing satires of singers, including a tenor, a "teethy" baritone and a coloratura. He gave the house entertainment. Picture is a remake, *Till We Meet Again*. *Jerry Franken.*

Harper, Detroit

(Reviewed Friday Evening, April 19)

An all-round good show, typical of the policy adopted in three Detroit neighborhood houses this month by Wisper & Wetsman. House was nearly

full at supper show. Booked thru Sol Berns, the show uses presentation style, with a stage band, led by Sammy Dibert, spotted at one side and doing its job capably. Line of six girls is used for three numbers, including a colorful *Pony Boy* routine in attractive cowboy costume and sound rhythm.

McMann and Adelaide open with punching bag and acrobatic number. Femme member does a contortion item, with complete torso twist, and he does rapid-fire bag work. Act closes with flashy finale, McMann keeping five bags going at once, with partner on platform overhead working two bags.

Charlie and Rita Jenkins, in informal blue and white costumes, do well-synchronized tap with grace and ease. She has a xylophone number for a novelty interlude. Encored.

Warner and Margie has some patter and haphazard tomfoolery that takes. She has a clowning acrobatic number, and Warner stands on a drum, ties a string on it and gets bass fiddle effects. He has a well-trained dancing dog which howls whenever Warner tries to sing.

Jackson Trio, two men in tuxes and a girl in slacks, have an excellent acro and tumbling routine. Appeared to force the comedy side a bit too much at opening show, however.

Freddie Bernard, emsees with some whole-hearted clowning and some strong tenor solos. *H. F. Reves.*

State-Lake, Chicago

(Reviewed Friday Afternoon, April 19)

Just a good, average bill this week, with Tommy Riggs and his mythical Betty Lou featured, and a weak picture, *Blondie on a Budget*, presages a light week. Opened to only a fair crowd. Riggs with his trick voice divided applause honors with Alice Dawn, vocalist, a State-Lake favorite.

The Tryon Sisters, adagio team, opened. Of rather slight build, they offer some difficult and out-of-the-ordinary adagio routines, shoulder twirls, balancing and back-bends that earned them a nice hand.

Ken Harvey, banjo wiz, ranks with the best of them and his tune-plunking made a solid hit. His playing of Gershwin's *Rhapsody in Blue* and a medley of pop blues numbers on the Vibraletron (electric banjo) was exceptionally good.

Ade Duval is a suave magician with deft fingers and a good line of patter. Confines most of his act to the production of silks in amazing quantities. Carries two assistants, man and woman, and works with a disarming smoothness. His umbrella restoration bit is exceptionally clever. Later in the bill, when introducing other acts, he offered a baffling invisible pipe bit that garnered big applause.

Carter and Holmes, the All-American Boys, are clever nut acrobats who have a bit of everything in their zany routine. Offer juggling, dancing, a burlesque wrestling match, and close with a burlesque hand-to-hand balancing routine that gets a lot of laughs.

Alice Dawn, attractive dark-haired contralto, not only has a splendid voice but also sells her songs most effectively. She has superb showmanship and her singing of *Careless, Cribiribin, When You Wish Upon a Star* and other numbers put her over to a solid hit.

Tommy Riggs, best known for his Betty Lou impersonations, has a highly entertaining act. Smart repartee between Tommy and the mythical Betty Lou won repeated applause, and the *Jeepers Creepers* duet won a good hand. Riggs has a nice stage presence and puts his stuff across in finished style. *Nat Green.*

Tabor, Denver

(Reviewed Friday Afternoon, April 19)

This is the first flesh show this house has had in many a moon and, since it is a second-run house, this week's unit will probably have a strong influence on future policy. Sollie Childs' *French Follies*, which holds forth this week, give the folks a chance to reminisce a bit on the good old days of vaudeville, as the Childs' unit is built around individual acts with a good girl line and a stage band.

The opener is a French military tap, featuring a Can-Can single. Phillip and Sylvia follow in a juggling bit. While Sylvia chatters, Phillip juggles about everything in sight. Could be improved by shortening routine. A rope-skipping number, with Jean O'Brien singing *The Little Red Fox*, is cute. The gals use a particular shuffle in this number that is nicely received. Pete Missing and

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stooge followed with a clown tumbling stint, but audience reaction was better when they turned to straight strong-man stuff.

Alma King does a Spanish dance, with the line going thru a rumba that shows nice foot work. Mr. Rags, doing patch cloth pictures, is different and pulled a good hand. The Wells Brothers do an okeh turn on the bars. Altho their stuff wasn't sensational, it went over well with the house. High spot of the show is *Beauty and the Beast*, the gorilla-girl dance. Carlos and Van Horn are smooth in this and the tempo and mood changes are slick. Woolsey and Claire do a couple of dead-pan dances and their work sells more from the expression angle than from the steps. Jean Moore shows a nice voice in the finale, which is mostly a parade of girls.

Johnny Waters and his Submarine Band keep the show moving at a fast pace. Costuming or scenery isn't too lavish, but the unit moves right along, has plenty of variety and seemed to please the customers.

Pic, *Nick Carter, Master Detective, and British Intelligence.*

Herb Trackman.

This review was inadvertently omitted from the April 20 issue.

### Loew's State, New York

(Reviewed Friday Evening, April 12)

A good vaude bill and a weak picture, *I Take This Woman*. When caught house was doing just fair, but snow blizzard probably dampened the attendance. Top attractions are the DeMarcos and Salici Puppets and Slate Brothers. Monroe and Grant, trampoline act, was replaced by Clare and Sana Sisters. Monroe having dropped dead in front of the Bond Building after the second show Thursday (11).

Clare and Sana Sisters, one man-two women skating act, opened. Worked on a small mat, doing their turns in solos, doubles and in trios—the man on occasion whirling both the femmes. Girls themselves do some trick skating. Act in general is a good skating opener, possessing speed and some flash.

Ruth Petty, warbler, a nice-looking rather petite blond, did a straight singing turn, delivering *Are You Having Any Fun? Stormy Weather, Did Your Mother Come From Ireland?* and, as encore, *Careless*. This is a good selection, having both pop and standard value. In style, Miss Petty's arrangements are good, never letting the melody become obscure. Voice has plenty of power and a metallic quality with appeal.

De Marcos, ace ballroom team, did an absolutely top turn and, if anything, were somewhat too classy for the audience. Offered interpretations of classical numbers by Levitsky and Chopin, the routines at times being given a subtle jazz touch. In addition a more usual fox trot and for encore a *Begin the Beguine* routine were included. *Beguine* execution was as snaky as the melody. As fill in, DeMarcos have with them a warbler, Eddie Roecker, who scored solidly, audience asking for more. He also accompanied the *Beguine* number vocally. DeMarcos turn was beautifully presented, and the girl wore two beautiful gowns. One of the very classiest teams extant.

Three Slate Brothers, hoke comedy turn, did gags, novelty hoofing, a bit of knockabout and assorted lunacy with excellent results. His best was a strip-tease version, with Fay Carrol peeling and a nut adagio with Miss Carroll and a dummy. Miss Carroll also sings. The brothers score solidly.

Salici's Puppets, as usual, is one of the top novelties in the business. They presented about a half dozen scenes, all remarkable in detail and action. Four men and one woman work the strings, the puppets doing dancing, singing, piano playing, bicycle riding and all sorts of physical and vocal routines. Toward the end curtain is lifted, revealing how the puppets are worked. For illustration one of them is made to light a cigaret and smoke. The Salicis sing and provide dialog thruout and on occasion use a record. Act not only has novelty value, but is terrific as an outstanding manifestation of one of the oldest art forms.

Paul Ackerman.

### EMA Adds Members

CHICAGO, April 20.—Entertainment Managers' Association held a meeting at the Hotel Sherman Thursday night at which a number of agents became members of the organization. Committees on a new code of ethics, membership theater and night clubs were appointed to function until the annual election, which takes place May 1.

### Brother Against Brother

CHICAGO, April 20.—Playing in theaters on opposite sides of State street last week were two brothers, both doing a juggling act. But they are friendly competitors and their acts are entirely different. At the Chicago, Howard Nichols was winning applause for his marvelous hoop juggling. Across the street at the State-Lake, Munro and Adams were doing a juggling act with balls and tambourines and likewise garnering applause. Munro and Nichols are brothers.

### Berni Vici-Marshall Unit Is Disbanding

SAN ANTONIO, April 20.—Complaints charging indecent exposure filed here against Count Berni Vici and his *Stars Over Broadway* unit by a Baptist minister in Corporation Court, led to acquittal of all defendants April 12.

The show, headlining Berni Vici and Everett Marshall, was playing the Majestic Theater.

Appearing in the courtroom were Berni Vici and four chorus girls, Helen Kinsel, Helen Stanwyck, Maureen Crowley and Bronya Stobbe.

The minister, Rev. Neal Ellis, testified that certain members of the chorus "didn't have enough on to wad a gun." But he was unable to identify members of the cast who were improperly clothed.

NEW YORK, April 20.—Consolidated Radio Artists office said today that the Berni Vici-Marshall unit is being disbanded. Berni Vici will take Al Gordon and Floyd Christie, a line of girls and other acts and tour as a new unit.

### Sally Eilers-James Dunn Heading Unit

NEW YORK, April 20.—Sally Eilers and James Dunn will head another film name unit. The troupe will contain Armida, Marion Martin, Daphne Pollard, Ann Gillis, Frank Mitchell, Bud Davis and Margie Keeler (sister of Ruby). Asking price is \$6,500.

Consolidated Radio Artists is handling the outfit. Opening date is May 10 at the Lyric, Indianapolis.

### Detroit Spot Tries Sepia Floor Shows

DETROIT, April 20.—Novelty has been a goal of local nitery managers for several weeks with everything from continuous shows to a policy of three different bills the same evening.

Latest to try new policy is the Cozy Corner Cafe, local black and tan. This spot started this week to put on a show in two sections, each section having entirely different acts. The policy ties in neatly with the current night club policy of two-week bookings, one section opening each Friday, so that there is always one new and one hold-over section of the show at all times.

### Name Bands Set For Pittsburgh

PITTSBURGH, April 20.—Name bands were set in a six-week schedule of bookings for the Stanley by Harry Kalmine.

The bills include Phil Spitalny current, followed by Guy Lombardo, Wayne King, Hattie McDaniel, Glen Gray and Jan Savitt. All but Miss McDaniel have played here previously, altho the last time Savitt's Band appeared the leader was suddenly taken ill and unable to front his outfit.

### Tower Down to Week-Ends

NEW YORK, April 20.—Beginning May 3 the Tower Theater, Camden, N. J., will cut vaude from full week to week-ends until the fall. The Tower is currently the only house in Camden showing vaude. Eddie Sherman books.

WHEN THE Iridium Room in the St. Regis Hotel, New York, closes April 30 for the summer, Dorothy Lewis, featured dancer in the ice show, will leave for a month's vacation in Los Angeles.

# Vaudeville Notes

ARTURO GODOY, the boxer, has been booked into the State-Lake Theater, Chicago, as a dance act week of April 26 by the William Morris Agency. . . . BELLE BAKER was in Chicago last week conferring with Al Siegel on new songs.

STEVE GERAY, finishing his run with *A Night at the Folies Bergere*, heads for Hollywood, where he is set for MGM work. . . . JOE ROME, Philadelphia haberdasher, of Rome and Gaut, has returned, doing a dance single.

SALLY RAND is making an eight-week appearance at the Teatro Nacional, Mexico City. . . . GEORGE MURPHY canceled a series of vaude dates in favor of film work. . . . LOVEY STACEY recently closed four weeks for Loew in New England.

RAY MARR'S revue will play the Walter Reade theaters in Asbury Park and Freehold, N. J. The unit includes Ray Marr, Coley Worth, Marcia Raye, Nixon and Andrea, Gates and Young, Lew Caron, Deanne Demas, Mitzie Bayes and Chet Nelson's Ork. Chick Brewer is booking.

NICK LUCAS played the Hippodrome, Baltimore, week of April 12. The Bankers' Convention in Kansas City, Mo., and the Ford Show are also on his itinerary. . . . CASS DALEY has scratched two sides for Decca. Has also signed for an appearance with the St. Louis Municipal Opera Co. . . . JACK POWELL sailed Friday (19) for an engagement at the Casino Atlantico, Rio de Janeiro. . . . WEIRE BROTHERS are among those signed by Clifford Fischer for his show at the San Francisco Fair. Others are Wences, Red Donahue and Pal, and The Bryants.

HATTIE McDANIELS, sepia film star, is set by MCA for the Chicago, Chicago, for two weeks beginning April 26; Stanley, Pittsburgh, May 10, and Hippodrome, Baltimore, May 17.

WALTER CASSEL has been set for the forthcoming musical, *New Faces*. . . . AL K. HALL JR., son of the comedian, is now in training for a pilot's position at La Guardia Field, New York. . . . BETH HARRIS and the Cotton Club Boys were among those donating their talents to the benefit show for the New York Police last week. . . . JACK PIERCE heading the *Radio Jamboree*, will open a vaude tour at the Liverpool, Liverpool, O. In the troupe are Shorty Keese, Peggy Murray, Neil Willis and Tex Williams.

CLYDE HAGER, now doubling at Loew's State, New York, from Billy Rose's Diamond Horseshoe, will fly to

Hollywood May 6 to attend the wedding of his daughter, Mary, to Robert V. Hollingworth, Standard Oil exec. . . . ANDREWS SISTERS, after a two-week stand at the Chicago, Chicago, opening April 25, go to Hollywood to make their first film for Universal. Shooting starts May 15. . . . PAUL HAAKON and Lime Trio set by Jack Davies into the *American Jubilee* show at the New York World's Fair. . . . DARO AND CORDA is the new ballroom team composed of Daro, formerly of Daro and Costa, and his new partner. . . . THE LAZANDERS, now at the Roxy, New York, will remain at the Golden Gate International Exposition, San Francisco, with Clifford Fischer's *Folies Bergere* until August 14, when they join the George Hamid Revue. . . . DAVE HACKER injured his leg at the Beverly Hills Country Club, Newport, Ky., but has been dancing nevertheless in later dates.

### Dies After Fire In Detroit Club

DETROIT, April 20.—Eugene E. Lizotte, manager of the Frontenac, one of the few pre-1918 night spots surviving in Detroit, died Tuesday as the result of burns suffered Monday in a fire in his apartment in the Frontenac Hotel, which he also operated.

The Frontenac was one of the swankiest cabarets of the pre-War era and staged a comeback after repeat as a popular-priced downtown spot.

### Wartime Revue To Sail

REGINA, Sask., April 20.—*The Dumbbells*, wartime revue, will play four days at the Grand Theater here starting April 23, under auspices of the Canadian Legion. Troupe recently completed a tour of Canada and is playing return engagements before embarking for Europe to entertain troops.

### Bismarck Club Reopening

BISMARCK, N. D., April 20.—Coman Court, outstanding nitery on the highway between Bismarck and Mandan, is reopening after being dark since January 1, when Attorney General Alvin C. Strutz had ordered a strict enforcement of the State law divorcing dancing and drinking.

### Para, Newark, To Resume

NEWARK, N. J., April 20.—Paramount Theater here will open in the fall with the same policy of name bands and large units. It will be booked by the Al and Belle Dow Agency, of New York, which has handled the theater's bookings for the past 15 years.

### Janesville Club Opens

JANESVILLE, Wis., April 20.—V. W. Skelly and A. F. Thornton have taken over the Buckhorn Lodge near here. Spot offers Saturday night music of the Modern Club Band.

### Wilkes-Barre Vaude Okeh

WILKES-BARRE, Pa., April 20.—With the recent flood now history, the three-day vaude shows at the Irving are getting a good play.

The show featuring Kelly and Norris, Eddie Lambert, Jesse James, Frank Masters and Joe Young and the Grey Family (11 to 13), played to a nearly capacity house.

Pic was *Half a Sinner*.

# CLYDE HAGER

DOUBLING  
BILL ROSE'S "DIAMOND HORSESHOE"  
LOEW'S STATE, New York  
WEEK APRIL 25

*Direction:*  
NAT KALCHEIM—PAUL SMALL      WILLIAM MORRIS AGENCY, INC.

Booked solid with Billy Rose until October.

**THAT'S ALL, BROTHER**

# MUNRO AND ADAMS

*"Modern Juggling"*  
WEEK OF APRIL 12—STATE-LAKE THEATRE, CHICAGO  
WEEK OF APRIL 21—ROXY THEATRE, ATLANTA  
CLUBS — THEATRES — HOTELS

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

A
ABC Trio (Barrel of Fun) NYC, nc.
Abdallah, Sam, Girls (Stadium) Chi, nc.
Aces, The Two (Morrison) Chi, nc.
Adreon, Emily (Riverside) Milwaukee, t.
Alan & Anise (Cotton Club) NYC, nc.
Albins, The (Nicollet) Minneapolis, h.
Alee, Edna, Trio (Home Show) Beaumont, Tex., 22-27.
Alexander, Gordon (Talk o' the Town) Peoria, Ill., nc.
Alexander & Santos (Sherman) Chi, h.
Allen, Vicki (Blackhawk) Chi, nc.
Allen, Wally (Panda) NYC, re.
Anderson, Dolores (Embassy) Phila, nc.
Andre, Oscar (Algonquin) NYC, h.
Andre, Anita (Matteoni's) Stockton, Calif., nc.
Annan, Julie (Imperial) Detroit, nc.
Arden's, Don, Artists Models (Lookout House) Covington, Ky., nc.
Armengod, Ramon (Fefe's Monte Carlo) NYC, nc.
Arnide (Sherman) Chi, h.
Arnolds, Three (Paramount) NYC, t.
Austin, Billy (Club Esquire) Marlboro, Md., nc.
Austin, Bertie (Thomas Jefferson) Birmingham, h.
Avery, Randolph, Trio (Tower) Kansas City, Mo., t.

B
Baker, Bonnie (Waldorf-Astoria) NYC, h.
Baker, Muriel (Chateau Moderne) NYC, nc.
Ballero, Marc (Beverly Hills) Newport, Ky., cc.
Banks, Sadie (Old Roumanian) NYC, nc.
Barnett, Peggy (Kelly's Stables) NYC, nc.
Barr & Estes (Pal) Cleveland, t.
Barratt & Loper (New Yorker) NYC, h.
Barrie, Gracie (Capitol) NYC, t.
Barry, Sylvia (Village Casino) NYC, nc.
Barsony, Lajos (Hungaria) NYC, re.
Bartel, Marie, & Van Ness Bros. (Cocoanut Grove) Boston, nc.
Bates, Lulu (Diamond Horseshoe) NYC, nc.
Bates, Peg Leg (State) NYC, t.
Beauchaire, Pierre (Parisien) NYC, nc.
Beckwith, Babs (Pierre) NYC, h.
Behan, Arthur (Gay '90s) NYC, nc.
Bell, Nora & Jimmy (Hofbrau) Lawrence, Mass., nc.
Bell's Hawaiian Polles (Capitol) Dover, Del., 24-25; (Everett) Middletown 26; (Criterion) Bridgeton, N. J., 27-28; (Grand) Bristol, Pa., 29-30; (Broadway) Pitman, N. J., May 1; (Palace) Salem 2, t.
Bennett, Ethel (Old Roumanian) NYC, nc.
Bergen, Jerry (Colosimo's) Chi, nc.
Bernard, Ben (Gay '90s) NYC, nc.
Bernard, Lil, & Flo Henrie (Alabama) Chi, nc.
Berry Bros. (Latin Quarter) Boston, nc.
Billingtons, The (Blackhawk) Chi, nc.
Blackstone (Pal) Cleveland, t.
Blake, Gloria (Fefe's Monte Carlo) NYC, nc.
Blanchard, Jerry (18) NYC, nc.
Blanche, Jean (Gibson) Cincinnati, h.
Bogue, Josie (9 o'Clock) NYC, nc.
Boles, John (Loew) Richmond, Va., t.
Borg, Inga (Colosimo's) Chi, nc.
Boshoer, Dora (Russian Kretchma) NYC, nc.
Bowerettes (Bowers) Detroit, nc.
Bows, Major, Prize Winners unit (Paramount) Austin, Minn., 24-25; (Winona) Winona, 26-27, t.
Bradley, Iona (Bowers) Detroit, nc.
Bricktop (Mon Paris) NYC, nc.
Brown, Mary Jane (Greenwich Village Casino) NYC, nc.
Brucettes, Six Sensational (Ohio Villa) Cleveland, nc.
Bruder, Rudy (Weber's Hofbrau) Camden, ro.
Bryant, Betty (Coq Rouge) NYC, nc.
Buckmaster, John (Algonquin) NYC, h.
Burnell, Billie & Buster (Leon & Eddie's) NYC, nc.
Burnett, Martha (Celebrity) NYC, nc.
Burns, Boots (606) Chi, nc.
Buss & Foster (St. George) NYC, h.

C
Cadets, Four (Holland) NYC, nc.
Calypso Singers (Vanguard) NYC, nc.
Campillo, Pupp (La Conga) NYC, nc.
Cantor, Eddie (Capitol) NYC, t.
Carlyle Sisters (Embassy) Phila, nc.
Carmen, Abbott & Peppy (Casa Grande Dude Ranch) Berwyn, Md.
Carmen, Rodrigue (El Chico) NYC, nc.
Carpenter, Inogene (Weylin) NYC, h.
Carr, Billy (606) Chi, nc.
Carrill, Helene (Lexington) NYC, h.
Carter, Rochelle (Swing Club) NYC, nc.
Carter & Holmes (State-Lake) Chi, t.
Cassandra (Chez Harry) NYC, nc.
Cavan, Alice (Siam) Chi, h.
Cef, Alys (606 Club) Chi, nc.
Cesar & Rosita (La Conga) NYC, nc.
Chadwicks (Blinstrub's Village) Boston, nc.
Challie, Beth (1523) Phila, nc.
Chandler, Arline (Hollywood) NYC, nc.
Chaney & Fox (Lake Merritt) Oakland, Calif., h.
Chappel, Carol (606) Chi, nc.
Charles & Barbara (Paddock Club) Miami Beach, Fla., nc.
Chase, Chaz (Bowers) Detroit, nc.
Chita (Caravan) NYC, nc.
Claire, Marcelle (Whirling Top) NYC, nc.
Claire & Hudson (Colosimo's) Chi, nc.
Clark & Bailey (Capitol) Ely, Nev., t.
Claudet, Marguerite (Kin Wa Low) Toledo, re.
Clifford, George (Embassy) Phila, nc.
Co-Beds, Four (San Diego) Detroit, nc.
Cohan, Mary (9 o'Clock) NYC, nc.
Collette & Barry (Bismarck) Chi, h.
Colomo, Aurelio (Weylin) NYC, h.
Condos Bros. (Palladium) London, mh.
Connolly, Frances (La Marquise) NYC, nc.
Conway & Parks (Kit Kat) NYC, nc.
Conway Sisters (Hi Hat) Chi, nc.
Cook, Ralph (Harry's New Yorker) Chi, nc.
Cook, Allean (Brevoort) NYC, h.
Cooks (Westminster) Boston, h.
Corbett & Lorraine (Harry's New Yorker) Chi, nc.
Corday, Renee (Howdy) NYC, nc.
Cordray, Dorothy (Palace) San Francisco, h.
Corley, Audrey (Chicago) Chi, t.
Corliss, Jack (Radio Franks) NYC, nc.
Cortello's Hollywood Canine Mimics (Viking) Phila, nc.
Costello, Roberta (Bowers) Detroit, nc.
Costello, Diosa (La Conga) NYC, nc.
Cotts (Barium) Detroit, h.
Courtney, Leonora (Swing Club) NYC, nc.
Craig, Reginald (Earl Carroll's) Hollywood, nc.
Craig, Vernon (Ackle's Grill) Schenectady, N. Y., nc.

(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.

Crook & Dutton (Coq Rouge) NYC, nc.
Curran, Vincent (Club 18) NYC, nc.
Curtis & Perry (Bowers) Detroit, nc.

D
D'Acosta, Lina (Havana-Madrid) NYC, nc.
D'Arcy Girls: Lynhurst, N. J., 18-27.
Dahl, Edith Rogers (Chez Ami) Buffalo, nc.
Daks, Nicholas (Music Hall) NYC, t.
Daniels, Muriel (Westminster) Boston, h.
Dare, Joan (606) Chi, nc.
Dafsko, Yascha (Celebrity) NYC, nc.
Davis, Roy (Palmer House) Chi, h.
Davis, Rufe (Bowers) Detroit, nc.
Dawn, Dorothy (Harry's New Yorker) Chi, nc.
Dawn, Alice (State-Lake) Chi, t.
Dawn, Lilli (606) Chi, nc.
Day, Barry (Gamecock) NYC, nc.
De Carlos & Granada (Royal Casino) Washington, D. C., nc.
Decker, Don (Hi-Lo Gardens) Bay City, Mich., nc.
DeFlores, Felipe (Rumba Casino) Miami Beach, nc.
De La Conde, Zedra (Havana-Madrid) NYC, nc.
De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
De Marco, Isobel (Fountain Square) Cincinnati, h.
De Marcos (El Morocco) NYC, nc.
De Meranvilles (Casino Russe) NYC, nc.
De Vito, Antoinette (Sawdust Trail) NYC, nc.
Del Carmen, Maria (Club Gauchos) NYC, nc.
Del Gray Girls (Imperial) Detroit, nc.
Del Sol, Dorian (El Chico) NYC, nc.
Dennis & Sayers (Stone's Grill) Toledo, nc.
DeShon, Maxine (606) Chi, nc.
DeVal, Merle & Lee (Earle) Washington, D.C., t.
D'Orsay, Renee (Kelly's) NYC, nc.
Don Julian & Margery (Jefferson) St. Louis, h.
Donnelly, Harry (Bill's Gay '90s) NYC, nc.
Dooley Twins (Gold Coast) NYC, nc.
Drew, Charley (Taft) NYC, h.
Drysdale, Grace (Belmont Plaza) NYC, h.
Dubrow, Herb (Walton) Phila, h.
Duffins, The (Sherman) Chi, h.
Duggan & D'Ray (Belvedere) Hot Springs, Ark., nc.
Dumont, Marie (Crisis) NYC, nc.

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

Duncan Sisters (Music Box) San Francisco, nc.
Durant, Diana (Club 15) Phila, nc.
Duval, Ade (State-Lake) Chi, t.

E
Eames, Wally (Gay '90s) NYC, nc.
Earl & Josephine (Lexington Casino) Phila, nc.
Early, Jacqueline (Brown Derby) Boston, nc.
Easterbrook & Farrar (Queen Mary) NYC, nc.
Ellin, Marita (Trocaadero) NYC, nc.
Elliot, Jack (Hi Hat) Chi, nc.
Elvera & Romez (Tony Pastor's) NYC, nc.
Emerson, Hope (Lombardy) NYC, nc.
Enters & Borgia (Matteoni's) Stockton, Calif., nc.
Equillo Bros. (Gibson) Cincinnati, h.
Estelle & Papo (Havana-Madrid) NYC, nc.
Estelle & Leroy (Latin Quarter) Boston, nc.
Estes, Del (Minuet) Chi, nc.
Evans, Fred, Girls (Chez Paree) Chi, nc.
Evans, Bobby (Cotton Club) NYC, nc.
Evans, Marsha (Panda) NYC, re.
Evans, Dale (Blackstone) Chi, h.

F
Fabian & Ehlen (Commodore) Detroit, nc.
Faconi, Norbert (Brevoort) NYC, h.
Fairfax (Navarro) NYC, h.
Fanslau, Connie (606) Chi, nc.
Fawn & Jordan (St. Moritz) NYC, h.
Fay, Vivian (State) NYC, t.
Fears, Kay (Diamond Horseshoe) NYC, nc.
Fields, Reba (Pirates Den) NYC, nc.
Florence & Alvarez (La Conga) NYC, nc.
Floretta & Boyette (Esquire) Sheboygan, Wis., nc.
Flowerton, Consuelo (Queen Mary) NYC, nc.
Fonda & St. Clair (Bolton) Harrisburg, Pa., h.
Pontasia (Rumba Casino) Miami Beach, nc.
Ford & Lewis (Cappy's) N. Easton, Mass., nc.
Ford, Don & June (Tower) Kansas City, Mo., t.
Forde, Don & Jane (Tower) Kansas City, Mo., t.
Forrest, June (Earle) Washington, D. C., t.
Foster, Gae, Girls (Roxy) NYC, t.
Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
Francine, Anne (Coq Rouge) NYC, nc.
Francine (Harry's New Yorker) Chi, nc.
Francis, Benita (Oasis) Seattle, nc.
Franev, Dot (Book-Cadillac) Detroit, h.
Fraser, Bill (Blue Lantern) Detroit, nc.
Friar, Jimmy (Brown Derby) Boston, nc.
Frohman, Bert (Hollywood) NYC, nc.

G
Gale, Alan (Stork) Phila, nc.
Gale Sextet (State-Lake) Chi, t.
Gardner, Marcelle, & Willa Runyan (Minuet) Chi, nc.
Gardiner, Tony (Cocoanut Grove) Boston, nc.
Garr, Eddie (Bowers) Detroit, nc.
Gates, Bob & Maxine (Oasis) Detroit, nc.
Georges & Jo Ann (Geo. Washington) Jacksonville, Fla., h.

Georges & Jalna (Chez Paree) Chi, nc.
Gerhardt & Morley (Brevoort) NYC, h.
Germaine (La Marquise) NYC, nc.
Gibson's, The (Lotus Gardens) Washington, D. C., nc.
Gilbert, Ethel (Gay '90s) NYC, nc.
Gilmre, Paul (Club Royale) Ashland, Ky., nc.
Gleason, Jack (18) NYC, nc.
Giovanni (New Yorker) NYC, h.
Glover & La Mae (Neil House) Columbus, O., h.
Glover, Ralph (Seven-Eleven Club) NYC, nc.
Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
Gordon, Paul (Lake Merritt) Oakland, Calif., h.
Graham, Meze (Old Fashioned) Boston, nc.
Grant, Mary (Hi Hat) Chi, nc.
Gray, Billy (Colosimo's) Chi, nc.
Green, Al (Club 27) NYC, nc.
Greer, Jane (Spatola's) Phila, re.
Grey, Winnie (Chateau Moderne) NYC, nc.
Grisha & Brona (Colosimo's) Chi, nc.
Guerraine, Annette (Navarro) NYC, h.

H
Haddon, Harriette (St. Regis) NYC, h.
Hadley, Jane, Dancers (Bismarck) Chi, h.
Hadreas, Jimmy (Palladium) London, mh.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hall, Nancy (Barney Rapp's) Cincinnati, nc.
Hamilton, Ruth (Holland) NYC, nc.
Handler, Shirley (Colosimo's) Chi, nc.
Hanshaw, Jack (Club Royale) Detroit, nc.
Harris, Mary Lou (Old Fashioned) Boston, nc.
Harrison, Spike (Bill's Gay '90s) NYC, nc.
Hart & Allison (Miami) Milwaukee, nc.
Harvey, Ken (State-Lake) Chi, t.
Hasburgh, Rabana (Radio City) NYC, mh.
Haviland, Dick (Cow Shed) Cleveland, nc.
Havin, Bee (Blue Lantern) Detroit, nc.
Hawaiians, Three (La Cava) NYC, nc.
Haynes, Mitzi (Brown Derby) NYC, nc.
Haywood & Allen (Le Ruban Bleu) NYC, nc.
Hayworth, SeaBee, Revue (Carolina) Goldsboro, N. C., 23; (Broadway) Fayetteville 24; (Carolina) Wilson 25; (Gem) Kannapolis 26; (Carolina) Lumberton 27, t.
Heasey Twins (St. Regis) NYC, h.
Hendricks, Marcella (Astor) NYC, h.
Henrietta (Biltmore) NYC, h.

Herbert, Grace & Charles (Tony's) NYC, nc.
Holmes, Marion (Bismarck) Chi, h.
Holtz, Lou (Chez Paree) Chi, nc.
Honbert, Johnny (885) Chi, nc.
Hope, Glenda (Pastor's) NYC, nc.
Ho Shots, Four (Earl Carroll's) Hollywood, nc.
Houston & Arden (Edgewater Beach) Chi, h.
Houston, Elsie (Le Ruban Bleu) NYC, nc.
Hoveier, Winnie, Girls (Harry's New Yorker) Chi, nc.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Hunter, Grady (Mayflower) Jacksonville, Fla., h.
Hunter, Tookie (Sawdust Trail) NYC, nc.
Hunter, Joyce (Royal Hawaiian) San Francisco, nc.
Huston, Elsie (Le Ruban Bleu) NYC, nc.
Hutton, Betty (La Martiniere) NYC, nc.

I
Illand (Essex House) NYC, h.
Irmagard & Alan (White) NYC, h.

J
Jackson & Blackwell (Tivoli) Melbourne, Australia, t.
Jamison, Bonnie (St. Paul) St. Paul, h.
Jarvis, Sammy (Book-Cadillac) Detroit, h.
Jarvis, John (Buckingham) NYC, h.
Jaynes, Betty (State) NYC, t.
Jeanne, Phyllis (Biltmore) NYC, nc.
Jessel, George (Capitol) NYC, t.

POLLY JENKINS
And Her PLOWBOYS
Apr. 25-26-27, Capitol, Binghamton, N. Y.
For bookings address personal representative, JOHN SINGER, 48 W. 48th St., N. Y. C.

Joel & Annette (606) Chi, nc.
Johnson, Frances (Book-Cadillac) Detroit, h.
Johnson, Mae (Jiggs) NYC, nc.
Jones, Marion (State) Columbus, O., re.
Jones, Owen (Leone's) NYC, re.
Jordan, Joanne (Harry's New Yorker) Chi, nc.
Joyce, Marian (2 o'Clock) Baltimore, c.

K
Karre-Lebarron Dancers (Royale) Detroit, nc.
Kaye, Danny (La Martiniere) NYC, nc.
Kaye, Irene (Queens Terrace) NYC, nc.
Kaye, Tiny (Jiggs) NYC, nc.
Keller, Greta (Algonquin) NYC, h.
Kellerman, Mimi (Chez Paree) Chi, nc.
Kelly, Paula (New Yorker) NYC, h.
Kent, Dorothy (Music Hall) NYC, t.
Kersten, Derle, Dancers (Hi Hat) Chi, nc.
Kidd, Ruth (Village Casino) NYC, nc.
Kiersted, Jimmy (Belvedere) NYC, h.
King, Charlie (Gay '90s) NYC, nc.

L
LaFell, Leon (Loew) Richmond, Va., t.
Lamb, Gil, & Co. (Strand) NYC, t.
Landi, Maria (Havana-Madrid) NYC, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane, Mitzi (1523) Phila, nc.
Lane, Loretta (Queen Mary) NYC, nc.
Lang & Lee (Roxy) Salt Lake City 24-29, t.
La Playas Dancers (Colony Club) Chi, nc.
Lassen, Sigrid (El Morocco) NYC, nc.
Laurie, Jack (Club 47) NYC, nc.
Laurel, Dolores (Cuban Casino) NYC, nc.
Lawrence, Paula (Le Ruban Bleu) NYC, nc.
Lawrence, Lucille (Paddock) Atlantic City, nc.
LaZellas, Aerial (Red, White & Blue) Akron, nc.
Lazanders, The (Roxy) NYC, t.
Lazier, Frieda (Blue Lantern) Detroit, nc.
Leary, Gordon (Book-Cadillac) Detroit, h.
Leary, Johnny (Palumbo's) Phila, nc.
LeBraun & Campbell (Queens Terrace) NYC, nc.
Lee & Ardo (Purple Derby) Phila, nc.
Lee, Beverly (Silver Dollar) Baltimore, c.
Lehr, Raynor (Hofbrau) Lawrence, Mass., nc.
Leighton Sisters (Brown Derby) Boston nc.
LeRoy, Del (Frontenac) Detroit, nc.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis, Jean (Bertolotti's) NYC, nc.
Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc.
Lewis, Ralph (Lookout House) Covington, Ky., nc.
Libuse, Frank (Diamond Horseshoe) NYC, nc.
Linden, Sherry (Westminster) Boston, nc.
Lit, Bernie (Silver Dollar) Baltimore, c.
Lloyd, George (Celebrity) NYC, nc.
Lloyd & Willis (Casino Balneario Atlantico) Rio de Janeiro, nc.
Lolita & Hamilton (Venice) Phila, re.
Long, Walter (Paramount) NYC, t.
Lord, Ed (Brown Derby) NYC, nc.
Lorraine, Billy (Gay '90s) NYC, nc.
Louise & Mitchell (Boulevard Tavern) Elmhurst, L. I., nc.
Lugosi, Bela (State) NYC, t.
Lulu Belle & Scotty (Lyric) Indianapolis, t.
Lynn, Bernice (606) Chi, nc.
Lynn, Ethel (Boulevard Tavern) Elmhurst, L. I., nc.
Lynne, Don & Betty (606) Chi, nc.
Lyons, Alyce (Hi-Hat) Bayonne, N. J., nc.
Lyons, Jeanne (Hi-Hat) Bayonne, N. J., nc.

M
McCabe, Sara Ann (Beverly Hills) Newport, Ky., cc.
McCormick, Mary (Hi Hat) Chi, nc.
McCormick, Frank (Village Casino) NYC, nc.
MacFarlane, Frankie (Gallant's) NYC, nc.
MacFarlane, George (Village Brewery) NYC, nc.
McGee, Truly, Girls (Beverly Hills) Newport, Ky., cc.

McNeil, Douglas (State) NYC, t.
Mack, Ernie (Nut) NYC, nc.
MacMahon, Larry (Caravan) NYC, nc.
Madera, Nedra (Gauchos) NYC, nc.
Madison, Rudy (Bill's Gay '90s) NYC, nc.
Mangean Sisters, Four (Diamond Horseshoe) NYC, nc.
Mann, Marion (Blackhawk) Chi, nc.
Manning & Class (Music Hall) NYC, t.
Manon, Sylvia (Chicago) Chi, t.
Mansell, Margie (Imperial) Detroit, nc.
Marlowe, Ann (Roxy) NYC, t.
Marlowe, Sylvia (Rainbow Room) NYC, nc.
Marylin & Michael (Rainbow Grill) NYC, nc.
Marne (606) Chi, nc.
Marr Patsy (Biltmore) Palm Beach, Fla., h.
Marshall, Jack (Royale) Detroit, nc.
Martel, Arthur (Bob Berger's) Boston, re.
Masters, Dow & Rose Marie (Colosimo's) Chi, nc.
Matvienko, Dmitri (Casino Russe) NYC, nc.
Maurine & Norva (Stork) Phila, nc.
Maurice (Warwick) NYC, h.
Maurice & Cordoba (Netherland Plaza) Cincinnati, h.
Mavis, Joan & Connie (606) Chi, nc.
Menclassy Bros. (Chicago) Chi, t.
Mercer, Maryann (St. George) NYC, h.
Mercer, Mabel (Mon Paris) NYC, nc.
Merrill, Joan (Colony) Chi, nc.

(See ROUTES on page 64)

DRAMATIC AND MUSICAL

Abe Lincoln in Illinois: (National) Washington D.C.
Bankhead, Tallulah: (Selwyn) Chi.
Cornell, Katharine: (Royal Alexandra) Toronto, Can.
Cohan, George M.: (Colonial) Boston.
Hepburn, Katharine: (Erlanger) Chi.
Horton, Everett E.: (Iowa) Cedar Rapids, Ia., 24; (Orpheum) Davenport 25; (Coronado) Rockford, Ill., 26; (Granada) South Bend, Ind., 27.
Lunt & Fontaine: (National) Washington D.C.
Love's Old Sweet Song: (Ford) Baltimore.
Life With Father: (Blackstone) Chi.
Man Who Came to Dinner: (Harris) Chi.
Man Who Came to Dinner: (Geary) San Francisco.
Muni, Paul: (American) St. Louis.
Margin for Error: (Nixon) Pittsburgh.
Romeo and Juliet: (Auditorium) Chi.
Streets of Paris: (Grand O. H.) Chi.
Skinner, Cornelia Otis: (Cass) Detroit.
Tobacco Road: (Clarkburg) W. Va., 23; Parkersburg 24; Chillicothe, O., 25; Portsmouth 26; Coshocton 27.
Tropical Pinafore: (Great Northern) Chi.
White's, George, Scandals: (Curran) San Francisco.

BURLESQUE (First Circuit Shows)

Follies of Pleasure: (Gayety) Washington, D. C., 21-27; (Casino) Pittsburgh 28-May 4.
Looks & Laffs: (Hudson) Union City, N. J., 21-27; (Old Howard) Boston 28-May 4.
Legs & Laughter: (Empire) Newark, N. J., 21-27; (Gayety) Baltimore 28-May 4.
Mirth & Melody: (Casino) Pittsburgh 21-27; (Trocaadero) Philadelphia 28-May 4.
Ridin' High: (Orpheum) Reading, Pa., 24; (Lyric) Allentown 26-27.
Swing Girls: (Old Howard) Boston 21-27.
Screamliners: (Gayety) Baltimore 21-27; (Gayety) Washington 28-May 4.
Swing & Sway: (Empire) Newark, N. J., 28-May 4.
Speed & Sparkle: (Hudson) Union City, N. J., 28-May 4.

### 45G Gross Looms For Cantor-Jessel; Velez, Ayres 38G

NEW YORK.—Broadway vaudefilmmers last week came thru with some good grosses and a couple of poor ones, with Music Hall still doing outstanding business with *Rebecca*. Usual vaude situation has been hyped for this week with the Capitol taking another fling with flesh. Eddie Cantor and George Jessel opened there Thursday (18), in conjunction with Cantor's picture, *40 Little Mothers*. Pic is weak, but stage layout, including Stuart Morgan Dancers, Gracie Barrie and Buster Shaver and Olive and George, was expected to do very big business. According to indications at first two days, the Capitol will do well, but not as good as expected. About \$45,000 to \$50,000 is the estimate.

Music Hall, with *Rebecca*, grossed \$93,000 for the third week ended Wednesday (17). The first and second week grosses were respectively \$116,500 and \$100,000. Picture may be held over for a fifth week.

Roxy, with *Johnny Apollo* on the screen and Raye and Naldi, Wences and The Lazanders, did \$45,000 for the week ended Thursday (18). A good gross. Previous take was \$30,000 for the third week of *Primrose Path* picture. Roxy's show is holding over.

Paramount, with *Dr. Cyclops* on the screen and a stage bill including Lupe Velez, Mitchell Ayres Orchestra and Red Skelton, grossed \$38,000 for the week ended Tuesday (16). This compares with the previous gross of \$27,000 for the fourth week of Tommy Dorsey on the stage and *Road to Singapore* on the screen, bill which totaled \$169,000 for four weeks. *Cyclops* and Velez plus Ayres is expected to do between \$28,000 and \$30,000 for the second week.

Strand, with Eddy Duchin on the stage and weak pic, *It All Came True*, on the screen, did only \$24,000 for the second week ended Thursday (18). Gross the first week was a so-so \$32,000. New show opened Friday with Wayne King Orchestra on the stage and *'Til We Meet Again* on the screen and seems set for very good business.

Loew's State, for the week ended Wednesday (17), did \$17,000 with stage bill including the De Marcos, Salici Puppets, Slate Brothers, Ruth Petty and Clare and Sana Sisters. Pic was *I Take This Woman*. Previous layout, with Count Basie, Stan Kavanaugh, Ross and Stone, and Mann, Dupree and Lee, plus pic, *Shop Around the Corner*, did \$24,000. New show, *Too Many Husbands* and the Ed Sullivan unit, went in Thursday (18) and seems set for exceptional business. Estimate is that the layout will do between \$30,000 and \$35,000.

### Look for \$28,000 For Heidt in D. C.

WASHINGTON.—Cold, damp and dreary weather opened with this week's new show bills, sending box-office hopes into the cellars. However, Loew's Capitol is headlining for the week ending April 25 Horace Heidt and his *Pot o' Gold Revue*, which is expected to near record grosses. About \$28,000 is anticipated with Heidt's Band, and *Two Girls on Broadway* on screen. Last week, Capitol, featuring Harry James' Band on stage and *Dr. Cyclops* on screen, limped in with \$17,000, mostly because of poor weather.

Warner's Earle, showing *'Til We Meet Again* on screen for week ending 25th, expects a low \$16,000. For first three days (Friday, Saturday, Sunday) the Earle stage is featuring 60 voices belonging to Virginia Military Institute's Glee Club (Brother Rats). On stage also are Fred Sanborn and Yo-Yo, June Forest, De Val, Merle and Lee and the Roxettes. Last week *Too Many Husbands* grossed a fair \$18,500.

### Lewis Big \$10,400 In Dayton Finale

DAYTON, O.—Ted Lewis brought the season's stage shows at the Colonial to a close with a gross of \$10,400, thus placing himself up among the other two highs of the year, Martha Raye and Ed Sullivan. Tho Ted still does the familiar routines and songs, the audience liked it and voted his show one of the best of the season.

## Vaudefilm Grosses

### Dorsey, Wheeler Very Good 20G; Buffalo Takes Up

BUFFALO.—Altho the weather last week was not conducive to stepping out, vaudefilm attendances held up well.

For week of April 19, the Buffalo opened to fine crowds, largely due to the much publicized picture, *Strange Cargo*. Stage layout is pepped up with the addition of several new acts. The New Yorkers and Singing Sweethearts replaced the Eight Ben Yost Varsity Singers, who were a feature for several weeks. Billy Blake, novelty trumpet soloist, is set for this week only. Peggy Stewart has left, with Gertrude Lutz remaining as featured vocalist. D'Artega and the house orchestra round out the presentation. Gross is expected to be well above \$16,000.

For the week ended April 18, the Buffalo scored very well with a \$20,100 take, which compared very favorably with house average of \$12,500. Stage had Tommy Dorsey and band and Bert Wheeler. Picture, *Stardust*, helped the draw. Wayne King Band unit set definitely for May 10 week here.

The Century opened to a good house April 19 week with *Millionaire Playboy* and *Son of the Navy*, without vaude. Take is anticipated to be about \$8,000, according to Richard Kemper, manager.

Blue Barron Band and vaude is set for April 26 week, and anticipations for this stand run high, since the Century has had a dearth of vaude lately. A controversy between this house and the local musicians' association over wage scales is still pending, and no name bands are set for May so far for that reason.

### Rooney Bill Does Well in Springfield

SPRINGFIELD, Mass.—Pat Rooney, with his *East Side Follies*, packed the house at all performances for the three days ended Saturday (13), according to house manager Don Barhydt.

Rooney was the hit of the bill. With him were Murray and King, in a rough-house burlesque of a tumbling act; The Skatin' Kays, who left the audience on edge after they skated blindfolded on a table four feet above the stage; Jack McBride and Co., another rough tumbling act which put more strength on spoken comedy and on aligning seven-foot McBride next to his four-foot-nine partner; Ken Witmar, who played 10 different instruments equally well; June Matthers, brunet tap dancer who looks and dances like a second edition of Eleanor Powell and who ran in second place to Rooney on applause, and the Sheppard Sisters, dancers. Billy Stern sang the accompaniment for the eight gal chorus.

Picture, *British Intelligence*.

### "Shower of Stars" Fair 6G in K. C.

KANSAS CITY, Mo.—*Shower of Stars Revue* at Barney Joffee's Tower Theater grossed \$6,000 for week ended April 11. That's house Par. picture, *Ma, He's Making Eyes at Me*. Stage show starred Three Mack Brothers, Coleman Clark and Stone and Barton.

Week ended April 4 brought a good take of \$6,300 on Norvell, and *April Foolies Revue*, starring Stevens Brothers and Big Boy, and Martin and Allen. Pic, *Mutiny in the Big House*. Jimmie Lunceford revue opened Friday, set for around 10G.

### Milwaukee Hits With Tidy \$11,800

MILWAUKEE.—A show headed by Ethel Shutta, George Givot, Sammy Cohen and Jackie Heller turned in a tidy \$11,800 at the Riverside for the week ended April 18. Also included on the bill were the Three Oxford Boys and Wing and Toby.

### Heidt, Contests, "Seventeen" Very Good 25G in Pitt

PITTSBURGH.—Horace Heidt Orchestra brought the Stanley \$25,000, best gross in many months. Featuring a miniature "Pot-of-Gold" giveaway at every show, with a local phone book being used on stage to demonstrate the Tums air-show technique, Heidt gave away about \$200 in \$1 and \$5 bills to people whose numbers were called and to those who answered the phone at the other end. A standing offer of \$100 to each person in the audience at the time his or her number was dialed was uncollected.

Heavy exploitation by Joe Feldman and Jim Totman, of Warner, on the screen attraction, *Seventeen*, brought 20 girls, winners of a "Go to Hollywood and Appear at the Premiere" contest, to a show Monday night to appear with Heidt. The house turned customers away.

The three finalists in the *Seventeen* contest presented solo numbers in front of Heidt's Band.

### REVIEWS OF UNITS

(Continued from page 21)

this type of show. Besides impressionistic stuff, she is not bad in a tap routine.

Burton and Kay follow with an old comic dance, and the chorus is back for a parade number in diaphanous purple—again serving as background for Miss Chiyoi's so-called daring "Zomba," a brief and vigorous dance—well executed, but not impressive.

The purple parade is the chorus' best number, probably because all it calls for is parading. They are the sloppiest steppers to show here this season, altho they manage to get by on looks.

Joe Termini, funny-faced manipulator of stringed instruments, clicks in the closing specialty. He is not spectacular, but his routine has novelty and his lines are good. Was called back for an encore. Chorus winds up with a military parade. A good word, in conclusion, for the emcee, Young Billy Samuels got off fresh material in most pleasing fashion.

Picture was *Mexican Spitfire*, and house was about half full.

Warner Twyford.

### "Broadway Revelations"

(Reviewed Thursday Evening, March 7, at the National Theater, Richmond, Va.)

One of the best shows to play Eastern Virginia this season. Its production numbers are better than average. The girls are prettier than usual and there is enough talent to round out the show satisfactorily.

It gets off to a nice start with the Revelettes, 10 pretty girls in black, doing an interesting dance with solos by various numbers, against a striking black and gold drop, with a 13-piece stage band placed imposingly in the mid-background.

The Six DeCardos offer a spectacular teeterboard and barrel-hopping number, the Revelettes returning with their effective march of the musketeers, in military costumes, and doing a sword routine.

Evelyn offers a Spanish cape dance, removing her skirt to do neat twirling. Will Morris and Bobby, hobo trick bike riders, are talent standouts. Got a solid hand. They are followed by Evelyn in a fan dance, with assistance from the chorus. She is smooth, but rushes thru her routine.

Seed and White, a funny little guy and a tall girl, cut a few capers. Their stuff is fresh, if a little strong. Show closes with a military parade number, somewhat of a letdown, as costumes look dowdy and the band was hitting sour notes at show caught. Peggy Lee is a perfunctory mistress of ceremonies.

Picture was *Granny Get Your Gun*, satisfactory program.

Warner Twyford.

Admission prices were 30, 35 and 40 cents. Pic, *Convicted Woman* (Col.). Average biz at 25, 30 and 35 cents admission is \$7,000.

### Chi and State-Lake Off To Slow Start; Shutta Should Draw

CHICAGO, April 20.—Both the Chicago and State-Lake got off to poor starts, with business considerably off at early shows. Only fair film fare at both houses.

With Ethel Shutta featured, the Chicago has an excellent stage show, which should offset to some extent the poor picture, *Johnny Apollo*. Should hit around \$34,000. State-Lake bill is but average and not more than 12Gs is indicated.

Virginia City failed to draw at the Chicago week ended April 18, and coupled with a poor stage bill was responsible for a poor \$32,000. Clyde McCoy's Band is very popular here and his admirers turned out to the tune of \$16,500.

### Marcus Unit Does Strong 8G Gross

DENVER.—The A. B. Marcus hold-over week at the Denham, *Continental Revue*, closed Tuesday (16) with a gross of \$8,000. A Saturday midnight all-flesh show played to a near capacity house, with prices scaled at 55 cents and \$1.10. Picture was *Light of Western Stars*.

### Vaude Bill Okeh

SPOKANE, Wash.—Abnormally warm weather, with the highest temperatures in six months, may have had something to do with the Post Street's slipping \$50 under house average of \$1,750 for the week-end of April 12 to 14.

Program included Easton and Odette, Al Adams Duo, Frank Cook, Germaine and Joe, and Spec Watkins, plus *The Gentleman From Arizona* and *East Side Kids*.

## Possibilities

### CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For FILMS

JANE LAUREN—ingenue now appearing with Pauline Lord in *Suspect* at the Playhouse. New York. A pretty lass, she does an excellent acting job with very little to work with. Reads beautifully, and creates a fully rounded characterization from the author's sketchy material. Nice personality, and should screen well.

### For LEGIT

#### MUSICAL

MARY JANE BROWN—tap dancer now at the Greenwich Village Casino. New York night spot. Suggests Eleanor Powell in both appearance and style. A young, lithe, fresh brunet, she does impressions of other dance stars, and also clips off some fancy tap-ballet steps of her own. Definitely rates a try in a revue spot.

#### DRAMATIC

RAYMOND MASON—juvenile caught recently with the Nu-Art Players, semi-pro group, in a presentation of *The Dark Tower*, in which he did outstanding work. Good looking and self-possessed, he has a flair for the delivery of comedy lines and shows great adaptability with make-up. Has a fine sense of characterization, and could play light comedy or heavy roles with equal ease.

# Magic

By BILL SACHS

(Communications to Cincinnati Office)

**MAGICIANS AND GUESTS** numbering 105 attended the Society of Detroit Magicians' recent annual dinner at Cotter's Tavern, Berkeley, Detroit suburb, in honor of the recently elected officers: Albert F. Munroe, president; Robert Ungewitter, vice-president; Arthur Whelpley, secretary, and Arthur Smith, treasurer. Retiring prexy, Dr. John Buell, emceed the show presented by Charles Lewis, Al Caroselli, William Webber, William Heisel, Bill Smith, Cy Bates, Maurice McLoughlin (Navarro) and Al Munroe. William Carlson, former actor, and Bob Hall, vaudevillian, also appeared. Munroe was presented with an inscribed wand. . . . **DEL BREECE**, after 12 weeks at the Club Ball, Miami, Fla., has transferred his nifties to the Roosevelt Hotel, Jacksonville, Fla. . . . **JOHNNY DEVANT**, after winding up at the Biltmore Hotel, Providence, plays the Ross Frisco theater dates in that area before moving into the Latin Quarters, Boston, for a fortnight stand, opening May 12. . . . **GEORGE W. STOCK**, dean of Cincinnati magicians, who with his wife recently entered the Masonic Home, Springfield, O., postals that Mrs. Stock is improving rapidly from a severe attack of arthritis and is able to walk again after five weeks off her feet. . . . **HOWARD ROBINSON** is tentatively slated for a showing date at the State-Lake Theater, Chicago, some time in May. . . . **FRANK KINNEY** headlines the new floor show at Verne's, uptown Detroit nitery. . . . **"PUBLICITY FOR MAGICIANS,"** written by Robert E. Bernhard, magician-publicist, and published by Abbott's Magic Novelty Co., has just hit the magic marts. In the 50-page booklet, Bernhard, who has gained prestige as a press agent on the West Coast, explains in a brief and interesting manner the value of publicity and how to get it. He also gives valuable tips on writing copy for newspaper ads and heralds, and cites mistakes commonly made by magicians who try to solve their own publicity problem without knowing how to proceed. Booklet carries no price tag. . . . **MAX TERHUNE** and Paul Stadelman, vent artist, crossed paths April 9 at Vincennes, Ind., where Max played the Pantheon Theater and Paul, the Moon. Terhune jumped from there to Hamilton, O. Stadelman has several more weeks in Indiana, after which he returns to his native Blue Grass State for some return dates. . . . **DOLLY RECKLESS**, who mixes dance routines with magic, is current at Evergreen Casino, Philadelphia.

**PRINCESS YVONNE**, mentalist, paced and piloted by Doc M. Irving, was the added attraction at the Majestic Theater, Hornell, N. Y., April 14-17. . . . **ASHTON STEVENS**, *Chicago Herald-American* columnist, devoted his April 11 output to a letter received from the Great Nicola from Singapore, wherein the latter delves on his unsuccessful attempts to salvage his show from the bottom of Singapore Harbor. . . . **FROM MACK BIRCH**, under date of April 14, from south of the border: "Everybody sends you a card from Mexico. So, why should I be different? Hoping you are the same." . . . **PORTLAND (Ore.)** Society of Magicians recently staged a magical jamboree at Camas, Wash. Those appearing on the bill and responsible for the success of the show were Dan Kelly, Dennie Tomlinson, Bill Cole, Tom Prideaux, Stan Greer, Tom Connor, Chandler Stevens, Clarence Talbot, Jim Hawkins, Mr. and Mrs. Jimmy Stoppard and Hugh Riley. . . . **MAL B. LIPPINCOTT** has extended his indoor season until late in May and has dates lined up in Illinois, Indiana and Kentucky. He has constructed a new act for his park and fair season, which gets under way in June. . . . **YOUNGSTOWN (O.)** Magic Club, Ring No. 2, IBM, sponsored a special Magic Night show in connection with the Hobby Exposition at the YMCA there the week of April 8. Participants in the magic show were Charles A. Leedy, club president; Frank Zaccone, Everett Duncan and Arthur Bush. Carl Shoemaker, of Portland, Ore., associated with National Conservation of Resources activities, used magic in connection with his conservation lectures.

## Fourth Dimension Burlesk

**DETROIT**, April 20.—Rivalry between the Avenue and the National has brought a new advertising slogan for National burlesque—"Fourth Dimension Burlesk"—which is being well exploited currently.

Theme is justified by the explanation, "You can see more here."

## Hirst Unit Review

### The Hinduettes

(Unit 25-B)

(Reviewed at Troc Theater, Philadelphia, Wednesday Evening, April 17)

While all principals register high individually, the total impression of the unit falls short. Fault lies in the lack of variety specialties, the show being a succession of strips and comic scenes interspersed by a capable chorus that could never overcome the skimpy production settings.

Frank Bryan and Johnny Kane, in directing the scenes, must have done a quickie on this one.

Top honor in arresting audience attention goes to the strippers. Hinda Wassau, featured, meets expectations with her sensuous control work prefacing the peel. Patricia Joyce and Helen Colby, latter a blond and both beauts, go thru the customary evolutions that lead to inevitable disclosures.

Mike Sacks, in nitwit flourishings, and Bert Carr, hebe character, share the comic calls. The only trouble is that they go way back when for their callings. Much of the material should never have been disturbed.

Alice Kennedy makes the perfect foil for Sacks, while Carr gets along with the strip gals and featured dancer to carry his skits. Murray Briscoe straightens most capably, with some assist from George Tuttle. Latter does mostly off-stage singing with voice that's mostly off.

Chorus of nine prancers and six stately show gals have plenty in looks and hoofing. Deserve better costuming and scenic setting. Leonora Jackson, solo dancer for the ballet numbers, is also a looker. Show-stops when doing her acro spins and splits for the *Shades of Pastel* number.

Standout scene is Miss Kennedy and Sacks doing their song and patter turn. Merrick Valinote makes music from the pit. Biz bullsh.

Billy Watson's *Beef Trust*, with Bill Hagan and Billy "Grogan" Spencer, is the next unit in. *M. H. Orodener.*

## Midwest Unit Review

### Road Show No. 35

(Reviewed at the Rialto, Chicago, Friday Afternoon, April 19)

Altho attendance at the first show was not up to par, because a Karloff-Lugosi horror picture was featured instead of a sex flicker, this show should do a whale of a business by the end of the week by virtue of a terrific stage show.

Top honors go to Mimi Reed, specialty dancer, who works effectively with scarfs attached to short flag sticks, which she maneuvers while terping to create moving patterns in the air. She also does some neat back-bends and acro stunts which the patrons appreciate. In addition, she sings a song and handles a comedy bit adeptly. In short, an all-round performer.

Comedy department is topnotch, too. Brenna and Buckley dividing the orchids with Red Buttons, Mandie Kay and Ray Parsons. A scene in a crazy hotel had the audience weeping from laughter, because Brenna can turn on the pathos so copiously after being deluged with abuse. It's the old sneeze-in-the-eye and bang-on-the-head punishment but it's worked into the script so smoothly, with excellent assistance from Parsons, Kay, Buckley and Reed, that the laughs creep up on you unawares. Mandie Kay does good comedy in a tavern scene while working up to a beer-drinking acro stunt. Red Buttons had the crowd roaring after he sang a couple of parodies, particularly one on *South of the Border*.

Marian Morgan, a big favorite with Chicago audiences, offers a good strip act because of the personality that goes with it. She knows how to handle her audience, sings well and draws a big hand upon her exit. A new girl, Cele DeVine, proves the primary importance of anatomy, having plenty to exhibit and exhibiting it well. Marie Cord, who is billed as the feature attraction, sings

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

**HAZEL MILLER** now in her fifth week at the Republic. . . . **DIANE JOHNSON** and Dick Midgely new Republic principals, April 19. . . . **MAX RUDNICK**, operator of both the Eltinge here and the Lyric, Bridgeport, crowns Ann Corio with the box-office record of the Lyric for the season, saying Corio's 10 shows during her week drew more shekels than Lois DeFee's 12 shows another week. . . . **MIMI LYNNE**, who closed at the Eltinge April 18 to open at the Gayety, Boston, the following day, has copyrighted the song, *Scarlett O'Hara*, she uses for her strip-tease and which was written for her by Charles Brave, the ork leader and music arranger. . . . **EDDIE (INNIS) WILEY**, comic at the Republic, entertained his brother, Meyer Insky, here last week from his Montreal home. . . . **TINY HUFF** left April 16 for her home in Greenville, S. C., to undergo an appendicitis operation.

**ANN CORIO** will have a featured role in the biographical play, *Love Is No Heaven*, written by Paul Burton-Mercur, to break in at summer theaters. While at the Howard, Boston, Ann had as guest star one night Bill Robinson, who tapped for 16 minutes. . . . **MARGIE KELLY** left the Republic April 18 for Houston, Tex., to be present when the stork visited her sister's home. Set to open at Harry's New York Bar, Chicago, April 27. . . . **HONEY BEE KELLAR**, Diane Logan and Willa Mae Lane replaced Mimi Lynne, Tirza and Lovey Lane at the Eltinge, April 19. . . . **FREDDIE AND VIOLET O'BRIEN**, number producers, closed April 12 an eight months' stay in Buffalo to return to their usual summer outdoor engagement, this time with Bantly's All-American Shows.

**LESTER MONTGOMERY**, producer, back to burly at the Casino, Toronto, after a lengthy stay in niteries, writes: "Have established some kind of a record. House here has held over, because of many requests, several numbers, namely the neon-gun, ladder-tone and collegiate dummies. Ann Corio and Fifi D'Orsay packed 'em in two different weeks. We play to a lot of soldiers training in camp here." . . . **HAZEL WALKER** left the Eltinge April 12 to open the day after in Toronto for her third trip around the Midwest Circuit, on which she is also known as Claire Scott. . . . **DIANE KING** was birthday-partied April 16, with Jerry Peluso, ork leader of the Eltinge, the chief host. . . . **PEARL CHADWICK** again pressed into service from the chorus to strip principal at the Eltinge April 12 week because of illness of Vera Wildman. . . . **MARK LEA**, comic, set to produce the comedy for David Rosen's *Streamlined Follies* on Coney Island, due to open in a fortnight. Meyer Hamburg has the candy concession.

**DIANE RAYE** crashed a three-column space and photo in *The World-Telegram* March 30 with a story by staff writer William Bloeth about her strip-tease booking in England. . . . **HERBIE AND BOBBIE FAY**, comics, played hosts to Mabel Bart Erickson, former principal, on a visit here from Springfield, Mass., over the March 30 week-end. . . . **MARIE COSTELLO**, with the Billy Hagen show on the Hirst wheel, doubled as showgirl and stripper during Washington week of March 25, when Patricia Morgan was removed to a local hospital. . . . **ANNETTE ROSS** shifted from the Eltinge to the Gayety, Boston, April 1. . . . **MIMI LYNN**, after three years on the Coast, is back. Ditto Joan Carroll, who had retired to Atlantic City for the same length of time. . . . **MARGIE DELMAR BRISCOE**, former showgirl, now posing for commercial photography. . . . **NAT MERCY**, after eight weeks in stock

before she strips. Her primary asset is neither voice nor body, but the poise which she displays. Marion Rogers, red-haired miss whose figure is reminiscent of the Gibson gals, does a conventional strip.

Much of the credit for the success of the show is due Fred Clarke, whose production numbers are more than commendable. He has the audience on his side when he commands its co-operation by having the chorus femmes file down the aisles with long-handled powder puffs and entice sundry co-operative males to powder their backs. Louise handled the vocals well as usual. *Norman Modell.*

at the Lafayette, New Orleans, with his *Broadway Revue*, proceeded to the Belmont, Pensacola, Fla., for a brief engagement, and then goes with the Art Lewis Show. *UNO.*

## CHICAGO:

**WARREN IRONS**, manager of the Grand Opera House, Canton, O., was in town Tuesday (16). He will open early in August with Midwest shows. . . . **MIDWEST** Circuit shows will play the Embassy, Rochester, N. Y., instead of the Colonial, Utica, N. Y. Katz and Lebowitz own both houses. . . . **JUNE ST. CLAIR** has been booked into Fay's, Philadelphia, week of April 26. . . . **"BOZO" SNYDER** is the added attraction at the Casino, Toronto, April 19 week. . . . **GRACE O'BRIEN** will open at the Globe Theater, Boston, May 3. . . . **APRIL 26** week at the Rialto: Red Marshall, Irving Benson, Jess Mack, Myrna Dean, Jo Ann Carroll, Ann Hendricks and Irma Vogele.

## FROM ALL AROUND:

**ZORITA AND COLLETTE** flew from Cleveland to Cincinnati last week, the former for a limited engagement at the Cat and the Fiddle Club, and the latter for a return date at the Gayety. From Cincy, Zorita takes her snakes to the Howard, Boston, with Collette jumping to the Globe, same city.

**SAM WESTON**, comic, turns to the nitery field at Princeton Grille, Philadelphia, where he is emcee.

## More Rosenberg Bookings

**NEW YORK**, April 20.—Phil Rosenberg's placements for the new Hirst show, *Looks and Lafts*, that opened April 10 on the one-niters, are Mike Sachs, Alice Kennedy, Bert Carr, Murray Briscoe, George Tuttle, Helen Colby, Patricia Joyce, Leonora Jackson, Otto Eason and Jeryl Dean, featured.

For stock at the National, Detroit, opening yesterday, Max Furman, Tiny Fuller, Harry Jackson, Paddy Cliff, Ginger Waldron, Patricia Morgan and Alma Maiben.

Also booked Noel Carter, Troc, Philadelphia, April 28; Margie Hart, Baltimore, tomorrow; Newark, April 28, and Gaiety, here, May 16; Reggie White and Jerrie McCauley, Boston, 28; Rose LaRose, Union City, 28; Ann Corio, Washington, tomorrow, and Baltimore, 28; Hinda Wassau, Pittsburgh, tomorrow, and the one-niters, 24; Amy Pong, Detroit, 26, after two weeks at the Gayety, here; Aloha, Buffalo, 28; Billy Watson with Grogan Spencer and the Murphy Sisters, Philadelphia, tomorrow, and Pittsburgh, 28; Georgia Sothorn, Buffalo, tomorrow, and Gaiety with George Murray, 26; Lois DeFee, Newark, tomorrow; Valerie Parks, Gaiety, here, 26.

Other local placements are Diane Johnson and Dick Midgeley, Republic, and Bobby Fay, Diane Logan and Willa Mae Lane, Eltinge, opening yesterday.

## Stag Booker Pinched

**MT. HOLLY, N. J.**, April 20.—Louis Gordon was fined \$50 last week by Judge Frank A. Hendrickson, charged with staging a "strip-tease" exhibition with three girls at a show near Bordentown, N. J. Gordon pleaded non vult to the charges, as did the girls. They were soaked \$25 each.

## Palace, Buffalo, Doing Well

**BUFFALO**, April 20.—Business is reported very good at the Palace here, according to Owner Dewey Michaels and Manager Louis Isenberg. Having reverted recently to burlesque stock, the house has been gaining patronage steadily the last two months.

## Liberty, SF, Reopens

**SAN FRANCISCO**, April 20.—Liberty, burlesque house, reopened Friday (12) under new management. Spot has been closed two months.

Producer will be Pal Brandeaux, who last year produced Treasure Island's *Ziegfeld Follies*. House will be under management of H. M. Petersen, who until recently was in charge of the Million Dollar Theater, Los Angeles.

**MINNEAPOLIS**, April 20.—The Gayety Theater closed Thursday (11) after being open only two weeks. It opened too late in the season to arrange to pick up circuit shows and had to depend on stock.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

## Turner One-Nighter Finds Texas Good When Weather's OK

PAINT ROCK, Tex., April 20.—Jack Turner's one-night-stand tent show has been encountering the worst April weather in Texas in years, but when weather permitted, business has been exceptionally good. Show has not missed a performance, including Sundays, nor a pay day since it opened six weeks ago. Much damage has been done to the top by high winds, rain and hail storms in recent weeks, but it is fast being repaired by the canvasmen.

Agent Charles Brunk is routing the show in good territory. Show is now making long jumps into the State's sheep and goat country. Joe Latham is boss canvasman and Emmett Crabb chief mechanic.

Carlton, Tex., gave the show a good turnout and visits were exchanged by Bob and Jean Siler with relatives there, it being Jean's home town. Gatesville, Tex., Jack Turner's home town, was capacity in freezing weather. Cameron was a red one and Killeen proved the banner town of the season to date.

Bud Nairn, veteran character man; Kennedy Swain, producing comic; Jackie Phillips, dance specialties, and S. S. Henry are among the show's features. Mr. and Mrs. Henry and their assistants presented the concert. Evelyn Turner has been scoring nicely on banners.

Visitors on the show recently included Harley and Billie Sadler, Mr. and Mrs. T. J. Tidwell, Doc Ellington, the Berger family, Mr. and Mrs. Sid Presson, Henry Brunk, Mercedes Rey, Mr. and Mrs. Lemon, Mr. and Mrs. Dell Phillips, Mr. and Mrs. Munden, Mr. Gilbert, Jack Munden, Mr. and Mrs. Glenn Brunk, Sam Bright, Betty Fromen, Mr. and Mrs. H. M. Harrell, Mr. and Mrs. Gus Harrell, Mrs. H. M. Harrell Jr., Mr. and Mrs. Balcom, Bill Lyons, Mr. Waddell, Mr. and Mrs. Manganson, Waneta Howard, Mr. and Mrs. Pope, Billy Heath, Burnett Massergale, Mr. and Mrs. B. M. Goff, Betty Evans, Ernestine Moore, Mr. and Mrs. Olf and Mr. and Mrs. Buddy Brown.

## Gene Austin Making Ready

DENVER, April 20.—While in Denver this week for an engagement at the Embassy Club, Gene Austin announced that his motorized musical tent show, *Models and Melodies*, will hit the road the second week in May, with a first showing in the Fort Worth (Tex.) area.

**BUSSA FILM EXCHANGE**  
Has a larger selection of higher quality Motion Pictures in 35mm sound on film. New prints Westerns, Musical Comedies, War Pictures, Horror and Gangster types. Action pictures of every description. Plenty of Short Subjects. Money-back guarantee on every picture. Send for new catalog today.  
FRIENDSHIP, OHIO

**FOR SALE OR LEASE**  
Complete Tent Show Outfit, ready to put up and go. Everything in first-class condition. Tent, 50x110; four VB Ford Trucks, Packard Sound Car, one Public Address System, Covered Wagon House Trailer, seating capacity nine hundred, new Delco Light Plant; color scheme, red and cream. Will consider a partner who knows the show business and has some capital to invest.  
NATHAN OBAN, 11 Fulton Street, Nashua, N. H.

**MAJESTIC SHOWBOAT**  
Wants Piano Player doubling Stage, Team or Single. Opening May 1st. State all in first, age, etc. Long season, one show a night. Wire  
T. J. REYNOLDS, Point Pleasant, W. Va.

**WANT PEOPLE**  
For Tent Season. Trumpet Player doubling stage, also Musicians who are willing to work on canvas. Other useful people, write—don't wire—to  
TILTON-GUTHRIE PLAYERS, M. R. Tilton, La Harpe, Illinois

**WANT**  
For one-night-stand tent show, Drummer doubling Specialty or Specialty Team doubling Drums and other instrument. No parts. Wire  
JACK TURNER  
McCamey Apr. 26; Crane 27; both Texas.

**ROBERSON PLAYERS**  
Want real Leading Man and General Business Man to handle stage, Working Man who can handle trucks and light plants.  
ROBERSON PLAYERS, Clinton, Illinois.

## Novelty Under Tent

By E. F. HANNAN

THE tent showman starting out with small bank roll is in a quandary as to what type of entertainment to present. Rep is a gamble, and the revue-type show with cast large enough to make a showing carries a higher nut than shows playing smaller places can handle.

At least two small shows that made money last season were of the novelty style, with a dash each of hillbilly, illusion, magic, radio performers and small animal acts. One of these outfits carried a wrestler who met all comers, while the second show featured a shapeily bathing beauty contest winner. This was variety enough to please any kind of audience. For a concert one of the shows presented a cut version of an old-time melodrama of the crime order, featuring it as a crime show, while the other show gave a concert of the illusion type.

The illusion show proved the better card of the two, partly because the crime concert was given only a meager build-up. The same crime show idea was worked by a small carnival, and with carnival plugging proved one of the best shows on the lot.

What the writer is trying to convey is that small tent outfits can offer up a little of most everything and when properly presented this variety type of performance is sure to get good mouth-to-mouth plugging from patrons. In several stands both of the shows were going stronger at the end of the week than at the opening. Managers of both shows laid this increase of business to the novelty of their show, which patrons talked about during the show's stay in town and after it left.

Talent already engaged for the Austin tent includes the Sherrill Sisters and "Slim" Williams, blackface. Austin plans to augment his show for the 1940 season.

## Billroy's Click In Georgia Towns

CALHOUN, Ga., April 20.—Billroy's Comedians, this season owned jointly by Billy Wehle and Jimmie Heffner, the latter formerly manager of the Heffner-Vinson Show, stopped off here Tuesday night (16) for the first time since 1931 and succeeded in pulling a capacity tent, with prices scaled at 15 and 25 cents, with the femme riding free when accompanied by a male. Reserves go for 15 cents extra. Rome, Ga., Monday night also gave the show a full house, Wehle reported.

Among the features of the Billroy layout this season are Jimmie Heffner, comedian; Bobbie Anderson, tap dancer; Jim Carter, guitarist; Jimmie Heffner Jr., singer, and Emmett Miller, yodeling blackface comedian. Show is doing a three-act comedy, with vaude between the acts. Miller is featured in his concert with Lue Wanna and her Savage Dancers. Wehle still goes for 25 cents on the concert, with some 400 customers remaining over for the after-show here.

From Calhoun the Billroy troupe moved to Dalton, Ga., the show's last stand in this State. Show moved into Tennessee at Cleveland Thursday and will travel rapidly across the State to enter Virginia at Bristol April 26.

Show, which also includes a six-piece orchestra and a six-girl line, carries good motor equipment and makes an attractive appearance on the lot.

## Detroit Film Men Squawk on Tenter

DETROIT, April 20.—Plans for an 18-week season of dramatic tent shows under the sponsorship of the Veterans of Foreign Wars aroused the antagonism of Detroit motion picture theater groups this week.

Petition for the show was passed to the mayor's office by city council on the grounds that the tent show would be covered under existing ordinances, and

theater group leaders were preparing to bring pressure to oppose granting of a permit.

The VFW venture would be the longest tent-show season the city has had within memory, and with the important sponsorship of a leading veterans' organization was likely to draw heavily from existing theater patronage, according to exhibitors.

## Rep Ripples

IDA LA PEER, former repster, is playing intereries in the Bridgeport and New Haven, Conn., sector with a music and song turn. . . . HARRY WHITESTONE

postals that he's in his 10th week under canvas in Georgia with his talking picture trick, featuring his own mental and magic turn. He reports business ahead of the corresponding period last year. . . . HAVERSTOCK'S COMEDIANS, now playing around Fort Worth, Tex., to good returns, will head for their usual summer territory in Illinois within a few weeks. . . . MADGE KINSEY PLAYERS

will crack their tent season at Fostoria, O., Saturday night, April 27. . . . LOTTIE DAVIS, pianist with the Kinsey Players the last five years, will not troupe this season. She will remain instead in Canton, O., where she has established a permanent home. . . . GENE BRADLEY SR. is again in Michael Reese Hospital, Chicago, after a year and a half and has undergone another operation for bladder trouble. He is reported to be progressing nicely. . . . DAVIS AND ARCHER, who have operated concessions in the Lake George section of New York State in recent years, contemplate launching a small cast dramatic outfit to play that territory for about six weeks this summer. . . . M. E. (SKIP) DEAN has signed for his 21st season with the M. & M. Motorized Tent Show. He was off the show the last two seasons, when he played picnics and fairs with his Sandhill-Billies, routed by Ernie Young, of Chicago.

just merely on one of those short rest periods." Bob would like to read a line in the column on Johnny Makar, Johnny Hughes, Joe Rock, Hal Brown, Eddie Blessing, Rajah Bergman, Mickey Brennan, Johnny Agrella, Eddie Leonard and Palooka brothers. Incidentally, Bob, probably in the excitement, forgot to mention the better-half's name.

"I HAVE BEEN SILENT for some time but have read the endurance column religiously," types Louis (Pee Wee) Ellis from Baton Rouge, La. "I have just completed two years in the service of Paramount-Richards Theaters, Inc., this city," continues Ellis. "It's been two years of hard but interesting work, and I've decided to stick to this end of the theater life. I am still head usher, pinch hit as assistant manager and I'm in a daze trying to figure out where all the contests have gone, as far as this city is concerned. Where are Peggy Thomas, Popeye Thomasson, Porky Jacobs, Billy Willis, Charlie Baldwin, Kitty Ellis, Mr. and Mrs. Billy Curtis and others? Do you who never write to the column ever stop to think of those who might be thinking of you? Better send that postcard and let your friends know where you are. I say, keep yourself in the public's eye."

CHARLIE HUNTER WANTS to buy 35MM Machines, complete with sound equipment, good condition and cheap for cash. Want Operator that can handle small outfit and do a little carpentering. Specialty Team, change for a week; state if you do black. Hill Billy Team or Trio. Preference if you have a trailer. This will be a small show intended to make us all a living. Make salary right and forget the big ideas. Don't wire—write.  
CHARLIE HUNTER, Church Hill, Md.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## N. M. Red One for Ross; Twelve and Two Pull 'Em

ALBUQUERQUE, N. M., April 20.—Hal J. Ross is panning pay-dirt with his Derbyshow here, according to word of the master himself. Opening April 4, the contest shifted into high the third night and from then on has played to big crowds. Ross comments that he has never had such perfect co-operation from his contestants in years.

Contest now has 12 teams and two solos. They are Sammy Allen and Pat Gallagher, Bill Steele and Maxine Lang, Gordon Haring and Jean Long, Johnnie Crowder and Roma Terry, Johnny Reed and Chad Alviso, Hughie Hendrixson and Rella Finney, Mario Allesandro and Margie Van Raam, Bobby Sells and Buttons Slaven, Joe Nalty and Cloris Wears, Harry Hamby and Helen Tyne, Johnny Makar and Opal Ferdig and Jack Kelley and Bessie Young. Solos are Tommy Loring and Mack McCluskey. Emsees are Monte Hall, Lenny Paige and Duke Hall. Don King and his Rio Grandians make the music, with Jane Shannon warbling.

## Decision Favors Pughe, Who Proves 'Not Harmful Point'

SHREVEPORT, La., April 20.—Far from being "fagged out" by their walks and sprints, the contestants in the Bossier City, La., Derbyshow are actually gaining weight, testimony introduced at the trial of George W. Pughe and his unit revealed at Benton, La., this week. Later, Judge J. F. McInnis, of Bossier County District Court, acquitted Pughe, and the show continues under sponsorship of the Lions Club of Bossier City.

Pughe had been charged with operating an unlawful physical endurance contest, but he proved that the contestants were on their feet only slightly more than eight hours of every 24. Testifying that the contest proved to be not over-exerting were Mr. and Mrs. Al Smith and Jack Duval and Viola Comerford, all saying they were connected with the show.

## 24 Teams in K. C. Contest

KANSAS CITY, Mo., April 20.—Twenty-four couples remain in the walkathon which opened in Pla-Mor Ice Rink here April 9. They are Vivian Branch and Charlie Smalley, Edith and Benny Leonard, Bernice Pike and Eddie Tompkins, Eileen and Mickey Thayer, Helen Caldwell and Louis Meredith, Jackie Fields and Mildred Moore, Mickey Creeder and Dovie Miller, Stanley West and Margie Bright, Marvin and Jean Hobaugh, Marty Ford and Irene Kay, George Bernstein and Leona Barton, Stanley Rock and Bobbie Davis, Lloyd Hackler and Peggy Jackson, Jo Jo Hitt and Billy Ryan and Glenn West and Betty Lee Doria. Hal Brown and King Brady handle the mike. Earl Clark is judge.

PORKY JACOBS pencils from Long Beach, Calif., that he and partner, Margie Sheets, have been doing the ice act in Los Angeles clubs with success. Margie, who Porky says is new to the endurance game, has also been playing theater dates, and Porky adds that he and Mrs. Pugh, his foster mother, have been getting in a little hunting on the side.

BOB SMITH inks from Kankakee, Ill., that he recently took the vows with a Kankakee lovely. Event was a public cellophane affair, taking place at the Del Rio Ballroom and turning away close to 500 people, according to Bob. "However, being married does not put me out of the business," continues Bob, "for my wife and I are seriously considering entering a show in the near future. I'm

WANT HEAT M. C. FOR MY NEW THRILL SHOW. Write or Wire PAT WEBSTER GIBBONS HOTEL, DAYTON, OHIO

ATTENTION, CONTESTANTS Due to unforeseen radio difficulties that have come up, the show here has been postponed. All correspondence is being retained. DO NOT COME on here under any circumstances until difficulties have been straightened out. As soon as they are you all will be notified. Watch future Billboard editions. SHEP SHAPIRO

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# Church Groups Seen as Sponsors Of 16mm. Movies; School Club Puts on Show for Library Fund

NORTH PELHAM, N. Y., April 20.—Catholic Church societies are seen here as a wide field for roadshowmen booking 16mm. sound shows. The Mothers' Club of St. Catherine's Church has sponsored its first benefit movie in 25 years in the gymnasium of the new parochial school, proceeds of the show, totaling more than \$50, going toward the purchase of books for the school library. Over 400 children and adults attended.

The program, made up entirely of short subjects, ran approximately two hours. Included were *The Passion Play*, *Camera Thrills in Wildest Africa*, *Washington, D. C.*, (Castle Films), *Just a Clown*, *Little Boy Blue* and *Mickey's Midnight Follies*, featuring Mickey Rooney. Since the films were for the entertainment of children and high school students, features were omitted. *The Passion Play*, a 30-minute show, was requested by the sisters.

Officers of the sponsoring club were well pleased with the reception. A plan to show movies at least once a month is being considered, and will include a night show using a feature length picture. Matinee shows will include several shorts, as they are believed to be more entertaining for children.

Other Catholic groups which are potential buyers of movie entertainment are Catholic Youth, Daughters of Isa-

bella, Ladies of Charity, Holy Name Society, St. Vincent DePaul Society, Newman Club and Catholic Boy and Girl Scouts. All films shown must have the approval of the Legion of Decency film review board.

Dick Cummins, librarian at Mogull Bros., was in charge of the show and made recommendations to the sponsoring group's committee.

# Trade Problems To Be Discussed At ANFA Feast

NEW YORK, April 20.—Several hundred film distributors, equipment manufacturers, laboratory men, visual education specialists, roadshowmen and others connected with the non-theatrical film field are expected to attend the first annual banquet of the Allied Non-Theatrical Film Association to be held in the Penthouse of the Hotel Piccadilly Friday night (26) at 7:30. Regional directors from all parts of the United States and Canada will also be present for the annual get-together.

According to Thomas J. Brandon, executive secretary, the dinner meeting will feature an exchange of views on trade problems, consideration of reports of executive boards and standing committees, consideration of new problems and detailed reports and discussions on various services established by the association, among which is the achievement of the exclusive arrangement with a company to insure ANFA members shipping films against fraud. Prior to making arrangements for this service film shipments were insured only against fire and theft.

There will be talks, Brandon said, by people from cut of the association. In addition to these, Bertram Willoughby, president, will speak. Others scheduled to address the session include Brandon, who will report on the work of the board and general problems, and the regional directors, Carl Kunz, Eastern Pennsylvania; Russell Roshon, Western Pennsylvania; Kent Eastin, Iowa and Nebraska; Irwin Buchdahl, Massachusetts; A. C. Atkinson, Canada. Reports from the committee chairmen will be made by J. H. Hoffberg, membership; W. K. Hedwig, bulletin; Laurence Saltzman, public relations, and H. T. Edwards, special services.

Entertainment will include the making of a 16mm. sound motion picture in which those attending will participate. The film will be available later to members of the organization.

Out-of-town visitors to the banquet may obtain special rates at the Piccadilly, Brandon said. Tickets to the banquet are \$2.75 each, which includes gratuities.

# Sound Effects Used At N. Y. 16mm. Spot

NEW YORK, April 20.—Miami Theater, which features old-time movies, has added sound effects to its program. A pianist and sound effect man is accompanying the Adolph Menjou and Florence Vidor film, *The Grand Duchess and the Waiter*. On the same program is *Forbidden City*, with the late Thomas Meighan and Norma Talmadge.

Sid Lubin, who creates the sound effects and has appeared for two summers at the old-time movie theater on the Atlantic City boardwalk, is booked here for an indefinite stay.

# REVIEW OF RECORDS

(Continued from page 13)

*Wouldst Could I But Kiss Your Hand, Oh Babe*. Another newcomer. CASS DALEY, devoted to the violent-voiced vocalizing, brings a live buoyancy to the record in *Where Were You Last Night* and *It's the Last Time I'll Fall in Love*. FRANCES LANGFORD adds lilt to her silky singing of *When You Wish Upon a*

*Star and With the Wind and the Rain in Your Hair*. And for the rhythmic harmonizing, the FOUR MODERNAIRES have a lively dish in *Wham* and *Ragtime Cowboy Joe*.

On Bluebird DOROTHY LAMOUR lends her sultry voice for two of her screen songs, *Sweet Potato Piper* and *Palms of Paradise*; SHIRLEY HOWARD makes it straight up-and-down singing for a twosome of old familiars, *The Japanese Sandman* and *Sleepy Head*, and DICK TODD gives full voice for the ballads *Angel in Disguise* and *I'll Be Seeing You*. KENNY BAKER, on Victor, takes two perennials, *Alice Blue Gown* and *Down by the Old Mill Stream*.

# Race Records

DEEP down in Decca's race listings are several interesting items that have potential sales possibilities if called to the attention of the hot jazz collectors and swing fans. HOT LIPS PAGE, of trumpet renown, takes to the traffic-stopping tempo for *Gone With the Gin* and *I Ain't Got Nobody*. And for another solid jump band, WINGY CARPENTER for *Rhythm of the Dishes* and *Pans and Team Up*.

If the call is for the authentic blues singing that's real lowdown, BLUE LU BARKER arrests the attention with *Down in the Dumps* and *Jitterbug Blues*, and LEE BROWN for *Rolling Stone* and *Howling Man Blues*. However, for the latter, it's the trumpet behind the voice rather than the voice itself that will sell the sides. And for the spiritual singing, THE ALPHABETICAL FOUR makes musical preachments for *Go Down, Jonah* and *The Book of the Seven Seas*.

Disk oddities are always welcome items for the record counter. For those who find interest in the West Indies Calypso recordings there should be appeal in the Cajun records offered by Vocalion's race listings. Cajun, a guttural French used by that folk in the Texas and Louisiana backwoods, is the record oddity of THE ALLEY BOYS OF ABBEVILLE, singing and playing in the fox-trot tempo *Pour-quois Te En Pen, Tu Ma Quite Seul* (*The Prisoner's Song*), *Es Ce Que Tu Pense Jamais a Moi* (*Do You Ever Think of Me*) and *Quel Espoire* (*What's the Use*).

# Dance Disks

ALL smoothly paced and ideal for dancing, KAY KYSER on Columbia couples a pair of novelties, *Ma, She's Making Eyes at Me* with *Tie Me to Your Apron Strings Again*; SAMMY KAYE makes a polished Victor performance for a pair of ballads, *Sierra Sue* and *Please Take a Letter, Miss Brown*; Decca's GUY LOMBARD gives out ever sweetly for *Tiny Old Town* and in waltz time, *Along Miami Shore*; on Bluebird, the stylized rhythms of MITCHELL AYRES for *Where Do I Go From You* with *I Can't Love You Any More*, GRAY GORDON with a tic toc rhythm for *No More Rain* and *I Was Watching a Man Paint a Fence*, and BLUE BARRON with a dandy double in *So Long* and *I Fell All Over Myself*; and on Vocalion the sweet voice of HENRY RUSSELL highlighting *The Fable of the Rose* and *With the Wind and the Rain in Your Hair*, DICK JURGENS with a contagious dance double in *What's the Matter With Me* and *A Little Boy and a Little Girl*, and RAY HERBECK linking the romantic *Guilty* with the novelty *The Bathub Ran Over Again*.

The characteristic EDDIE DUCHIN rhythms get a Latin-flavored zest in *Adios, Americano*, making his Columbia couplet complete with *Thank Your Stars*. XAVIER CUGAT plays a pair of Continental fox-trots for a Victor double, *Long Live Love* and *At a Time Like This*. And on Bluebird OZZIE NELSON offers an attractive dance arrangement of Cugat's *Perfidia*, doubled with a humorous and engaging *The Man Who Comes Around* which burlesques the style bands.

JOHNNY MCGEE, for Varsity, features his trumpeting with a coupling of ballads to make dancing with *One Cigarette for Two* and *A Lover's Lullaby*. And packing a toe-ticking rhythmic punch, LARRY CLINTON couples *Tiny Old Town* with *You Oughta Hang Your Heart in Shame*; on Decca TED WEEMS makes the dance more inviting with *Moonlight* and *There'll Be Some Changes Made*, while GLEN GRAY supplies soft music to the soft lights with *Yours Is My Heart Alone*, a Franz Lehar lullaby, and *A Lover's Lullaby*, which echoes his *Sunrise Serenade*.

# Swingy Sides

GENE KRUPA on Columbia reverts to his skin-busting syncopation with a rocking *Boog It*, following the slow and melodic lines of *A Lover's Lullaby* for the diskmate. The same label offers a special with COUNT BASIE on the piano supported by the BENNY GOODMAN SEXTET for *Gone With "What" Wind* and *Till Tom Special*, both originals and both showcasing the instrumental efforts of all the soloists. JACK JENNEY, his trombone highlighting the

46th YEAR

# The Billboard

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Vol. 52 APRIL 27, 1940 No. 17

Vocalion sides, embellishes the melodic appeal with bright orchestration for two standards, *The World Is Waiting for the Sunrise* and *What Is There to Say*. JAN SAVITT, subduing the shuffle rhythm, has a swing classic in his Decca doubling of *Turkey in the Straw* and *Parade of the Wooden Soldier*. And on Bluebird FATS WALLER is entirely in his element for *Oh! Frenchy* and *Cheatin' on Me*.

**SHOW TALKIES**  
**MERCHANTS FREE OUTDOOR MOVIES**  
THE BIGGEST THING IN THE AMUSEMENT WORLD TO-DAY. \$1,000.00 and More Clear in 18-20 Weeks. Portable Sound Equipments—Weekly Programs Rented—Reasonable Rates—Join Up With the Most Progressive Organization in the Business—In the Movie Business Since 1908—WE SERVE THE NATION.

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# 23,486 People See 16mm. Films Shown By Philly Museum

PHILADELPHIA, April 20.—Intense interest in the Philadelphia Museum of Art's 16mm. motion picture programs, which began September 24 and concluded for the season April 7, is indicated by figures which show that a total of 23,486 persons attended the various programs. Of this number, 16,376 were adults who thronged to the documentary series; 7,110 were youngsters interested in the instructional pictures relating to the children's classes in design, architecture, painting, weaving, sculpture and the graphic arts.

Attendance figures mounted steadily, and twice increasing crowds at the adult series caused the Division of Education to seek larger quarters for the showings.

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**MOVIE CRAZY**  
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Covering the Motion Picture and Entertainment Field Generally.  
Conducted by KEVIN BRENNAN, 198 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

# The Final Curtain

**BELLORE**—Albert A., 54, widely known musician, April 7 in General Hospital, Mansfield, O., after a four-month illness. He formerly directed male choruses in Mansfield, was the first director of the Johnathan Glee Club and served as director of the old Aultman and Taylor and Ohio Brass choruses. For a number of years he was director of a male quartet which toured the country. Survived by his widow and a daughter. Services and burial in Mansfield.

**BISHOP**—Mrs. Helen Burcher, night club singer and former operator of the Plantation in Denver, killed in an auto accident near Glenrock, Wyo., recently. Mrs. Bishop was on the stage and appeared in early movies.

**BRITTON**—Harry (Slim), 25, banjoist and violinist, suddenly in Punxsutawney (Pa.) Hospital April 8 of a brain infection. Britton was a member of Hall's Texans, radio troupe. Act was appearing at Coolspring, Pa., when he became ill April 6. Survived by his widow, Patsy; one child and several brothers. His widow and two brothers are with the show. Burial in Brisbin, Pa.

**BRYANT**—Archibald Franklin, musician, April 12 in Liberal, Mo. Survived by a brother, Theodore Bryant, Lamar Junction, Mo. Services in Lamar April 15, with burial in Oakton Cemetery there.

**CARROLL**—Matthew V., 45, treasurer of the General Theater Equipment Corp., of New York, at his home in Bronxville, N. Y., April 4. Survived by his widow, Mrs. Mary Williams Carroll; two daughters and two sons.

**COLLUM**—Andy, 94, actor, songwriter, one-time "world's greatest banjoist" and minstrelsy entrepreneur, April 14 at the home of his daughter in Delanco, N. J. He started his theatrical career at the age of 12, interrupting it at the age of 14 to serve as drummer boy in the Union Army. At the end of the Civil War he went to New York as a manager and is generally credited with introducing the team of Weber and Fields. Collum was closely associated with Jerry Cohan, father of George M. Cohan. He played as comedian with John Drew and started Lew Dockstader as a blackface comedian. Among the songs he wrote which brought him fame were *Life Is But a Deck of Cards*, *Kick Me Again*, *The Widow* and *Get Thee Gone, Jane*. His wife, Mary Jane, died in 1937. His first wife was Ida Madigan, a bareback rider. He leaves three sons and five daughters.

**CROWLEY**—John, 78, part owner of the now closed Empire and Rialto theaters, St. John, N. B., in that city recently. Survived by a son, Rev. W. J. Crowley, Chipman, N. B.

**DAVIS**—Whitey, killed in an auto accident at Olney, Va., April 3. He had been with the Ringling-Barnum and Al G. Barnes circuses and Joe Greer's Rodeo.

**DEVEREAU**—Walter, 30, widely known former star athlete, killed in an auto accident near Glenrock, Wyo., recently. Devereau had also been engaged in various night club operations in Denver and vicinity.

**DINKEL**—Wilbur Jules, 50, one-time president of the New Orleans Local AFM and former orchestra leader in vaudeville and legit houses in New Orleans, April 8 at Marine Hospital, that city. Dinkel led bands at the old Hippodrome, Winter Garden and Dauphine

theaters, New Orleans, and prior to his recent illness was pianist in a restaurant there. Survived by his widow and a brother, both of New Orleans.

**EDWARDS**—George, 68, assistant manager of California State Fair for 19 years, in Sacramento, Calif., April 15.

**FETTERS**—William W., 78, prominent theater scenery artist, at his home in Philadelphia April 6. Fetters retired six years ago, abandoning the studio which he had set up at the Metropolitan Opera House. Survived by his widow, Catherine Tholey, and one daughter, Mrs. Harry W. Olson. Services in Philadelphia April 10, with burial in Laurel Hill Cemetery there.

**FICKES**—Willis G., 69, veteran Canton, O., stage employee, April 11 at his home in that city after a long illness. He had been employed backstage at the Grand Opera House, Canton, more than 30 years, several years as stage carpenter, but had been retired about 15 years. He also had trouped with road shows in his younger days. He was one of the first members of Canton Local IATSE. Survived by his widow, Agnes, and two daughters. Services in Canton April 13, with burial in Westlawn Cemetery there.

**FRANCIS**—Mrs. Mary, of a heart ailment at Maryland Hotel, St. Louis, April 16. She had been suffering with heart disease for the past five years and was seriously ill since January 10, being permitted to leave a St. Louis hospital only two weeks prior to her death. Born in Williamsville, Ill., November 12, 1880, she was married to John A. Francis, owner of the Greater Exposition Shows, in August, 1899. Besides her husband she is survived by a son, John Crawford. The body was laid out at Stuart's Funeral Parlors, St. Louis, where members of International Showmen's Association and Missouri Show Women's Club and many outdoor showfolk visited the bier. The body was shipped to Decatur, Ill., where private services were held at the home of Enoch Martin, brother-in-law of Mrs. Francis, April 18. Public services were conducted at the Moran & Son Funeral Chapel the same afternoon. Interment was in Harristown, Ill., Cemetery. Floral pieces and wires came from all over the country. Active pallbearers at Decatur were Charles T. Goss, Tom W. Allen, Noble C. Fairly, Lee Sullivan, Ben Roodhouse, Powell Leonard, Harry Roberts and Joseph Firth. Honorary pallbearers were Mrs. Nell Allen, Mrs. Grace Goss, Mrs. Viola Fairly, Mrs. Jane Pearson, Lillian Griffen, Mrs. Bird Brainerd, Mrs. Joe Firth and Mrs. Harry Roberts.

**GILMAN**—Dr. Louis L., 71, president of New Hampshire Fair Association, April 13 in Frisbee Memorial Hospital, Rochester, N. H., where he had undergone an emergency operation. A Spanish War veteran, he was a graduate of Dartmouth Medical School and practiced in Rochester over 40 years.

**GRIMALDI**—Mary, 74, mother of Hal Weber, burlesque comedian at the Republic Theater, New York, April 2 in San Francisco, of a heart ailment. Also survived by her husband, six other sons and five daughters.

**HAUG**—George William, 62, first manager of the Fairbanks, Morse & Co. Band, April 13 at his home in Beloit, Wis. Haug later became manager of the Oscar Mayer Co. Band at Madison, Wis. Survived by his widow, a daughter, three sisters and two brothers.

**HAWKS**—J. G., 65, pioneer film writer, in Los Angeles April 11. Hawks wrote film plays for William S. Hart and many other silent film stars. Later he was story editor for Samuel B. Goldwyn and Louis B. Mayer.

**JONES**—Margaret Rolands, 68, widow of John E. Jones, in Hamot Hospital, Erie, Pa., March 23. Survived by two daughters, Mrs. Joseph Moorehead and Mrs. O. J. Smith, both of Erie, and a son, Ernest Norton Whitney Jones, who is in show business. Services March 27, with burial in Erie Cemetery.

**KADER**—Abd'el, 88, one-time European vaudeville star and opera singer, April 15 at Atlantic City Hospital after a short illness. After singing in German opera he toured European variety houses with a rapid-painting act. In 1902 Oscar Hammerstein saw the act and brought Kader to this country, where he toured in vaudeville 35 years. For past 11 years he taught painting and art classes in Atlantic City. There are no survivors.

**KIRL**—Walter C., 42, affiliated with fair for a number of years until his health began to fail three years ago, in a Houston hospital April 13. Survived by

his widow, Josephine. Burial in Woodlawn Cemetery, Houston.

**LIMING**—Mrs. Jennie F., 74, pianist and organist, suddenly April 6 at New Smyrna Beach, Fla., where she was spending the winter. A son and two sisters survive. Services April 12 at Pemberton, N. J., her home.

**LIZOTTE**—Eugene E., 45, manager of the Frontenac Cafe, Detroit, in that city April 16 of burns sustained in a fire in his apartment. His widow, who owns the cafe, survives.

**MARTELLE**—Oliver, 80, in show business over half a century, at Jeannette Peck's Nursing Home, New York, April 17. At the age of 25 he played in *Peck's Bad Boy* on Broadway and was an advance agent for many theatricals and entertainers, including the Four Cohans. He went to Chicago to check pictures for 20th-Century Fox 10 years ago and more recently was employed by the Civic Opera and Studebaker theaters. Services April 19 at St. Matthew's Church, Chicago.

**MASTOUS**—George, 43, former operator of the Rendezvous night club and Plymouth Hotel, Racine, Wis., April 14 at his home there after a long illness. He was a native of Schios, Greece. Survived by his widow, three sons, his mother and three sisters.

**MEYERS**—Kate, former organist in Eastern Pennsylvania theaters operated by the late John A. Jackson, April 6 at Lebanon, Pa., after a short illness.

**NEWCORBE**—Verne, 39, promoter of sponsored events and widely known as contest man in carnival circles, in Veterans' Hospital, Tucson, Ariz., April 12, after a long illness. A World War veteran and a member of Showmen's League of America, Pacific Coast Showmen's Association and many fraternal organizations, he was experienced in almost every branch of show business, having been with many indoor and outdoor amusement organizations during his 20 years in the field. Among numerous positions he had held were amusements and concessions director of annual El Paso (Tex.) Sun Carnival; manager of State and county fairs and producer of merchants' and manufacturers' expositions in the West and Southwest. He was general manager of Arizona State Fair, Phoenix, in 1934; director of Pocatello (Ida.) Days of Old Fort Hall four years; amusements director for Allied Service organizations of Phoenix, and amusements director of the State department of Veterans of Foreign Wars of Arizona. He also was originator of Southern California annual grand prize baby show and \$1,000,000 baby parade. His widow, Audrey, and 21-month-old son, John Edward, survive. Burial in St. Joseph Cemetery, River Grove, Ill., April 18.

**O'HALLORAN**—Thomas, 58, newspaperman, who was publicity director of the Sesqui-centennial Exposition, Philadelphia in 1926, suddenly April 9 at his home in that city. He leaves his wife, Essa; a daughter and two sisters.

**POMPEJI**—Elmo F., well known in Atlantic City musical circles the past 20 years, in that city April 8 after a short illness. He spent 12 years as a member of the orchestra in the Colonial Theater, Atlantic City. Survived by his widow, Josephine, and a sister.

**POTTER**—William Lloyd, 60, former prominent circus clown juggler, professionally known as Bill Hardigg, April 8 in Eustis, Fla., where he had been residing several months. Potter, who had been connected with circuses over 40 years, had been with the Barnum & Bailey and Ringling Bros.' circuses, 17 years with the Hagenbeck-Wallace show and during latter years had trouped with the Cole Bros.' Circus. He had been retired the past two years. In 1909 Potter originated the Hardigg Trio, composed of his brother, J. Arthur Potter, who died last summer, and the latter's son, John A. Potter. Deceased was born in Norwich, Conn., where he was an apprentice in the pressroom of *The Norwich Bulletin and Record* before taking up juggling as his life work and maintained his home there during the off-season. His first wife, Lillian Estella Tufts, died in 1925. In December, 1928, he married Anna Delcheff, who survives him with a daughter by his first marriage, Mrs. William H. Thorp, of Manchester, Conn., and a stepson, Kenneth F. Skinner, of Norfolk.

**SARGOOD**—Joseph J., 72, former Atlantic City theater operator, found dead at his home in that city April 11 of nat-

ural causes. In recent years he had worked at hotels. A daughter survives.

**THOMPSON**—Sherman H., 59, former singer and pianist with the Al G. Field Minstrels for a number of years, at his home in Nashville, Tenn., April 11 after two weeks' illness. A native of Nashville he joined the Field show at the age of 18. At the time of his death he was a city employee. He was a member of the Centennial Baptist Church and of the Municipal Quartet, composed of city employees. Survived by a sister, Mrs. L. B. Robertson. Interment in Mt. Olivet Cemetery, Nashville.

## Marriages

**BOYD-WORTHY**—Carney W. Boyd, nonpro, of Olney, Tex., and Mildred Worthy, dancer, Fort Worth, recently.

**ELKINS-HATFIELD**—Owen Elkins, tenor man with Chic Scoggins' Orchestra, and Jamac Hatfield, pianist, recently in Mississippi.

**FISHER-POWELL**—John Fisher, projectionist at the State Theater, Newark, Del., and Gladys Powell, nonpro, April 7 in Philadelphia.

**FROLICH-LINSCOTT**—Irving A. Frolich, nonpro, and Barry Linscott, of the Glamour Girl group at the Music Box, San Francisco, April 6 in San Rafael, Calif.

**GREENE-BOCASH**—Frederick W. Greene, floor manager at the Rialto Roller Skating Rink, Springfield, Mass., and Anita Bocash, cashier at Loew's Poli Theater, Springfield, in St. Michael's Cathedral, that city, April 8.

**HART-PERSKIE**—Ralph Hart, radio director of Harry Feigenbaum Agency, Philadelphia, and Sylvia Perskie, nonpro, at Atlantic City April 14.

**JESSEL-ANDREWS**—George Jessel, radio, stage and screen actor, and Lois Andrews, showgirl, in Detroit April 13.

**KOLLMAR-KILLGALLEN**—Richard Tompkins Kollmar, Star of *Too Many Girls*, and Dorothy Killgallen, Broadway columnist of *The Journal-American*, April 6 in the Church of St. Vincent Ferrer, New York.

**MOYER-NOLAN**—Earl Moyer, orchestra leader at Cathay Tea Gardens, Philadelphia, and Mary Nolan, nonpro, in that city.

**NORTON-KERNISH**—Ray Norton, projectionist at 56th Street Theater, Philadelphia, and Mae Kernish, nonpro, April 14, in Philadelphia.

**O'NEILL-RANDALL**—Jimmie O'Neill and Virginia Randall in Kansas City, Mo., April 1.

**PEABODY-KAUPANGER**—Eddie Peabody, radio and orchestra banjoist, currently featured on the WLS National Barn Dance, and Ragna Kaupanger, United Airlines stewardess, April 11 in Chicago.

**POST-CORBIN**—Dick Post, radio announcer, and Helen Corbin, secretary to Howard Mayer, April 1 at the Sherman Hotel, Chicago.

**RAMSEY-HEFFLEFINGER**—John Herbert Ramsey, nonpro, and Edith Heffle-finger, cashier at the State Theater, Chester, Pa., in that city April 1.

**RAPIEFF-TAUROS**—Kenneth Rapieff, announcer at Station WICC, Bridgeport, Conn., and Magdaline Tauros, chorus girl, formerly with the Hirst Circuit, in New York April 3.

**REILLEY-EULE**—Lt. Albert Sherman Reilley, and Sonya Eule, professionally known as Sonya Lee, in Dayton, O., April 6.

**SABOV-RAEFSKI**—Nathan Sabov, violinist, and Freda Raefski, pianist, both well known in Philadelphia musical circles, April 14 in that city.

**SAVITT-STILLWELL**—Jan Savitt, orchestra leader, and Barbara Stillwell, Savitt's secretary, April 7 in Peekskill, N. Y.

**SCHLUTH-HANWELL**—Frankie Schluth, night club and stage emcee, and Charlotte L. Hanwell, nonpro, in Philadelphia April 6.

**SULLIVAN-LISTON**—Joseph H. Sullivan, member of the Pittsfield (Mass.) Symphony Orchestra, and Mary Agnes Liston, nonpro, at Lenox, Mass., April 9.

## Coming Marriages

Lige Brien, manager of the Prince Theater, Ambridge, Pa., and Evelyn Wolk, nonpro of Pittsburgh, soon.

Audrey Peppe, professional figure skater, and David L. Benner, nonpro, in Sun Valley, Ida., next month.

Jack Renner, saxophonist and vocalist with Don Gordon's Orchestra, and Rita Craig, nonpro, at Rahway, N. J., June 8.

Nathan Gershon, of the operators of the Bath and Turf Club, Atlantic City, (See *COMING MARRIAGES* on page 31)

### Otto Wells

Otto Wells, 67, general manager of Ocean View Amusement Park and at one time executive of a theatrical empire embracing about 75 enterprises, died of a heart ailment April 13 in his home, Pine View Apartments, Ocean View, Norfolk, Va.

He had been in amusement business 40 years, having started as manager of the Granby Theater, Norfolk, and, with his late brother, Jake, later interested in ownership and management of theaters and parks in many cities throughout the South. They also were owners of baseball franchises. Otto Wells developed extensive Ocean View properties and operated the park in face of reverses and extensive storm damage at various times.

Wells was born in Memphis January 31, 1873. In Norfolk he was a civic leader, known for much philanthropic work. He was a member of the Knights of Columbus and Elks and many business organizations. Survived by his widow, Kathryn Burke Wells, and a sister, Mrs. Ben Dunham, Pensacola, Fla. Funeral rites in Sacred Heart Church April 15, with interment in St. Mary's Cemetery, Norfolk.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place. Parcel Post

Barnett, Chester Larson, Lenore, 10c
Brennan, A. B., 11c
Carrigan, J. E., 10c
Crowe, Mrs. E. C., 9c
Hall, Monte, 6c
Jones, Glen, 9c

Women

Adams, Mrs. Kate
Abdella, Nancy
Alexander, Mrs. Mary Ann
Allen, Mrs. Maud
Anderson, Thelma
Andrea, Mrs. Andre
Andrews, Mrs. Dudley
Andrews, Margaret
Arenz, Mrs. Lucy E.
Arnte, Madame
Arnold, Mrs. Clara
Ask, Irene
Atkinson, Miss Jackie
Avery, Nina
Avery, Mrs. Ruby
Ballew, Mrs. Everett
Barrow, Miss Bobbie
Barr, Mrs. Geo.
Barton, Clara
Barton, Mrs. Marguerite
Bell, Mrs. Essie
Bell, Lillian
Bell, Mrs. O. A.
Bellinger, Mrs. Eva
Bennett, Mrs. Alma
Benton, Mrs. Carl
Billings, Mildred
Bodine, Mrs. Bertha
Borman, Zella
Bowen, Ollie Mae
Bradley, Millicent
Bremer, Miss Ronnie
Bremson, Mrs. Mary
Break, Mrs. Frank
Briggs, Mrs. Emma
Brooks, Athleta
Brown, Josephine
Brown, Kay
Brownell, Mrs. W.
Bruer, Mrs. Katherine
Bryan, Deloris
Bryant, Mrs. Velma
Buchanan, Marjorie
Buckhanna, Mrs. H. G.
Burdett, Mrs. E. M.
Burkett, Mrs. Etta Marie
Burlingame, Mrs. Alma
Burton, Mildred
Butler, Mrs. Roy
Cade, Helen
Cain, Mrs. Mary
Calk, Mrs. Fred
Carnier, Mrs. Teula
Carrington, Mrs. Maurice
Carroll, Mrs. Leo
Carter, Mrs. Velma S.
Chandler, Dawn
Chrestenson, Mrs. M.
Chester, Mrs. K. P.
Chumley, Mrs. Violet
Clark, Jean
Clarke, Alethea
Claude, Mrs. Eula
Cockern, Mrs. Romona
Cole, Mrs. King
Coleman, Mrs. Corda
Cook, Phyllis
Corsette, Midge
Corwin, Ruby
Coultas, Marie
Cox, Onietta
Craft, Hyacinth
Cress, Arlene
Crooks, Mrs. Anna
Cummings, Bernice
Cummings, Deloris
Daley, Ruth
Dare, Virginia
Davenport, Mrs. Willie Belle
Davidson, Mrs. Mayme
Davies, Miss Sunny
Davis, Mrs. B. Addis
Davis, Miss Kewpie
Davis, Mrs. Leona
Dean, Miss Bobby
Dean, Dorothy
Deitz, Mrs. Evelyn Irene
Delaplanta, Rita
Democo, Mrs. Mary
Dillingham, Mrs. (Psychic Reader)
Dobson, Eva
Dora & Beckman
Duffy, Mrs. Jack
Durand, Marie
Durham Sisters
Dyer, Lady (Pete)
Edmonds, Mrs. Mary
Edwards, Mrs. Elbert
Elam, Ruth
Elza, Joan
Emmons, Dorothy
Endress, Edith
Evans, Evelyn
Evans, Mary & Bob
Eyster, Donna M.
Fabry, Miss Jackie
Faustino, Mrs. Roy C.
Fennell, Ann
Ferguson, Mrs. Juanita
Ferguson, Norma
Fetts, Mrs. Jene
Fisher, Miss Pat

Montonaro, Dorothy (Pancakes)
Moods, Mrs. Johnnie
Moon, Mrs. Pauline
Moore, Dotty
More, Miss (Pinky) R.
Morgan, Virginia
Murphy, Mrs. Bessie
Moussender, Princess (Miss)
Murphy, Mrs. Warren
Mylie, Pearl
Myron, Evelyn
Narete, Lupe
Neal, Frances
Nichols, Dan
O'Connell, Mrs. J. S.
O'Brien, Mrs. Ruby
O'Dare, Bonnie
O'Day, Peg
Oliver, Mrs. J. B.
Oliver, Mrs. Juanita
Osborn, Mrs. Nora
Owens, Mrs. James H.
Pallesen, Cynthia
Pani, Pola
Pantner, Peggy
Park, Mrs. J. A.
Park, Vera
Pence, Mrs. Cora
Pendergrass, Frances
Petret, Mrs. Jackie
Phillips, Miss Jerri
Piacentini, Frances
Piedmont, Alta
Plummer, Mrs. Mae
Pomeroy, Rose
Princenetta, Miss
Princess Cleo
Pugh, Mary E. Cook
Pullen, Mrs. Ora
Rae, Ramona
Ralvey, Mrs. Gifford
Rann, Mrs. Sally
Raynolds, Mrs. Jackie
Reed, Dorothy
Reid, Peggy
Renfro, Melita
Renolds, Pearl
Rhodes, Pearl
Rice, Mrs. Clara
Rice, Maile E.
Richardson, Ira
Richter, Louise
Roberts, Mrs. J. H.
Rodgers, Miss. Smiles
Rome, Mrs. Jack
Rooney, Mrs. M. H.
Ross, Margie
Rowley, Alice
Rvan, Rose
Sadler, Edith
Sales, Mrs. Ruth
Sawyer, Edith
Schwebke, Mildred
Scott, Mrs. Eileen
Seck, Mrs. L. C.
Shanley, Lillian
Sharp, Otis
Sherman, Mrs. G. B.
Sherry, Patsy
Siegrist, Mrs. Rosalia
Stimus, Thelma
Sloan, Mrs. Ivan
Sloane, Midge
Small, Margaret L.
Smiley, Bessie
Smith, Mrs. W. L.
Smith, Wagona
Smuckler, Marie K.
Snow, Alice
Spalding, Joan
Starkey, Luella
Stebbins, Mrs. Bertha
Stevens, Mrs. John
Stone, Miss Billie
Stone, Ruby
Stringer, Miss Jackie
Summers, June
Swain, Mrs. Daisy
Talley, Sarah
Taylor, Mrs. Catherine
Thornton, Estelle
Tinsley, Idalle S.
Tood, Thelma
Treen, Vera
Tuba, Mrs. Faith
Tuller, Mrs. Mildred
Turner, Mary
Tuthill, Mrs. Margie Edw.
Valentine, Patricia
Van Wie, Mabel
Vaughn, L. Mae
Veitch, Eleanor
Venus, Bummy
Vokel, Mrs. Geo. J.
Vokel, Mrs. Rita
Wade, Mrs. Ernest
Warden, Marion
Webbe, Mary
Weer, Mrs. Ethel
Wert, Viola
White, Clara
White, Nellie
Whittaker, Miss
Williams, Mrs. Alice
Williams, Mrs. Daisy
Williams, Mrs. Alma
Williams, Ruby
Williamson, Mrs. Anna
Wino, Mrs. (Cannon Ball)
Wilson, Lois
Wimmer, Barbara
Woodard, Catherine
Woman, Mrs. N. C.
Worth, Collett &
Wright, Mrs. Bobbie
Wright, Helen J.
Wright, Jessie
Yofons, Mrs. Stella
Yoshida, Mrs. Echo

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Men

Abbins, Morris
Adams, Ned
Adams, Samuel J.
Adler, Clarence
Akhbar, Mr.
Akers, Ralph
Albergothi, W. M.
Albert, Geo. R.
Alexander, A. G.
Allen, Eph.
Allen, Geo.
Allen, Hoyt G.
Allen, J. "Chickie"
Allen, Roy
Alex, Jake
Ames, Wentworth
Anders, Frank W.
Anders, F. L.
Anderson, Harold (Kokomo)
Anderson, Sid (Tattooed)
Anderson, Ted
Andrews, E. W.
Andrews, R. W.
Anthony, Milo
Appleby, Red
Arnold, Wm.
Arute, Billie
Arthur, Billy K.
Augustine, Louis
Aussiker, Bob & Mae
Austin, JoJo
Austin, Zeb
Avery, Tommy
Baines, Willie (Col.)
Baker, Edw. Roy
Baker, Walter
Ball, Wilber Lee
Ballinger, R. G.
Balzer, Ray G-784
Banard Bros.
Bancroft, Fred
Bancroft, Dr. W.
Barber, Jack
Barfield, Dave
Barker, Doc
Barlow, Dick Wayne
Barnes, Eugene E.
Barnes, Fletcher
Barnes, James
Barnette, Chas.
Barnett, Harry
Barr, George
Barlotti, Jack C.
Barone, B.
Bauer, Bert
Baum, Nick
Baxter, Ray
Beahan, Billie
Beaman, Roy
Beardsley, Geo.
Beasley, W. A.
Beatty, "Tenn. Red"
Beaumont, Frank
Beckett, Billie
Beckham, Arthur
Beetz, Taddy
Beggs, Geo.
Beggs, J. Francis
Behoe, Dave
Bejano, Johnny
Bell, Earl
Bell, Jones
Bell, Vera M.
Belmont, Lev
Bennett, Murry
Benson, B. W.
Benson, Kenneth
Bensted, John
Berett, Earl
Berman, Arne J.
Bernas, John
Berni Vici, Count
Berry, Carroll
Best, Dick
Bestland, H. O.
Bethune, Gus
Biddle, Ike
Bills, S. B.
Bishop, Geo.
Bistany, Leo M.
Black, Lew (Capt.)
Blahoski, Stanley W.
Blake, Kenneth
Blakely, Benton H.
Bland, Ernest
Bluse, Milton K.
Bluse, Ben
Blue, Monte
Bluestein, Morris
Boer, J. P.
Bonner, Willie
Boone, Bob
Boone, C. R.
Booth, Glenn E.
Borrow, Ted
Botswick, Wm. L.
Botwin, Paul
Boudreaux, Gilfert
Bouffright, Ernest
Boudreaux, Gil
Boyd, Jim
Boyes, Chic.
Bradley, Al C.
Bragg, Geo. M.
Brannan, Harry N.
Branson, Johnnie
Bray, Harry
Bray, Paul
Brayzana, Prof.
Brewer, Ed
Brewer, Dude
Briggs, Bert
Broadway, Charlie
Broadway, Mishek R.
Bronz Manikins.
Brooks, Alfred Mgr.
Brooks, C. S.
Brown, Allen H.
Brown, Curtis
Brown, Henry
Brown, Robt. M.
Brown, Wesley
Brown, W. R.
Brownell, Wm. H.
Bruce, Clarence C.
Bruce, Wallace.
Brunk, Glenn
Brunk, Henry L.
Brun, Ray
Buchanan, J. T.
Buchanan, Jack
Buck, Ambrose
Buck & Chickie
Bulkin, Gypsy
Burk, Geo.
Burke, J. D.
Burkett, C. C.
Burket, B. J.
Burner, Chas.
Burnett, Roy
Burns, Bobbie
Burns, Bobbie (Armless)
Burrell, Michael
Bursin, Henry
Butler, Wood
Byers' Greater
Byers, Jimmie
Caiburri, J. P.
Cain, Mr. & Mrs. Willie
Caldwell's
Calendo, James
Calloway, James
Cannons Tent Show
Cantrell, Dallas
Card, Kim
Carl, Frank Mitt
Carlin, Robt.
Carroll, Jack.
Carsey, Jingle Bee
Carson, Kenneth
Carter, Mark
Carter, W. L.
Carter, Bill
Carver's Mechanical
Case, Jack
Casey, Jos.
Cassidy, Jack (Diver)
Cassidy, W. L.
Cavanaugh, Bill
Cesky, Arthur L.
Chalkias, Wm. N.
Chalmers, Curley
Chamers, Jimmy
Chaplin, R. E.
Chapman, Eugene
Chapman, Ray
Chapman, Fred
Dent, C. R.
DeVoe, F. L.
Decker, Al
Deem, R. R.
DeKing, James
Deub, Christy
Devine, James
Dick, Bill J.
Difoyd, Ernest P.
Dike, Grant
Dinwiddie, Jimmie
Disanti, Jos.
Dixie Attractions
Dixon, Harry E.
Dobbs, Lester
Dobney, Tex
Dodd, W. H.
Domand, Ted & Ethel
Donaldson, Robt. F.
Dooley, Richey
Doran, Harry
Dorner, Art C.
Dougherty, Red
Douglas, Jack
Downey, H. L.
Drake, Ken
Drake & Marcho
Driscoll, Bob
Drum, W. M.
Duffy, Clarence
Duffy, Jack
Dunavan, James
Dunbar, James (Bud)
Duncan, Midget
Duncan, Phil
Dunkel, Harry W.
Dunn, H. B.
Dunmedin, Jim
Dunsmuir, James
Dupler, Merle F.
Dupree, Jimmie
Durand, Harry
Eagleson, Glomer S.
Eagleson Jungle
Ealio, Rocco
Early, J. B.
Easter, Henry
Easter, Leroy
Easton, E. C.
Eaves, G. T.
Eberding, Bob
Eder, Chief Roy
Eiler, R. E.
Elk Valley Show
Ellis, Capt.
Ellman, Mark
Emerson, Whitey
End, Joe
Engel, Arthur
English, H. G.
Erwin, Cecil
Estoes, Jim
Estledge, Tex
Etridge, H.
Etin, M. E.
Evans, Chas.
Evans, Geo. L.
Evans Jr., Houston
Evans, John N.
Evans, Wm.
Evert, Harry
Eves, Kenneth
Exler, Joe
Eyder, Walter B.
Fabley, Frank
Faust, Ike
Faust, Jake
Faust, Mike
Fellingham, Everett
Felton, Harry C.
Fendrick, Borsal
Fennell, Geo.
Fenner, Frank
Fenton, Robt.
Fester, Cack
Finch, Jack W.
Finch, Robt.
Finlay, Homer
Finley, H. L.
Finn, Huckleberry
Fireman's Fair
Fisher, Albert
Fisher, Lou
Flaherty, Thomas
Flora, Frank
Flynn, Frank
Folker, Clyde
Ford, Richard
Forstler, Fred
Forst, Richard
Forsythe, F. M.
Fossie, Booker T.
Foster, Gus
Foster, Ray
Four Comets
Fox, Benny
Fox, Chas. D.
Frauer, Wm. Flash
Francis, Ray
Frank, E. (Impersonator)
Fredricks, Thomas
Freeman, Morris
Freeman, James W.
Freeze, Bobbie
Friend, Don
Frye, Maurice
Fulmer, Harry
Gabby Bros.
Gailer, Tex
Galvay, James E.
Galvan, Don
Garber, M. (Lefty)
Gardner, Roy
Garner, B. B.
Garretson, Garry
Gavigan, Michael
Gavin, Joe L.
Geiser, Frank
George, Douglas
George, James
Gerber, Joe
Gardner, Linford
Gerd, Fred
Gerry Sr., Frank J.
Gessinger, Lewis
Gibb, Dan
Gibson, Sailor
Giest, Thorney
Gibbreath, Fred
Gill, Chas. E.
Gill, Geo.
Gill, Steward
Gilmore, Paul
Gison, Shortee
Glassburn, Charlie
Goad, Dan
Gobbini, A.
Goddard, Harry
Goddard, Wm.
Goldberg, Arthur
Golding, Geo.
Good, John P.
Goodwin, James
Gorton, Clyde
Gorton, John
Gordon Mgr.
Gordon Players
Gordon, The Great
Gorman, Bill
Goutermout, Wm. J.
Graham, David
Granichek, Chas.
Grant, Don A.
Graves, Howard E.
Grays, "The Six"
Grebbing, Otto
Green, Charley
Green, Col. W. E.
Greens, Doc.
Greenspoon, J. W.
Greenwood, Peter
Gregory, Leverett
Grey Eagle, Chief
Griffin, Fred H.
Groffo, Miller
Gruley, Paul
Gunter, Jimmy Red
Gwin, Blackie Cecil
Hackler, Ken
Hadion, James
Hager, Jos.
Hagerman, Jess
Hale, D. D.
Hale, Tom
Haley, Pat J.
Halke, R. S.
Hall, Chester
Hall, Geo. L.
Hall, Harold G.
Hall, Charley "Red"
Hall, Preston
Halverson, Oscar
Haulilton, Dick
Hammond, Earl
Hampton, Lee P.
Haney, R. E.
Hankinson, Ralph
Hanson, Charlie
Hanson, Carl L.
Harbaugh, Charlie
Hardigg Jr., John
Harden, L. H.
Hardenbrook, Bert
Harden, Wm.
Harkins, Barney
Harnell, R. W.
Harrell, Ralph
Harriman, Dean
Harris, Andy
Harris, Bill
Harris, King
Harris, Frank X.
Harris, Geo.
Harris, Chappie
Harris, Johnnie
Harris, N. C.
Harris, Russell
Harris, Willie
Hart, John B. (Col.)
Hartley Jr., Geo.
Hartman Sr., R. S.
Hartwick, Doc
Hartz, Walter
Harvey, Don
Has, Lee
Hattson, James
Haughbaugh, "Hobo"
Hawkins, Ralph H.
Hawley, Barnum
Hayner, Frank
Heath, Jack Edw.
Hellman, Jimmie
Helm, Eugene J.
Helms, Frank
Hely, Sealie
Henderson, Fletcher
Henke, Otto
Henry, Lev
Herd, Willie
Herlong, J. B.
Heyer, Wm.
Hicks, James
Hiebard, H. B.
Higastand, Frank L.
Higgs, Red
Higgins, Woodrow
Hinkle, Milt
Hislop, Douglas
Hobbs, W. H.
Hoffman, J. H.
Holstead, J. Glenn
Holt, Archie
Hooper, W. L.
Hooker, Joe
Hopkins, Dorace
Horn, Jack
Hot-Shot, One
Houston, Dick
Howard, Smiles
Howell, A. E.
Howell, Chet
Howell, Shackles
Hovie Circus
Hudson, DeWitt
Hudson, Jack
Huff, Geo.
Huff, J. D.
Hughes, Al R.
Hughes, Thomas
Hullinger, Vernon
Hurst, A. H.
Hurst, Scott
Hyland Sr., Dick
Inle, Fred
Inman, Mr. June
Irving, Martin
Irwin, Ray
Jackson, Shelby
Jaquath, Will
Jefferson, E. E.
Jennings, L. W.
Jennings, Ted
Keeling, Red
Keightley, Geo. M.
Kellam, Walt
Kelley, Eddie
Kelley, Emmett
Kelly, Ralph
Kelly, R. F.
Kelly, T. W. Slim
Kelson, Charles
Kemp, Johnnie
Kennedy, Eddie (Scaleman)
Keno, Dick
Kent, Eugene
Kimball, Lee
King, Bill
King, Harrison
King, Henry
King, Howard
King, J. F.
King, Tom
Kingsberry, Donald
Kingston, Ola
Kinko the Clown
Kinsler, Low
Kirk, H. H.
Kirkwood, E. E.
Kirksey, Marvin
Kirschner, Frank
Kirwan, Joseph
Kisser, Sydney
Kitchen, Lonzo
Klein, Frank
Knight, Delbert
Knob, Conrad
Koban, Kalsch
Kofron, J. G.
Korhn, Vern
Kourtez, Tony
Krooner, Ralph A.
Kurtalac, J. K.
Kuzalek, Jack
Kury, Joe
LaBeauty, Paul
LaChance, John
Ladell, Billy
Lafayette, A. E.
LaGardie, Mack
LaGoldie, Dave
Lamar, David
Lamb, Dock H. R.
Lamp, Tony
Lanont, James C.
Lamores, Skippy
Lancaster, Sgt. Cliff
Lane, Harold R.
Lane, Speedy
Lang, Robert
Langley, Harry
Lankford, Walter
LaPace, Frenchy
LaPearl, Frank C.
LaPearl, Harry
Lance, Larrie
Laron, Frank
LaRose, Tommy
Laurie, P. G.
LaVelle, Russell
LaVella, Don
Lawrence, Larry
Lawrence, Maxie
Leaman, R. H.
Lehouef, Frenchy
Lee, C. H.
Lenard, Wick
Leonard, Harry (Clown)
Leonard, Paris
Leroy, Dock
Leslie, Francis
Levin, John
Lewis, Bob
Lewis, Donald
Lewis, Joe
Lewis, Richard
Lewis, Thoms.
Lichtner, B. E.
Lightening, Chief
Lilly, Whittie
Linger Bros.' Show
Lind, Art
Linnville, Lonnie
Lisy, Harry Dad
Littan, John
Littleton, Carl
Lockbox, Doc D. D.
Loftus, Speedy
Logan, Paul
Logan, Thurman
Logan, Eddie
Longson, Ed
Longson, Marcus
Long, Bill Oval
Lorow, Cortez
Los Aeras, Aerial
Love, Barney
Lovell, Ben
Lowe, Col. Hugh
Luce, Harold
Ludlow, Harry
LuRue, Tiger Jack
Lys, Tex
Lynch, Tex
Lyons, Geo.
MacCollam, H. G.
MacFarland, Jack
MacNeese, Wm.
MacNeill, A. W.
McAleer, Stewart
McCarroll, Joe
McCarthy, Geo. T.
McCarthy, John J.
McCaustin, R. E.
McClackie, H. W.
McCord, Glen
McCormack, Irish
McCoey, T. F.
McCreery, J. A.
McCulley, Trusty
McCullough, Oliver
McDonald, C.
McDonald, Leon
McElroy, John
McFarland, Glen
McGair, Charlie
McGee, Ernie
McGee, Lester
McGinniss, O. M.
McGowan, Robert
McGuire, Tommy
McKenna, Eddie
McKenna, Frank
McKenna, Winnie
McLachlan, A.
McLoud, Charles
McMitchell, Junior
McNairman, Bingo
McNeil, Scotty
McShay, A. J.
McWhiter, Clyde
Mack, G. W.
Mackey, Chief Paul
Mag. Prof.
Magendanz, Otto
Magliery, Paul
Mahan, Curley
Major, Aubrey R.
Malone, Jimmie
Maloney, Musical
Malott, G. D.
Mammoth Marine
Marr, Hippodrome
Manger, John
Mansur, Shady
Marion, Red
Marion, Sid
Marion, Hiney
Marks, Mitchell
Marks, Victor Cal
Marmain, Joe
Marshall, Dick
Marshall, Ray
Marshanna, Eddie
Martin, Edk
Martin, Frank B.
Martin, L. H.
Martin & Marvel
Martin, Mickey R.
Martin, W. Terry
Mason, Eugene
Mason, H. Ralph
Mathews, Gordon
Mayman, Gilbert
Mayfield, Montana
Melton, Buddy
Merideth, Slim
Mero, John
Merriman, Ted
Mertz, Roy
Metro, Charles
Meyer, Otto
Meyer, Archie A.
Miller, Ben & Joe
Miller, Mr. Carroll
Miller, Cash
Miller, Earl &
Miller, E. B.
Miller, Frank
Miller, Gus
Miller, G. J.
Miller, John Kent
Miller, J. W. Dad
Miller, R. L.
Miller, Smokey
Mills, E. J.
Mills, Kayo
Missick, Tom
Misher, Bob
Mitchell, Eddie
Mitchell, Frank
Mitchell, G. C.
Mitchell, Geo. J.
Mitchell, G. L.
Mitchell, Lucky
Mitchell, Mack
Mitchell, Mike S.
Mitchell, Sam
Mitchell, Tom
Mitchell, Tony
Mojo Minstrels
Montgomery, L. R.
Moon, Doc R. E.
Moore, Dan A.
Moore, Dannie
Moore, Ed. V.
Moore, Harry E.
Moore, H. J. Blue
Moran, John
Morgan, Alvin
Morey, Geo. A.
Mori, Wilbur H.
Morman, Prof. Lew
Morphi, W. G.
Morris, Gilbert
Morris, Jack
Morris, Joe I.
Morris, John
Morris, Roy
Morris Jr., Wm. J.
Mortensen, Leo
Morton, Incent
Moyer, Wm.
Mott, Lucky
Moyer, Dutch
Mudd, Noland
Muller, Geo. W.
Munford, Johnnie
Murdock, Robt. K.
Murphy, James
Murphy, E. R.
Murphy, Welton
Murray, Frank
Myers, Rob Red
Myers, S. O.
Myers & St. John
Myers, W. H.
Nader, Robt. L.
Nash, James
Nazodjan, Nick
Neal, Jimmie
Neal, William
Neelson, Glen
Nelson, Harry
Nelson, H. F.
Nelson, Vick C.
Nesbitt, Wm. T.

Clearwater, Chief
Cleet, Tuffy
Cling, Pete
Clouder, Capt.
Cockran, Geo.
Cody, Capt. J.
Cody, Capt. J.
Cohen, Rex
Cohen, Dave
Cohen, M. E.
Cohen, Milton
Cohen, N. H. Pres.
Cockelberg, Alphonse
Cole, Hobe
Cole & Rogers
Coleman, Robt. C.
Coley, E.
Coley Jr., Jefferson J.
Collins, Fred
Collins, Willie
Comer Jr., Walter
Compton, Jean
Condon Players.
Condor, Mike
Converse, Arthur
Conyer, Harry
Cooke, Don
Cooke, Geo.
Cooke, Willie E.
Cooper, E. S.
Corbett, A.
Corby, Peter
Costa, Carl P.
Cota, Eugene
Cotton, Jack E.
Couch, Cash
Cowell, Speed
Cox, Frank A.
Cox, Frank Doc
Cox, Walter B.
Crawm, Mat
Cressman, Harris
Crounch, Roy
Credon, James L.
Cress, Billy
Crowder, Geo.
Crowder, Johnnie
Crowley, A. J.
Crowley, Dr. J. B.
Crull, Robt.
Crump, Willie Lee
Cuesta, Ralph
Dahmer, E. J.
Dakota Bill's
Dalrymple, E.
Daniels, J. P.
Darling, Gene
Daughenbaugh, Samuel E.
Daun, L. T.
DaVas, W. L.
Davenport, Robt.
Davidoff, Al
Davidson, A. P.
Davies, Steve
Davis, Mr. Betty Boop
Davis, Fred
Davis, Geo. W.
Davis, John E.
Davis, Paley
Davis, Ray E.
Davis, Steve
Davis, Wm. B.
Dawson, Stanley
Dawson, Thomas
DeBeaux, Paul
DeKaib, Prof. E.
DeLano, Roy
Deland, Carl H.
Delmar, Fred
Dent, C. R.
DeVoe, F. L.
Decker, Al
Deem, R. R.
DeKing, James
Deub, Christy
Devine, James
Dick, Bill J.
Difoyd, Ernest P.
Dike, Grant
Dinwiddie, Jimmie
Disanti, Jos.
Dixie Attractions
Dixon, Harry E.
Dobbs, Lester
Dobney, Tex
Dodd, W. H.
Domand, Ted & Ethel
Donaldson, Robt. F.
Dooley, Richey
Doran, Harry
Dorner, Art C.
Dougherty, Red
Douglas, Jack
Downey, H. L.
Drake, Ken
Drake & Marcho
Driscoll, Bob
Drum, W. M.
Duffy, Clarence
Duffy, Jack
Dunavan, James
Dunbar, James (Bud)
Duncan, Midget
Duncan, Phil
Dunkel, Harry W.
Dunn, H. B.
Dunmedin, Jim
Dunsmuir, James
Dupler, Merle F.
Dupree, Jimmie
Durand, Harry
Eagleson, Glomer S.
Eagleson Jungle
Ealio, Rocco
Early, J. B.
Easter, Henry
Easter, Leroy
Easton, E. C.
Eaves, G. T.
Eberding, Bob
Eder, Chief Roy
Eiler, R. E.
Elk Valley Show
Ellis, Capt.
Ellman, Mark
Emerson, Whitey
End, Joe
Engel, Arthur
English, H. G.
Erwin, Cecil
Estoes, Jim
Estledge, Tex
Etridge, H.
Etin, M. E.
Evans, Chas.
Evans, Geo. L.
Evans Jr., Houston
Evans, John N.
Evans, Wm.
Evert, Harry
Eves, Kenneth
Exler, Joe
Eyder, Walter B.
Fabley, Frank
Faust, Ike
Faust, Jake
Faust, Mike
Fellingham, Everett
Felton, Harry C.
Fendrick, Borsal
Fennell, Geo.
Fenner, Frank
Fenton, Robt.
Fester, Cack
Finch, Jack W.
Finch, Robt.
Finlay, Homer
Finley, H. L.
Finn, Huckleberry
Fireman's Fair
Fisher, Albert
Fisher, Lou
Flaherty, Thomas
Flora, Frank
Flynn, Frank
Folker, Clyde
Ford, Richard
Forstler, Fred
Forst, Richard
Forsythe, F. M.
Fossie, Booker T.
Foster, Gus
Foster, Ray
Four Comets
Fox, Benny
Fox, Chas. D.
Frauer, Wm. Flash
Francis, Ray
Frank, E. (Impersonator)
Fredricks, Thomas
Freeman, Morris
Freeman, James W.
Freeze, Bobbie
Friend, Don
Frye, Maurice
Fulmer, Harry
Gabby Bros.
Gailer, Tex
Galvay, James E.
Galvan, Don
Garber, M. (Lefty)
Gardner, Roy
Garner, B. B.
Garretson, Garry
Gavigan, Michael
Gavin, Joe L.
Geiser, Frank
George, Douglas
George, James
Gerber, Joe
Gardner, Linford
Gerd, Fred
Gerry Sr., Frank J.
Gessinger, Lewis
Gibb, Dan
Gibson, Sailor
Giest, Thorney
Gibbreath, Fred
Gill, Chas. E.
Gill, Geo.
Gill, Steward
Gilmore, Paul
Gison, Shortee
Glassburn, Charlie
Goad, Dan
Gobbini, A.
Goddard, Harry
Goddard, Wm.
Goldberg, Arthur
Golding, Geo.
Good, John P.
Goodwin, James
Gorton, Clyde
Gorton, John
Gordon Mgr.
Gordon Players
Gordon, The Great
Gorman, Bill
Goutermout, Wm. J.
Graham, David
Granichek, Chas.
Grant, Don A.
Graves, Howard E.
Grays, "The Six"
Grebbing, Otto
Green, Charley
Green, Col. W. E.
Greens, Doc.
Greenspoon, J. W.
Greenwood, Peter
Gregory, Leverett
Grey Eagle, Chief
Griffin, Fred H.
Groffo, Miller
Gruley, Paul
Gunter, Jimmy Red
Gwin, Blackie Cecil
Hackler, Ken
Hadion, James
Hager, Jos.
Hagerman, Jess
Hale, D. D.
Hale, Tom
Haley, Pat J.
Halke, R. S.
Hall, Chester
Hall, Geo. L.
Hall, Harold G.
Hall, Charley "Red"
Hall, Preston
Halverson, Oscar
Haulilton, Dick
Hammond, Earl
Hampton, Lee P.
Haney, R. E.
Hankinson, Ralph
Hanson, Charlie
Hanson, Carl L.
Harbaugh, Charlie
Hardigg Jr., John
Harden, L. H.
Hardenbrook, Bert
Harden, Wm.
Harkins, Barney
Harnell, R. W.
Harrell, Ralph
Harriman, Dean
Harris, Andy
Harris, Bill
Harris, King
Harris, Frank X.
Harris, Geo.
Harris, Chappie
Harris, Johnnie
Harris, N. C.
Harris, Russell
Harris, Willie
Hart, John B. (Col.)
Hartley Jr., Geo.
Hartman Sr., R. S.
Hartwick, Doc
Hartz, Walter
Harvey, Don
Has, Lee
Hattson, James
Haughbaugh, "Hobo"
Hawkins, Ralph H.
Hawley, Barnum
Hayner, Frank
Heath, Jack Edw.
Hellman, Jimmie
Helm, Eugene J.
Helms, Frank
Hely, Sealie
Henderson, Fletcher
Henke, Otto
Henry, Lev
Herd, Willie
Herlong, J. B.
Heyer, Wm.
Hicks, James
Hiebard, H. B.
Higastand, Frank L.
Higgs, Red
Higgins, Woodrow
Hinkle, Milt
Hislop, Douglas
Hobbs, W. H.
Hoffman, J. H.
Holstead, J. Glenn
Holt, Archie
Hooper, W. L.
Hooker, Joe
Hopkins, Dorace
Horn, Jack
Hot-Shot, One
Houston, Dick
Howard, Smiles
Howell, A. E.
Howell, Chet
Howell, Shackles
Hovie Circus
Hudson, DeWitt
Hudson, Jack
Huff, Geo.
Huff, J. D.
Hughes, Al R.
Hughes, Thomas
Hullinger, Vernon
Hurst, A. H.
Hurst, Scott
Hyland Sr., Dick
Inle, Fred
Inman, Mr. June
Irving, Martin
Irwin, Ray
Jackson, Shelby
Jaquath, Will
Jefferson, E. E.
Jennings, L. W.
Jennings, Ted
Keeling, Red
Keightley, Geo. M.
Kellam, Walt
Kelley, Eddie
Kelley, Emmett
Kelly, Ralph
Kelly, R. F.
Kelly, T. W. Slim
Kelson, Charles
Kemp, Johnnie
Kennedy, Eddie (Scaleman)
Keno, Dick
Kent, Eugene
Kimball, Lee
King, Bill
King, Harrison
King, Henry
King, Howard
King, J. F.
King, Tom
Kingsberry, Donald
Kingston, Ola
Kinko the Clown
Kinsler, Low
Kirk, H. H.
Kirkwood, E. E.
Kirksey, Marvin
Kirschner, Frank
Kirwan, Joseph
Kisser, Sydney
Kitchen, Lonzo
Klein, Frank
Knight, Delbert
Knob, Conrad
Koban, Kalsch
Kofron, J. G.
Korhn, Vern
Kourtez, Tony
Krooner, Ralph A.
Kurtalac, J. K.
Kuzalek, Jack
Kury, Joe
LaBeauty, Paul
LaChance, John
Ladell, Billy
Lafayette, A. E.
LaGardie, Mack
LaGoldie, Dave
Lamar, David
Lamb, Dock H. R.
Lamp, Tony
Lanont, James C.
Lamores, Skippy
Lancaster, Sgt. Cliff
Lane, Harold R.
Lane, Speedy
Lang, Robert
Langley, Harry
Lankford, Walter
LaPace, Frenchy
LaPearl, Frank C.
LaPearl, Harry
Lance, Larrie
Laron, Frank
LaRose, Tommy
Laurie, P. G.
LaVelle, Russell
LaVella, Don
Lawrence, Larry
Lawrence, Maxie
Leaman, R. H.
Lehouef, Frenchy
Lee, C. H.
Lenard, Wick
Leonard, Harry (Clown)
Leonard, Paris
Leroy, Dock
Leslie, Francis
Levin, John
Lewis, Bob
Lewis, Donald
Lewis, Joe
Lewis, Richard
Lewis, Thoms.
Lichtner, B. E.
Lightening, Chief
Lilly, Whittie
Linger Bros.' Show
Lind, Art
Linnville, Lonnie
Lisy, Harry Dad
Littan, John
Littleton, Carl
Lockbox, Doc D. D.
Loftus, Speedy
Logan, Paul
Logan, Thurman
Logan, Eddie
Longson, Ed
Longson, Marcus
Long, Bill Oval
Lorow, Cortez
Los Aeras, Aerial
Love, Barney
Lovell, Ben
Lowe, Col. Hugh
Luce, Harold
Ludlow, Harry
LuRue, Tiger Jack
Lys, Tex
Lynch, Tex
Lyons, Geo.
MacCollam, H. G.
MacFarland, Jack
MacNeese, Wm.
MacNeill, A. W.
McAleer, Stewart
McCarroll, Joe
McCarthy, Geo. T.
McCarthy, John J.
McCaustin, R. E.
McClackie, H. W.
McCord, Glen
McCormack, Irish
McCoey, T. F.
McCreery, J. A.
McCulley, Trusty
McCullough, Oliver
McDonald, C.
McDonald, Leon
McElroy, John
McFarland, Glen
McGair, Charlie
McGee, Ernie
McGee, Lester
McGinniss, O. M.
McGowan, Robert
McGuire, Tommy
McKenna, Eddie
McKenna, Frank
McKenna, Winnie
McLachlan, A.
McLoud, Charles
McMitchell, Junior
McNairman, Bingo
McNeil, Scotty
McShay, A. J.
McWhiter, Clyde
Mack, G. W.
Mackey, Chief Paul
Mag. Prof.
Magendanz, Otto
Magliery, Paul
Mahan, Curley
Major, Aubrey R.
Malone, Jimmie
Maloney, Musical
Malott, G. D.
Mammoth Marine
Marr, Hippodrome
Manger, John
Mansur, Shady
Marion, Red
Marion, Sid
Marion, Hiney
Marks, Mitchell
Marks, Victor Cal
Marmain, Joe
Marshall, Dick
Marshall, Ray
Marshanna, Eddie
Martin, Edk
Martin, Frank B.
Martin, L. H.
Martin & Marvel
Martin, Mickey R.
Martin, W. Terry
Mason, Eugene
Mason, H. Ralph
Mathews, Gordon
Mayman, Gilbert
Mayfield, Montana
Melton, Buddy
Merideth, Slim
Mero, John
Merriman, Ted
Mertz, Roy
Metro, Charles
Meyer, Otto
Meyer, Archie A.
Miller, Ben & Joe
Miller, Mr. Carroll
Miller, Cash
Miller, Earl &
Miller, E. B.
Miller, Frank
Miller, Gus
Miller, G. J.
Miller, John Kent
Miller, J. W. Dad
Miller, R. L.
Miller, Smokey
Mills, E. J.
Mills, Kayo
Missick, Tom
Misher, Bob
Mitchell, Eddie
Mitchell, Frank
Mitchell, G. C.
Mitchell, Geo. J.
Mitchell, G. L.
Mitchell, Lucky
Mitchell, Mack
Mitchell, Mike S.
Mitchell, Sam
Mitchell, Tom
Mitchell, Tony
Mojo Minstrels
Montgomery, L. R.
Moon, Doc R. E.
Moore, Dan A.
Moore, Dannie
Moore, Ed. V.
Moore, Harry E.
Moore, H. J. Blue
Moran, John
Morgan, Alvin
Morey, Geo. A.
Mori, Wilbur H.
Morman, Prof. Lew
Morphi, W. G.
Morris, Gilbert
Morris, Jack
Morris, Joe I.
Morris, John
Morris, Roy
Morris Jr., Wm. J.
Mortensen, Leo
Morton, Incent
Moyer, Wm.
Mott, Lucky
Moyer, Dutch
Mudd, Noland
Muller, Geo. W.
Munford, Johnnie
Murdock, Robt. K.
Murphy, James
Murphy, E. R.
Murphy, Welton
Murray, Frank
Myers, Rob Red
Myers, S. O.
Myers & St. John
Myers, W. H.
Nader, Robt. L.
Nash, James
Nazodjan, Nick
Neal, Jimmie
Neal, William
Neelson, Glen
Nelson, Harry
Nelson, H. F.
Nelson, Vick C.
Nesbitt, Wm. T.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Neuman, James
Newfield, H.
Newham Gordon
Nicholas, Leo
Nichols, P. D.
Dale
Nichols, Rudy
Nimmo, Dave
Nolan & Kenny
Noland, Jack
Norr, John Toby
Norris, John G.
Northrup, Donald
Norton Bros.
Circus
Norwood, Jessie
Red
Norwood, John
Nultmier, Harry
O'Brien, George F.
O'Brien, Eddie
O'Brien, Myron
O'Connell, Spike
O'Connell, Thos. F.
O'Day, Mike
O'Dell, Art
O'Malley, James
O'Malley, Pat
O'Neill, Peter
Lawrence
Okun Leonard
Oliver, Frank
Oliver, G. L.
Ollier, Doc
Ondrey, Johnny
Orwig, C. W.
Osborn, Larry
Osborn, Preston
Friday
Osborne, James L.
O'Steen, James L.
Overmeyer, Texas
Cliff
Owens, Glenn
Chester
Owens, Lester
Owens, Marvin
Page, Harry
Page, Robert
Paige, Otto
Palmer, Joe V.
Palmer, Lew
Palmetto, Richard
Paoli, Eddie
Pappas, Chas.
Parham, Odett
Park, Andrew
Magician
Park, Joe
Parker, Curley
Parker, Lew
(Allen & Parker)
Parker, Sherwin
Parkerson, Ulie
Paro, Victor
Passell, Sam
Pastor, Nobly Red
Patrick, Ted
Patrick, T. R.
Patrinios, Nick
Patton, Billie
Patton, F. G.
Patry, Jack
Paul, A. D.
Paul, Albert
Paxton, Frank
Pearl & Griffin
Pedrow, Smokie Joe
Pence, W. L.
Pendleton, C. T.
Penny, A. B.
Perrie, Senor
Peshong, Wm. J.
Peterson, King
Kong
Pettit, N. C.
Pheips, Cecil
Phillips, Al
Phillips, Dan
Phillips, Goody
Phillips, Robert
Phillion Bros.
Piccolo, James
Pickard, W. J.
Pierce, Doc
Pierce, George
Slim
Piercey, Howard
Pietila, Walter
Pollock, Harvey
Pollock, Sam Bud
Poole, Jimmy & Jean
Pope, Billy
Poplin, Charles
Porter, Lewis
Potter, Joe Joby
Potts, Harvey H.
Powell, Bill
Powell, C. T.
Praelcho, Dale
Prince, S. S.
Proctor, Russell
Proull, Eddie
Pruitt, Robert S.
Pruitt, Lewis
Purdue, Geo. E.
Purvis, C.
Rachaf, Ray
Radcliff, Art
Rae, John G.
Ragland, G.
Rainson, Sewel
Randall, Harry
Rankin, Mickey
Rankine Jr., Tom
Ray, Buster
Ray, Gordon
Raymond, Ed
Rea, James W.
Reagan, Michael
Reardon, Tom
Reaver, Vernon
Reaves, J. D.
Redding, Ray H.
Redin, Dad
Reed, Frank S.
Reed, Jimmy Booger
Reeths, Fred
Regan, Pat
Reitzel, Jay J.
Rendolek, John
Reilly, Jack
Remnick, Mel
Reno, Edw. A.
Reno-Margie
Reuter, Lawrence
Reynolds, Dan
Reynolds, Harold
Rice, A. C.
Rice Hiram
Richards, Geo.
Richter, Charles
Riddle, Olemson
Riebel, Toby
Ries, Dutch
Riley, Mike
Ring, Louis
Ripley, Jack
Ritchison, Geo.
Show
Roark Charlie
Roberson, Geo.
Mgr.
Robbins, W. F.
Roberts, Charlie
Behnke
Roberts, Roy
Roberts, W. M.
Robinson, Bill H.
Robinson, John H.
Robinson, Lee
Robinson, John
Robson, Wm.
Rock, Larry
Rockwell, Sid
Rogers, Gene
Rogers, Jelly Roll
Rogers, Ray
Rogers, Shorty
Roland, Oliver A.
Root, Leo M.
Rose, Tex
Rosen, H.
Rosenberg, Mickey
Rosenberg, Morris
Rosenfeld, John
(Players)
Ross, Jack
Ross, Tommy
Rothrock, Ralph
Rowe, W. Y.
Rowlands, Dave
Roy, Jesse
Rucker, E. H.
Rummage, Eddie
F. C.
Ruyon, Chas.
Russell
Russell, Charlie
Russell, Fred & Ann
Russell, Julius
Rutledge, Jim
Rutter, Harry
Ryan Bros., Three
Sadler, Tins Shorty
Santini, the Great
Sawls, Arthur
Scerba, Frank
Scharf, Leon
Scheller, George
Schempel, Emil
Schiller, Bernice
Schilling, Lyle
Dutch
Schimmelpfenning, James
Schneider, Texas
Schrand, Richard
Schweinbold, H. J.
Scott, Boyce
Scott, B. M.
Scott, E. Milton
Scott, Riley
Scruggs, Forrest M.
Seaman, Bert
Selden, C. LaVelle
Sells, C. W.
Servant, Jack
Seymour the Magician
Shaltz, Eddie
Shanks, Dr. Dewitt
Share, Jack
Sharp, George
Sheldon, Wm. A.
Sheplard, C. H.
Sherman, Chester
Sherman, C. R.
Sherman, Pa. & Ma
Shields, Wilmet
Shipley, Claud
Shipp, Edward
Shore, Denny
Shriver, Salem E.
Shroeder, Mr.
Shulman, Billy
Siskel, Edw. A.
Siegart, Billy
Siegart, Chas.
Simmons, Del D.
Simons, Bud
Simon, Harry
Singer, Herman
Sires, Bill
Slagle, Lewis
Slagle, S. D.
Slay, Howard
Smith, Frank
Snuffy
Smith, Gentleman
Torchy
Smith, Jack & Dolly
Smith, Jack L.
Smith, Capt.
Jerome
Smith, Walter, Handleader
Smith, Will
Snyder, Howard & June
Snyder, W. E.
Soda, Corado
Sonnitz, Carl
South, Earl
Sorger, Steve
Spaot, Melvin & Celia
Staats Bros.' Circus
Stahlin, C. M.
Stanley, Charlie
Stanley, Clipper
Stanley, G. M.
Stanley, Jackie
Stanley, Lew
Starr, Hedy Joe
Stengers, Ivan
Lucile
Stehens, Ulessee
Stechel, E. E.
Stevens, Joseph
Stevens, Toney
Stewart, Orville F.
Still, Loney
Stober, Tex
Stone, Carl G.
Stone, Geo. R.
Stone, John H.
Stone, Robert
Storey, Bill
Alabama
Storm, Frank L.
Streets, Dr. F.
Struble, O. F.
Stuart, Sam
Stuebing, Ernie
Stump, W. R.
Styer, Bob
Styer, T. R.
Sugden, Ward E.
Suggs, Blackie
Sullivan, Frank
Sullivan, Henry A.
Sullivan, Scottie
Summer, Willard F.
Sundstrom, John E.
Sutton, Charles
Sutton, James Keith
Suzo, Doc Jack E.
Swanson, Paul
Tabor, Jimmie
Talbert, Homer R.
Taylor, Buck
Tecklow Family
Tenniss, Theodore
Tepolt, Rubin
Thomas, Max
Thames, Gene
Terry, Buddy
Chas.
Texas Max
(Monkey & Goat Show)
Thomas, Geo.
Thomas, Harold
Thomas, James A.
Thomas, Tommy
Thompson, Earl
Thompson, James S.
Thompson, Miller
Thompson, Marion
Thompson, Wm. E.
Thornon, Buddy
Thornon, Mickey
Thrasher, Dewitt
Tiernan, James E.
Tijan, Leonard M.
Tighman, Earl
Tilton-Guthrie
Players
Tolbert, Milt
Tolliver, Eugene
Tooke, Norman
Torelli, Ed
Townsend, C. G.
Tovana Troupe
Trout, Charles L.
Troutman, Clarence
Truchart, Max
Fearless
Tucker, E. H.
Turner, Geo.
Ular & Jones
Ulmer, Jack
Undersood, Warren A.
Underwood, H. C.
Urlich, Dewey
Unick, Joseph
Utman, Dr. Aabid
Nasib
Uthwhich, Even
Uley, Dan
(Cowboy)
Vail, Frank
Van Ame, Pete
Van Brent, Walter
Vanhook, Bob
Van Tattoo
Vardells, The
Varja, D. J.
Varney, George
Velare, Buddie
Vevens, Harry
Vickers, Nat
Vincent, J. V.
Vivian, Jack
Vogel, Harold
Waldell, Peggy
Wade, Ernest
Wade, Rulph L.
Wade & Smith
Show
Wagoner, Claud
Waite, Kenneth
Walene, Al
Walker, G. L.
Walker, Garnet
Walker, Karl J.
Wall, Adger A.
Wall, J. A.
Wall, Jay
Wallace, Bert
Wallace, Gus
Wallace, W. M.
Wallace, Vail
Walls, Tommy
Walter, Kenneth F.
Walters, Herbert
Walters, James
Waltrip, A. E.
Ward Jr., Jack C.
Ward, Staunton
Warner, Harry S.
Warner, Sanford
Warrington, Claude
Watson, Frank
Watters, Jack
Watts, Rex Peavino
Weaver, J. T.
Weaver, Johnnie
Webb, Joe B.
Weber, John
Webster, James
Clark
Weever, Edwin
Weiss, Loney
Weitz, Whitey
Weller, S. E.
Wells, C. W.
Wells, Wm.
West, Stanley
Western, J. W.
Western, S. J.
Weston, Sammy
Wharton, Slick
Whetten, Fred D.
Whipple, L. H.
White, Edw.
Cowpuncher
White, Geo. Sailor
White Med. Show.
Ed.
White, Wally
Whitman, Wm.
Whitmore, Robert
Whitney, Ollie
Whittaker, Bill
Whittington, E. V.
Whitner, Francis
Wilfred, Mae Trio
Willander, John
Williams, Bubba
Williams, Harry
Williams, Joseph
Allen
Williams, Harry
Leonard
Williams & Williams
Wilno, the Great
Wilson, Bud
Wilson, Chas.
Chuck
Wilson, Chew-
tobacco Peto
Wilson, Cliff
Wilson, G. L.
Wilson, Guy
Wilson, J. Hull
Winsted, Robert
Winstead, Mighty
Minstrels
Winston, Jack
Winters, Geo.
Winters, Herman J.
Winters, Jimmie
Wirt, Bobbie
Wise, David A.
Wise, Dr. Ed. F.
Withers, Howard
M.
Witherspoon, Foy
Witt, Larry
Woods, Daniel
Wood, George
Woods, Johnnie
Morris
Woods, John B.
(Human Fly)
Woodrich, Carl
Wood, Mickey

Workman, Paul
Bozo
Wortham, Ed.
Wright, H. C.
Wright, Hank
Wright, Herbert
Bucky
Wyatt, Bob
Wyble, Glenn
Wyoming Duo
MAIL ON HAND AT
NEW YORK OFFICE
1584 Broadway.
Women
Allen, Margie
Ariel, Countess
Black, Mrs. R. B.
Bynum, Kay
Cole, R. F.
Crouch, Gertrude
Cuyil, Naiti
Day, Gloria
Devereaux, Ann
Dwyer, Lady
DuClaude, Madeline
Earle, Beatrice
Earle, Bernice
Edwards, Mrs. T.
Fallon, Evelyn
Foreast, Evelyn
Gosney, Clara
Goss, Ollie
Thomas, Ina
Three Olympic Girls
Weber, Chaita
Wright, Jeanette
Hunter, Beulah
(Showboat)
Hyde, Mrs. Wm. E.
Lucassen, Rose
McBride, Mrs. Jack
Miller, Mrs. Vera
Moran, Mrs. E. H.
Natalie, Ann
O'Day, Shannon
Raff, Emma
Robbins, Margie
Roebuck, Jean
Robinson, Ethel
Rutledge, Mrs. T.
Searles, Flora
Stewart, Mrs.
Florette E.
Sugg, Mrs. J. M.
Thomas, Ina
Three Olympic Girls
Weber, Chaita
Wright, Jeanette
La Vern, Vern
La Verne, Robert J.
Le Roy, Jack
Berra, Mike
(Le Roy, the Wizard)
Lewis, Jack
Luffig, Charles
Martin, Jack C.
Masek, Joseph
McNeil, A. W.
Miller, Eugene B.
Montie, Johnny
Moran, Bob
Murphy, Eugene J.
Nyers, Fred
Nagana
Nelson, Harry Freal
Nelson, M. (Sword)
Nungesser, Lee
O'Connor, Ralph
Parish, Frank
Perry, Jack
Rains, Arnold L.
Reider, Mickey
Reynolds, Earl
"Pop"
Rice, Billy
Ryan, Jack
Ryan, Walter
Sherwin, Albert
Singleton, Ira
Stevens, George
Stevens, George
Strahl, Eddie
Ten, Alex
Taralin, Jack
Taylor, Billy Shorty
Taylor, Tiny Bill
Teffel, Johnnie
Van, Freda-Fred
Wall, Adger or
Alxo
Ward, Hank
Webb, E. S.
Wells, A.
Wilson, Johnny
Woodards, J. C.
Woodbury, Bob
Wright, Earl
Young, Raymond A.
MAIL ON HAND AT
CHICAGO OFFICE
404 Woods Bldg.,
52 West Randolph St.
Women
Ali, Sonia Hadji
Allan, Louise K.
Barry, Grace
Benevento, Carol
Brandon, John
Brockleby, Sally
Burke, Ethel
Clark, Ora
Crane, Mrs. Earl
Augustus
Crawford, Margaret
M.
Dakoff, Mrs. Joann
Dare, Yvette
Davis, Rose
Devereaux, Billie
Dianna, Thebe
Gill, Jean
Hayward, Amora L.
Herrin, Peggy
Hedberg, Mrs.
Phyllis
Huff, Mrs.
Edward J.
Lawson, Berdie
Lee, Clara
Lewis, Jean
Lopez, Laura
Love, Laurel
Lummins, Louise
Marvell, Mrs.
Maschino, Adelino
Palmares
Melvill, Mrs. Sarah
Nelson, Vivian
Norack, Olga
Olsen, Shirley
Owens, Mrs. Rita
Powers, Babe
Ramsey, Patricia
Randall, Louise
(Kandall Sisters
Trio)
Redmond, Shirley
Reeves, Mrs. Harry
Rider, Mrs. Pauline
Roderick, Lady
Olga
Sigfried, La Rosa
Swishy, Mrs. E. C.
Taylor, Audrey
Yozel, Mrs. R.
Zorn, Zada
Frayne, Arthur J.
Gabby, Frank
Gambucci, Nick
Gates, A. L.
Gast, Joe
Golding, Jack & Polly
Gomez, Don Luis
Green, Abel
Harpers Circus
Hayes, Allen
Hayes, Bill
Hegner, Arthur W.
Helt, Lutch
Holmes, Larry E.
Hopkins, Bob
Hurley, Charles
(Mugsy)
Iberson, Bert
Johns, Harvey S.
Jones, Russell
Judge
Kaye, Bert
Kane, Prince
Kelle, Eddie
Kerrin, Harvey
King, Eddie
Kruzer, Raymond
Knuison, E.

Kurtzbein, Fred
La Bounty, N. Paul
Lesley, Robert H.
Lounds, Harry
Lyan, Robert
Lyons, Bayne
Mangan, Spencer
Manning, Otis
Marshall, Russell
Mathis, Youles
McKay, Alexander
F
Miller, R. H.
Millard, C. W.
Mitchell, Wm. S.
Morales, Pedro
Mount, Barry
Noek, Stuart M.
Ogar, John
Ralston, Joseph
Regan, Mr. & Mrs. G. W.
Rogers Hollywood
Midgets
Romano, Tony
Rundtree, Bob
Sham, Nick
Herman
MAIL ON HAND AT
ST. LOUIS OFFICE
580 Arcade Bldg.
Parcel Post
Robn, T. W., 5c
Women
Barnhart, Mrs.
Clifford
Baker, Mrs. Betty
Berry, Ruth Opal
Carter, Mrs.
Marjorie Lee
Cook, Phyllis
Davidson, Mrs.
G. E.
Devine, Ann
Edlington, Mrs.
Cecil
Gerry, Mrs. F. J.
Granger, Mrs.
Martha
Hutcherson, Mrs. Jack
Jewett, Mrs.
Helen J.
Joyce, Mrs. Vivian
Marvin, Mrs. Trona
Oliver, Mrs.
Gretchen
Peterson, Mrs.
Hazel
Smotts, Madame
Roso
Stanley, Dorothy
Stanley, Mrs. Mary
Men
Adams, Wayne
Archer, Johnny
Baldwin, Billie
Bales, Pete
Barton, Jay
Bell, W. C.
Buckles, Roy
Calkins, Fred
Clark, Prof. Frank
Clifton, Ramon
Coast to Coast Mac
Cole, E.
Daniels, Oss
Darlington, C. W.
Davis, L. L.
Deal, Harold
Donofio, Frank
Duffy, Roy T.
Easter, Henry
Edgington, Cecil L.
Freed, H. T.
Genious, Kenneth
Gorman, George C.
Gould, J., Shows
Guire, Walter
Haag, Roy
Hamilton, Arch
Hanasaki, Frank
Harris, Howard
Harvey, R. M.
Hatmaker, Chas. E.
Henderson, Cortis
Henderson, J.
Carter
Henderson, Warren
Howe, Rex
Ingram, W. T.
(Shorty)
Jacobs, Jack
(Bozo)
Jenkins, J. W.
Kemper, Geo. W.
King, Jack
Klima, Harry
Litts, G. F.
Lee, Jimmie Parker
Lovell, Jack
Marshall, L. C.
Martin, Terry
McCoy, Red
McCune, Jack
McDonald, Jack
McKee, Chas. B.
McLachlan, A.
McManus, Thomas
J.
Medley, Thomas
Miller, C. M.
Moen, Mike
Musser, Louis
O'Brien, Jack Toby
O'Day, Mike
Peters, Ed
Peters, Frank X.
Rao, Ned H.
Raye, J. L.
Roma, Prof.
Romig, Carl A.
Rounds, Jimmie
Scott, Thomas
Slover, Millard F.
Smith, Casey
Smith, Gentleman
(Torchy)
Smotts, Lee Roy
Spain, Leo
Stanley, Laurie
Stanley, Paul
Stevens, John J.
Williams, Mark
Stevens, R. W.
(Tommy)
Thompson, Able
Tobbin, Bob
Tubbs, Eddie
Tyree, Tom
Walker, Paul W.
Williams, Claude
Williams, Joseph
Wright, Harry P.
Ziata, L.

Los Angeles
LOS ANGELES, April 20.—Freakish summer weather sent big crowds to local beaches over the week-end. Concessions, closed for the winter, reopened and did good business. Al M. (Moxie) Miller, who operated many concessions at Ocean Park, Calif., returned from San Francisco. George Simmonds is working as a free-lance concessioner. Chief (Bobby) Whitehorse, Indian stunt man, was the subject of a new film anent his act.
Charley Delps has finished building new rigging for his act. World's Fair Shows and Coe Bros.' Circus Combined opened at Belvidere Gardens, California, on Tuesday to good business. Golden State Shows' opening has been deferred for a short time. Jerry Leslie, former Chicago showman, is located in a new business here. Mr. and Mrs. L. G. Holahan, for many years concessioners with Eastern carnivals, are retired and living in Hollywood. Ross R. Davis is operating rides and concessions at Lincoln City and Griffith City parks. Louis Goebel, of Goebel's Lion Farms, is presenting week-end shows to good crowds. Mabel Stark's lion and tiger groups are being featured. George Emerson presents the Whitbeck elephants and Cheerful Gardner has the Hagenbeck-Wallace elephants. Joe Metcalfe is breaking an elephant for George Coe Shows.
William T. Spaeth, now making the beaches and other points in Southern California, plans visit to Colinga, Calif. Mr. and Mrs. Mark Kirkendall are touring in the North and Ben Dobbert returned from a recent trip. Moe Levine is getting ready to join Monte Young Shows in Provo, Utah. Marshall Griffin's stock is being worked by Vera North. Doc Cunningham has his small animal circus unit booked for fairs and events. Mr. and Mrs. Warren Henderson and children left for the East after visiting in Redlands and Los Angeles, Calif. Candy Moore came in for a brief stay. Mr. and Mrs. Joe Dupere, former troupers, arrived from Louisville and plan a trip to Hawaii. Jack and Irene McAfee are making spots under Parent Teachers' Association auspices. Harry Merkle joined World's Fair and Coe Bros.' Circus Combined.

COMING MARRIAGES
(Continued from page 29)
and Ruth Kaye, chorus girl at Jack Lynch's, Philadelphia hotel roof garden, in Atlantic City in July.
Frank Green, projectionist at the Park Theater, Wilmington, Del., and Eleanor Amerose, nonpro, in Philadelphia next month.
Hal Tunis, announcer at Station WIBG, Glenside, Pa., and Sylvia Lipschutz, nonpro, in Philadelphia next month.
Betty Molish, dancer and member of the La Scala Opera Ballet, and Theodore Seiver, nonpro, in Philadelphia soon.
Wilf Collier, assistant engineer at Station CKCK, Regina, Sask., and Anabel Harper, Regina, soon.
William Robinson, son of Harold C. Robinson, chief barker of Detroit Variety Club, and assistant to his father, who heads Film Truck Service, and Betty Ann Lang, nonpro, June 8 at Gesu Church, Detroit.
A daughter, Patricia Eileen, to Mr. and Mrs. J. S. McLaughlin in Lincoln Hospital, New York, recently. Father is a former repertoire and stock actor and in later years appeared in Broadway productions. Mother writes poetry under her maiden name of Mary Haughey.
A son to Mr. and Mrs. Phil Lazar at St. Agnes Hospital, Philadelphia, April 1. Father is a member of the staff operating Frank Palumbo's, Philadelphia night club.
A son, Rudy, to Mr. and Mrs. Oliver Solley at Lying-In Hospital, Philadelphia, April 1. Father is a member of the staff operating Jack Lynch's, Philadelphia hotel roof garden night club.
A daughter, Patricia, to Mr. and Mrs. James Skinner Jr., April 4 in Philadelphia. Father is an executive of the Philco Radio and Television Corp., Philadelphia.
A nine-pound girl to Mr. and Mrs. Ben Steerman. Father is a member of Warner Bros.' Tri-State Theaters executive staff.
A seven-pound daughter, Miriam Coral, to Mr. and Mrs. Ran Wilde at American Hospital, Oakland, Calif., April 6. Father is the orchestra leader.
A 7 1/2-pound son, John Ernest, to Vivian and Ernest Slavin at Burrows Hospital, Chicago, April 4. Parents are motordrome riders, formerly with the Art Lewis and Hennies Bros.' shows.
A daughter to Mr. and Mrs. Drexel Lamb in Jackson, Mich., April 10. Father is the band leader.
A daughter, Daphne, to Mr. and Mrs. Douglas Fairbanks Jr., in Los Angeles April 8. Father is the film actor and the mother is the former Mary Lee Epling.
A 4 1/2-pound son, Charles David, to Mr. and Mrs. C. M. Reynolds in Oklahoma City March 27. Father, known as Mickey, is staff pianist and organist at Station KOMA, Oklahoma City, and mother is known in show business as Joyce Barker, emcee and dancer.
An eight-pound son, Daniel Shakespeare, to Mr. and Mrs. Walter Comer Jr., in Springdale, O., near Cincinnati, April 3. Father is a well-known rodeo and Wild West arena director.
A 7 3/4-pound son to Mr. and Mrs. Al Katz April 5 at Mt. Sinal Hospital, Philadelphia. Father is field representative for Jay Emanuel Publications, motion picture trade magazines.
An 8 1/2-pound daughter, Jean, to Mr. and Mrs. Bruce Harrison in Roseville Mich., April 7. Father is manager of the Roseville Theater there.
A seven-pound son to Mr. and Mrs. Sid Goodwin April 8 in Philadelphia. Father is drummer with Earl Moyer's Orchestra.
A son to Mr. and Mrs. Tom Byrnes, April 6 in Philadelphia. Mother is a daughter of Robert Lynch, head of the Metro-Goldwyn-Mayer film exchange in Philadelphia.
Divorces
Mrs. Carol Cook Linton, Darien, Conn., former Broadway showgirl and dancer, from John Hartman Linton, former bandleader and now night club operator at Dearfield Beach, Fla., in Bridgeport, Conn., April 12.

# R-B'S GARDEN BIZ AMAZES

## Gross of More Than \$700,000 Anticipated for 26-Day Run

NEW YORK, April 20.—With the past week-end (13-14) pocketed as probably the biggest two-day take in the history of modern American circuses—and this could mean all time—Ringling-Barnum continued this week to lure near-capacity crowds. Afternoon and evening of Saturday the 13th brought a gross unofficially estimated at \$53,000 to the box offices, with about 3,000 turned away at the first show and hundreds jamming the aisles at premium prices. Evening show taxed the Garden to the limit. Sunday afternoon's performance had an even larger turnaway and topped Saturday's standees, but with half rate for kids, plus passes, take was correspondingly lower.

Even close insiders cannot place their finger on the exact reason for this land-office business, especially in view of the fact that Easter week was muffed due to its extreme earliness on the calendar and also because the Garden had other commitments, including championship hockey, on its schedules. Are conditions sharply improved? Is New York's great support indicative of the attitude of the rest of the country? Is the fact of a Presidential year reversing the theory of minimum spending? Is the European war causing a loosening of the purse strings of Mr. and Mrs. America? Is the circus, as an industry, due for a big comeback as are amusements in general? Could it be that the show's interesting color, costumes and streamlining are accounting for the b. o. rush? Finally, have the Big Show blurb messengers, by their remarkable record in the New York and metropolitan public prints, taking in every conceivable category of publicity and exploitation, not excluding the performance of the outdoor billing department and the radio program bureau, proved that they are entitled to as much credit as any single item concerned with operations? These are some of the questions that students of the "situation" are trying to answer, and by so doing pool the experience gained locally and adapt it for the rest of the big nation-wide tour.

Whether the show is as good as or better than it has ever been is a question that will probably never be successfully answered, but the fact remains that audiences are receiving it with acclaim. Advance sale continues to soar, with next week, the last full week (show

closes with Tuesday, April 30, performance), expected to go into heavy figures on the basis of its being the Jewish Passover period, with members of that faith absenting themselves from their occupations for Monday or Tuesday or both and the youngsters holidaying all week. It is confidently anticipated that (See R-B'S Garden Biz Amazes, page 40)

## Hamid-Morton Outdoor Show To Be Three-Ringer

BUFFALO, April 20.—Plans for the first Hamid-Morton outdoor circus season under Shrine auspices are well under way, and the outlook for a successful summer is very bright, according to Bob Morton. Morton stopped here April 18, en route to Canada, to confer with Henry P. Bronkie, president of the New York State Council of Shrine Temples and spokesman for the Shriners who will sponsor the outdoor circus. At present, Morton explained, 12 cities are definitely booked, and altho the stands will be weekly for the greater part of the season, some towns will have to accept three-day engagements, as this is the only way to fill most of the requests for the show.

After the Hamid-Morton unit plays Quebec and Montreal indoor dates, it will go to Trenton, N. J., to prepare for the opening of the outdoor season June 10 at the New Jersey State Fair grounds.

### New Equipment Bought

Much new equipment has been purchased, including 15 Chevrolet trucks, a 130-foot round top with three 50-foot middle pieces to seat about 4,200 persons, and a menagerie top, an 80 with three 50-foot middles. Construction is being completed on new cage wagons for Clyde Beatty's wild animal unit.

An important item in the Hamid-Morton plans is the substitution of three rings for the originally planned one-ringer. Morton said this was due to so many requests for a three-ring circus.

Most of the talent used for the indoor circuses will be retained, according to Morton, and 21 displays with about 30 acts will be given.

The outdoor circus will have a large side show.

## Sell-Outs and Turnaways Breaking Records at St. Louis Police Show

ST. LOUIS, April 20.—The St. Louis Police Circus will no doubt break all previous attendance records when the annual show ends next Tuesday night. It opened April 10, and since last Sunday all seats for the night performances have been sold, with hundreds turned away. No reserved seats are available for the remaining performances.

This year's show runs for 14 consecutive afternoons and nights at the Arena, which has a much larger seating capacity than the Coliseum, where the circus was held last year. Souvenir program consists of 390 pages.

The circus is being directed and produced by the Fanchon & Marco offices for the second successive year.

### Thirty-One Displays

There are 31 displays: Nos. 1 and 2, Grand Overture and Grand Parade. No. 3, Al Ackermann Trio, the Harlequins, Christy's Football pony; Three Jokers and Rice-Davison Trio, tumblers. No. 4, Dolly Jacobs with her riding lion and lion which leaps thru a ring of fire. No. 5, Bert Dearo, Three Equillas, Two Skalats and La Petite Corinne, aerialists. No. 6, Helen Ford and Master George, equestrians. No. 7, Terrell M. Jacobs' big wild animal act. No. 8, clowns. No. 9, Five Queens and an Ace, aerial feats by five women and one man. No. 10, Morrison's Circus, Pansy the

camel, Edna Dee's dogs and ponies and George Harvey's Circus (dogs and ponies). No. 11, clowns, with many novel walkarounds. No. 12, Walter Guice, aerial comedy bar. No. 13, Curtis' Taximeter Mule "Beeswax" and Davison's Jokers. No. 14, Adele Nelson's elephants, "Jumbo", and Edith Christy's elephants. No. 15, the Great Peters, billed as the "only man in the world who daily hangs himself by the neck—and lives." No. 16, St. Louis Police Quartet. No. 17, Slide for Life. No. 18, Capt. John Keller, Miss Dorothy and Dick Arthur on high school horses. No. 19, Rudy Rudynoff and trained horse. No. 20, Six Antalaks and Pope Family, tumblers. No. 21, clowns' parade and the Royal Doberman Pinschers. No. 22, Les Kimris, aerialists. No. 23, Edna Curtis, Carlos Carreon, George Christy, Rudy Rudynoff with trained equines. No. 24, Otto Griebing's Magic Car and the clowns in more walkarounds. No. 25, the Wallendas and the Grotofents, high wire. No. 26, Al Ackermann's Seven Tip Tops and the Demnatis, pyramids and tumbling. No. 27, Hanneford Family, the Zavattas and Walters Troupe, equestrians. No. 28, clowns. No. 29, the Beehes, Four Comets and the Valentinos, flying acts. No. 30, Betty and Benny Fox in their "Dance of Death," dancing on a platter only 18 inches in diameter high in the air. No. 31, Grand Finale March.

"When Doctrine of Res Ipsa Loquitur Applies to Injury Suits"

See Carnival Department of This Issue

## Barker in Philly for Republican Convention

PHILADELPHIA, April 20.—As an added attraction to the Republican national convention here in June the Women's Republican Club of Pennsylvania will sponsor a three-ring circus, rodeo and thrill show. Mrs. Edna R. Carroll, in disclosing the sponsorship, said that Barker Bros.' show has been booked for June 15-30, to appear at the 11th and Erie circus grounds. Two benefit performances will be held for local orphans and underprivileged children.

## 150 at First Round-Up of Youngstown Club

YOUNGSTOWN, O., April 20.—More than 150 men and women representing practically every branch of show business gathered at Hotel Ohio here Sunday, April 14, for the first annual spring round-up of the Youngstown Showmen's Club. Arrangements were made by a committee of district showmen headed by Jack McNulty.

Program got under way at 2 p.m., when more than 100 handicapped children of the city were brought to the hotel by firemen in trucks. A special party for the kiddies, who were guests of the Youngstown group, was held in the ballroom. C. A. Klein's *Rhythm Review of 1940* was presented, and candy, pop corn and novelty balloons were distributed. (See 150 at Club Round-Up on page 37)

## Greater Olympia, With Top-Flight Acts, Swings Into Action at the Chi Stadium to Near-Capacity Biz

CHICAGO, April 20.—A near-capacity crowd welcomed back the Chicago Stadium's annual spring circus here last night in the 18,000-seat arena. Billed for the second successive year as the Greater Olympia Circus and produced for the Stadium by the Barnes-Carruthers' office, show is one of the largest to appear in this city and possesses a wealth of top-flight acts obtained from all parts of the nation. It is without doubt one of the most pretentious circus programs to be presented in these parts and the three-hour running time is crammed full of the top names of the sawdust and fair grand-stand world.

Under the direction of B-C's Sam J. Levy, production was remarkably smooth for an opening performance and after it gets a few more shows under its belt, should run off without a hitch. Show will run until May 5, with matinees daily. According to reports, advance ticket sale is exceptionally heavy.

Frank (Bring 'Em Back Alive) Buck, takes time off from his World's Fair duties to fill the name spot of the show, riding a large bull in the opening spec. Buck's presence is billed heavily around town as an "extra added attraction." Besides his personal appearance he has lined up a free wild animal display group in the outer hallways similar to his line-up at the big Jungle Camp in the World's Fair amusement area. Animal show replaced the freak show on the outside, Lee Sloan's headless girl illusion being the only added pay attraction within the building.

Program is patterned after the European-style circus, with many singles working in the one ring, and a 15-minute intermission divides the first and second halves of the performance. Arena is composed of usual hippodrome track, one ring and two stages.

### The Performance

Show gets off to a colorful start with the opening spec, beautifully wardrobe by the Lanquay Costume Co., and comprising the usual hullabaloo that makes up the typical big-time circus grand entry. Buck makes his only appearance of the evening, astride a ponderous elephant, and is greeted by cheers from the younger element in the audience. It's Buck's first appearance in Chicago with a circus, the Ringling-Barnum and Barnes-Sells-Floto shows not making this town two years ago when the "bring-'em-back" man held the featured spots.

Opening display is reminiscent of Ringling-Barnum of other years with the always-amusing ground acrobats, table falls, etc., of Harry Rittley, the Nelson Brothers, Randow Trio, Victoria and Lorenz and Smiley and Smiley. Aerial gymnastics follow quickly with the Milo Linwood Company on high traps over the stages, and Gregoresko in a

single over the center ring. Latter gets an announcement and spotlight for his closing rope drop, hanging by his neck.

Power's Elephants return to Chicago again with their well-groomed routines and, as always, prove their reputation as being one of the best-drilled bull routines in the business. The baseball game had the kids in the aisles. The Harold Voise Troupe on aerial bars fill the next spot with routine comedy and straight stuff, followed by one of the first boxing kangaroos to appear in Chicago in several years. It's Lindsay Fabre's act, with "Aussie," the kicker, handing a knockout blow after a routine that possibly is a little too long. Good entertainment, tho, and is deserving of the center-ring single.

The Paludys, Cristianis (acro division of family) and members of the Loyal-Repenski family come on next with a display of teeterboard acrobatics, featuring a four-high finale. Next display, an innovation in statue numbers, has members of the Marvellets, Abdallahs and Dowling Sisters, fem acro acts, doing routine posing numbers with the aid of unusual lighting displays, and blackouts between numbers instead of the usual drop curtains. Troupes are under direction of Ernest Brengk.

Masy and Brach, who do just about everything in a balancing way while riding unicycles of all sizes, make one (See Greater Olympia on opposite page)

## Siegrist Club Round-Up April 28

CANTON, O., April 20.—Annual spring round-up of the Charles Siegrist Showmen's Club will be held Sunday, April 28 at the Belden Hotel here. Sterling (Duke) Drukenbrod, president, has announced. It will be a stag affair and will start at 3 p.m. There will be circus movies and other entertainment until 6, when dinner will be served. Members and guests will be entertained in the evening with a vaude show.

The party will be in the form of a farewell to many trouper members, who will leave shortly to join outdoor attractions.

A delegation of members from the newly formed Showmen's Club of Youngstown will attend, as well as members and guests from Wooster, Dover, New Philadelphia, Alliance, Massillon, Akron and other near-by cities.

## Conklin Gets Shrine Contract

TORONTO, April 20.—J. W. (Patty) Conklin signed a contract this week with the Shrine Club at Brantford to furnish a circus. Merrick Nutting, general agent of the Conklin Shows, will handle the publicity and advance work.



## With the Circus Fans

By THE RINGMASTER  
CFA

President **WILLIAM H. JUDD**  
25 Murray St.,  
New Britain, Conn.

Secretary **W. M. BUCKINGHAM**  
P. O. Box 4,  
Gales Ferry, Conn.

(Conducted by **WALTER HOHENADEL**, Editor  
"The White Tents," care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., April 20.—William H. Judd, president of the CFA, is giving the circus wide publicity by showing his movies at the gatherings of many organizations, and at each one he gives a talk on the circus. He always gets in a plug for the CFA.

Due to lack of information only a few of the Fans attending the opening of the Big Show were mentioned last week. A complete list of those enjoying the show were Mr. and Mrs. Judd; former president, Melvin D. Hildreth; L. P. Raymond, Dr. and Mrs. Joseph M. Ganey, Mr. and Mrs. Joseph E. Minchin, Mrs. Joseph Alexander, Joseph M. Ganey Jr., Eugene Cushman, Frank O'Connor, Mrs. Coe Bill, Robert Bill, Carlos S. Holcomb, Jacob B. Jones, James R. Van Cleef, Schuyler Van Cleef, Lillian N. Markland, Mrs. Dorothy McCreery and Bill Montague. After the show the group gathered at Mueller's Grill near the Garden on 50th street and were joined by Bluch Landolf and Felix Adler from the show.

Dr. H. H. Conley, of Park Ridge, Ill., will attend the opening of the Gainesville Community Circus at Gainesville, Tex. Will stop at Hot Springs for a few days and from Gainesville will go to New Orleans and do a little fishing.

Burt L. Wilson is off on his 15,000-mile spring trip to the Southwest. He makes this trip twice a year and is always on the lookout for a circus.

Col. C. G. and Mrs. Sturtevant, San Antonio, recently entertained in honor of Mr. and Mrs. Frank Walter and Frank's mother, of Houston; Mr. and Mrs. Frank H. Hartless, of Chicago, and Mr. and Mrs. I. Schoenberg. About a week later Mr. and Mrs. Hartless and George Freeman, Circus Fans of Peoria, Ill., were out to the Sturtevants and spent an evening.

National Secretary Walter M. Buckingham saw the Big Show while in New York for a check-up by his doctor.

Improving in health, Jacob A. Wagner, a past president of the CFA, will leave Tucson, Ariz., May 1 and arrive at his home in Des Moines, Ia., May 8.

## 400 Attend Canton Showmen's Reunion

CANTON, O., April 20.—More than 400 persons attended the second annual banquet and reunion of the Canton Showmen's Club at the Swiss Country Club here April 11.

Many of the showmen present entertained Pete Mardo, who was amusing circus audiences at the turn of the century with his pantomime clowning, clichee; Art Hill, the "fashion-plate cyclist" carried on for the 1906 team of Hill-Cherry-Hill, which entertained theater fans; George Marlow, chairman of the reunion, gave a sample of contortion with his "Study in Frogology." Others on the program were Marian Myers and Eileen Zember, in a duet; Mrs. Charles Flory, vocalist; Wilbur and Zetta Vardel, adagio and acrobatic dancing; Margaret Denison, accordion solo; Marian Myers, Turkish tap.

Reminiscing topped the program: Edward R. Sterling, Canton attorney, gave Edythe Siegrist a copy of the song, "When Everybody Smiles," which he wrote in 1918 and dedicated to her. The song was used in her vaudeville acts during the winter and in a circus act during the summer. Principal speakers were Marlow, Mardo, Sam Stricklin, Robert Schreiber; the Flying Siegrists, including Edythe, Billy and Rosalie Siegrist, Paul Griffey and Edna Mattern, and Frank Adams.

## Mills Show Into Arkansas

TALLULAH, La., April 20.—Mills Bros.' Circus, which opened its season here today, will go into Arkansas. Ernie Sylvester has done a nice job of painting the show. Helen Haag has the pit show. Jesse G. Bauknecht, Circus Fan, and wife recently visited the show's quarters at Tallulah.

## Circus Saints AND Sinners' Club

By FRED P. PITZER  
(National Secretary)

NEW YORK, April 20.—Following are the officers of the rapidly growing Hugh B. Sproul Tent in Staunton, Va.: Augustus N. Dull, president; Charles B. Ralston, vice-president; Frank S. Driver, secretary; Dr. Guy R. Fisher, treasurer; Major Stuart S. Pitcher, Dr. S. H. Garst, C. K. Brown, C. P. Bowman and George A. Cottrell, directors. This organization is planning some big things for the summer. Meetings will be held at the camps of some of the members and at least one will be held under canvas with circus trimmings. National President Harold G. Hoffman will attend one of these meetings. Ralston is planning a summer edition (maybe a carnival number) of *Three Sheet Daubs*.

Lillian Leitzel Tent: Press Agent Jim Schonblom, Ed Hanley and several others of this tent visited the luncheon of the Dexter Fellows' Tent when John Ringling North was initiated. Jim was overheard talking with North regarding a fall guy for the tent when the Big Show visits Bradford, Pa., June 13. Alfred Court, animal trainer, was mentioned. The Bradford crowd is planning a big day. Members of all tents will be invited and many of the happenings, including the initiation of the fall guy, will be set on the circus lot. The Mighty Watson Show will also play a part in this day.

## GREATER OLYMPIA

(Continued from opposite page)

of the more solid hits of the evening, and close to heavy applause. The act is a natural, wherever it plays. The Walkmir girls, billed as Ambrosi Sisters, present their colorful teeth swings with the miniature airplanes, etc., on equipment that gets more gaudy and elaborate each season. A good flash number. Seal number follows with fish-consuming contingents of Roland Tlebor, Albert Spiller and Yu Lio San, a young member of the Naitto Troupe.

Tosca Canestrelli handles a single well with her comparatively new work on the bounding rope, a la the late Bombay. She makes a swell appearance and works hard and has the entire house with her by the time she completes her double somersault finish. Act is slightly rough in spots but should be ironed out in a short time. First half of the show closes with the spectacular Aerial Ballet of Jack Schaller. Three men and three girls do just about everything in high-act routines, using traps, ladders, swinging poles, break-away swings, etc., and a finish built around two high dives into a net below.

### Pallenberg's Bears

Emil and Katie Pallenberg return to Chicago with two trained-bear numbers that, until this year, have just about become an institution on the Ringling-Barnum show. Their acts are better than ever. Alf Loyal's Dogs, another Ringling oldie, handle the center ring in the same display, presenting their always flawless canine capers. Next, Mr. Levy springs a surprise by offering what is probably the largest assembly of girl ground acrobats to be seen around here. Three large troupes of girls, composed of the Marvellets, Abdallahs, Dowling Sisters and five extras take over the whole arena for a short and sweet display of muscle stuff.

The Loyal Repenski equestrian troupe, composed of six girls and two men, come on next with the usual display of hard work. Like the Cristianis at the Garden this year, new twist is added when a male rider jumps to a horse's back while holding an apparently standard racing sulky over his head.

Peejay Ringens on his leaping bike offers the first big thriller of the evening with a jump that looks higher and longer than usual. It's always a sure-fire gasp-getter. Then came the Walkmirs, perch-pole and balancing turn of two girls and a man, working for the first time in Chicago since they fell here last summer while with the Ringling show; the Saxons, with some clever balancing work on a small cylinder while perched on top a 15-foot pedestal, and on the other stage the Canestrellis work on balancing ladders. The Saxon duo drew solid support from the audience. Three tight-wire turns came on next,

with the Naitto girls in the center ring and Gasga and Bert Sloan holding down the stages. Gretonas work high over Stage No. 1 with their wire-walking routines. Little 10-year-old Enrico Gretona scores completely with his individual work besides entering into some of the group stunts. Despite his age, the little "feller" is a swell showman.

The Otaris are back with their criss-cross flying number, as good as ever, and just before the blow-off Jorgen M. Christenson's 10-horse Liberty number holds down the center ring. Christenson's steeds seem to improve in ability each season, and the act is without question one of the very best of its kind working today. The Zacchini brothers, Hugo and Mario, close the show with their always spectacular double-cannon shot.

### Clown Alley

Clown contingent, altho not afforded much opportunity for production pieces, works hard in walkarounds, etc. Line-up includes Earl Shipley, in charge; Kenneth Waite Trio, Joe Coyle, Randow Trio, Nelson and Nelson, Everett Hart, Lerford Trio, Happy Kellems, Van Wells, "Whitey" Harris, "Bumpy" Anthony, Mickey McDonald, Frank Little, "Smiley" Daley, Leroy Thompson, Chester Sherman, Albert Powell, Happy Starr, Abe Rademaker, Slivers Johnson, Horace Laird, Red Carter, Jack Klippel, Joe Vani, Billy Cummins and Milt Woodward.

Assisting Levy are Eddie Allen, equestrian director; Sid Lewis, announcer, assisted by Jack Kiline, Jack Burnett and Herbie Pickard, publicity, and Izzy Cervone, band leader. Because of musician union rulings, local band is used, fronted by Cervone. All concessions operated by the Stadium. Lee Sloan's Headless Girl illusion is the only added pay attraction. T. A. Loveland is in charge of Frank Buck's entourage of wild animals.

### Indianapolis Biz Off

INDIANAPOLIS, April 20.—The Indianapolis Coliseum took a financial shellacking on an eight-day engagement of the Greater Olympia Circus, but at the same time found out that there is a market here for such entertainments. As a result a more successful date will probably be played next year, local officials believe.

The circus, produced jointly by the Indianapolis Coliseum Corp. and Barnes-Carruthers, Inc., played in the new State fairgrounds structure April 8 to 14. Coliseum officials say they expected the attendance to be just about what it was—28,516, not including the gratis attendees. Proof that a better showing can be expected next year is deductible from the fact that the show built gradually during its engagement here and by closing night the audience outnumbered the empty seats.

The circus itself not only deserved all the praise it received from patrons, but also needed full houses. As it was, however, the show represented one of the best circus attractions ever to play this town.

Several accidents marred the engagement. At the opening night performance Chuck Verrell, high aerialist, who finished his act by diving to the net, sustained bruises when a post supporting the net was jarred loose by the impact, causing him to hit the concrete floor. The next afternoon (Sunday) the same thing happened, so he cut out the stunt for several performances.

Peejay Ringens, who does a death-dive on a bicycle, had his bicycle follow him into the tank and bruise his shoulder severely, and on another occasion injured his lungs in the dive into the tank. It was thought he would contract pneumonia, but after missing several performances he was back with his stunt.

The weather was very unfavorable, with a near-blizzard April 12. Another

factor accounting for the small attendance was publicity trouble. Officials claim that of 8,000 sheets of billing contracted for only 750 were actually posted.

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O. S. SIMPSON, Receiver, Chronicle Bldg., Houston, Texas.

# Under the Marquee

By CIRCUS SOLLY

LOUIS ROTH still feels the effects of an attack of the flu.

LEON LONG, magician, visited Haag Bros.' Circus at Cordova, Ala., April 8.

R. M. HARVEY, general agent of Russell Bros.' Circus, was recently in Memphis, Tenn.

KENNETH WAITE Troupe will play the Shrine Circus at Winnipeg, Man., next month.

HARRY ANDERSON, of the Enquirer Show Print, Cincinnati, while in Michigan, saw Paul M. Lewis at Jackson and Ray Marsh Brydon at Pontiac.

WILLIAM WOODS pens that Mrs. George Burton will keep the Burton Bros.' Circus on the road regardless of the death of her husband April 7.

LOU WALTON, who was at the St. Louis Police Circus, will again be with Cole Bros.' Circus, doing come-in as last season.

FATHERS' Association of Gloucester (N. J.) High School will again present a circus, for which Tahaska's Pets, animal show, is already set.

TINY WILLIAMS, formerly with Russell Bros.' Circus, who has been in a hospital, has recovered and is back at her home in Cleveland.

YMCA of Lancaster, Pa., for the 21st year is sponsoring a circus for its annual show at the Y Auditorium. Runs four days.

E. G. WILSON and wife are promoting a circus in Adrian, Mich., at the National Guard Armory, auspices of the Junior Chamber of Commerce.

PAT AND BILLY KLING, whose act was formerly known as the Monarchs of the Air, are now known as the Thunderbirds, which title they have registered with the secretary of state, Phoenix, Ariz.

HOW A CIRCUS OPERATED in the 1830s is given to this modern world by Walter D. Edmunds in a book published by Little, Brown & Co., entitled *Chad Hanna*.

CHICK RIORDAN, candy butcher, did the announcing of the big show and concert at the Omaha Shrine Circus. Bob Lee and his Arctic Girls was the after-show attraction.

DOROTHY HILBERT, aerialist, who fell while with the Webb Circus in 1936, is still in the General Hospital, Salt Lake City. Letters from friends and acquaintances will be appreciated.

BOB EUGENE Troupe returned home at North Adams, Mass., after spending the winter in Vero Beach, Fla. Will open May 18 at Idlewild Park, Ligonier, Pa., for a four-week engagement.

THE KLINES (Elmer and Elvira) are playing the Food Show at the Shrine Theater, Fort Wayne, Ind., this week. Kline's black and tan dog, Tippy, which he had for eight years, died April 15.

NORMAN BEL GEDDES, creator of the Futurama, will be the Fall Guy at the luncheon of the Dexter Fellows

Tent, C.S.S.C.A., at Hotel Astor, New York, May 8.

KINKO, clown, en route from the Omaha Shrine Circus to the Hamid-Morton Circus at Quebec City, Que., spent a few days in Chicago visiting friends and getting some "inside dope" on the Chicago Cubs' pennant prospects.

C. S. PRIMROSE, agent for Lewis Bros.' Circus, booked Portland, Ind., for May 6. The Poling lot will be used. Primrose renewed acquaintances with Robert McDaniel, old-time agent, and other local circus men.

RAY LENHART pens that he will handle publicity ahead of Lewis Bros.' Circus. He recently concluded a nine months' season booking and doing publicity for the Rose City Players on the West Coast.

COLE BROS.' Circus will not play Indianapolis, as originally intended. This is due to the recent Barnes-Carruthers Olympia Circus at the Stadium on the fairgrounds and Ringling-Barnum arranging for an early appearance.

IN A recent issue it was mentioned that Mickey DuVal had signed with the Four Jacks. Harry DuVal, father of Mickey, states that this was in error, that she is working with the Queens and an Ace, under management of Charles Voss. Act opened at the St. Louis Police Circus.

ORRIN DAVENPORT, living in Chicago, received many telegrams and cards on his birthday anniversary, April 17. Among those who called in person were Ernie and Naida Perez, Everett Hart, Frank McClosky and wife, Eileen Larey, Earl Shipley, Kinko, Micky McDonald and Orrin Davenport Jr. and wife.

IN PERU Pick-ups, in last week's issue, it was stated that Thomas F. Whiteside, who has been wintering at Kokomo, Ind., was in Peru on crutches and that his troupe might be with Cole Bros.' Circus. Whiteside sends a correction on this, saying: "I am not on crutches and never have been. I use a cane now and then and am not planning on going with the Cole show. I will play fairs as usual. Have been doing this for the past 12 years."

EDDIE BRENNAN, of the Musical Brennans, writes that the death of Al Sieber, of the old Sieber & Son and Sieber & Bary shows, recalls fond memories. He says: "Many well-known members of the profession practically (See UNDER THE MARQUEE on page 37)

## H-M Draws 40,000 At Altoona, Pa.

ALTOONA, Pa., April 20.—The first annual circus of Jaffa Shrine, at Jaffa Mosque, April 1-6, with Hamid-Morton Circus as the attraction, was very successful, the show playing to about 40,000.

Comegys M. Brown, chairman of the Shrine committee, states that the show, featuring Clyde Beatty, under direction of Bob Morton, met with unanimous approval, also that excellent advance and exploitation work was done under supervision of Henry Cogert and Howard Y. Bary. They made radio tie-ups, called special meetings of the different units and organized the Circus Daddies' Club, which arranged for underprivileged children to see the circus.

## Alice Maramoto Injured Seriously in 18-Foot Fall

SEATTLE, April 20.—Alice Maramoto, 18-year-old Japanese-American aerialist, was seriously injured in an 18-foot fall while performing a spinning-pole act with her foster father, Tex Orton, in Polack Bros.' Circus at the Civic Arena here.

The act, billed as the Orton Duo, was a new one for them, according to I. J. Polack, manager of the show, who had to strike the act from final performances while the girl was in serious condition at Providence Hospital, believed by doctors to have suffered a concussion, broken collarbone and internal injuries. According to witnesses, pole slipped from Orton's control.

## R-B Boston Run Extended 3 Days

BOSTON, April 20.—For the first time since 1930, the Ringling-Barnum circus will remain longer than one week in this city. It will open at Boston Garden May 2 and close May 11. The original plans called for the show to play one week, May 6-11, but when it was found possible to obtain the Garden four days earlier, the contract was closed at once. The city is liberally covered with paper advertising the new and longer dates.

In 1929 the show was here for 10 days, which was repeated in 1930. Since then the bookings have been for one week.

Prior to 1929 R-B was here for several years under canvas on the old Sullivan Square grounds, since developed by the city as a playground and which Mayor Tobin refuses now to permit to be used by traveling circuses.

BRIDGEPORT, Conn., April 20.—Ringling-Barnum is tentatively set to play its old home town June 29, a little later than usual. Practically every year date is either on a Monday or Saturday, so that the showfolks can enjoy a two-day holiday, renewing acquaintances.

## Lewis Will Bow at Jackson April 27-28

JACKSON, Mich., April 20.—Mechanics, painters, electricians, carpenters and workmen are putting the finishing touches on Lewis Bros.' Circus, which opens here April 27-28. The big top will be put up on the circus farm and two performances will be given each day. The first road date will be Ann Arbor, Mich., May 1.

Bert Wallace has been whipping the horse stock into shape for new numbers, and Capt. Lee English has been training elephants and other animals. Colender and his bears are here, and other performers are arriving daily.

Color scheme of the show is red, blue, lemon and orange. The center, quarter and side poles are in aluminum and light blue; seats, blue and red, and reserves, orange. Lee Hinckley, band leader, did the lettering and pictorials on the trucks. A new top has been bought for the side show.

## Wallace Bros. Opens With Some New Equipment

YORK, S. C., April 20.—Wallace Bros.' Circus, of which O. C. Cox is lessor, opened the season here Thursday. It was the latest opening date York has seen since shows started wintering here about 11 years ago.

Much of the equipment with Barnett Bros.' Circus last year has been utilized in the Wallace show operations and there is considerable new equipment. Featured in the big show is Lee Powell, billed as the Original Lone Ranger of the films. Baron Richard Nowak, midget, is a concert feature.

The performance ran smoothly and won praise. First move out of here on the road was to Statesville, N. C.

### First in Ohio

ZANESVILLE, O., April 20.—First circus to play Ohio this season will be Wallace Bros., April 30, earliest date for a circus to play here on record.

## Cole Brigade Starts

ROCHESTER, Ind., April 20. — Cole Bros.' billing brigade, moving in four new trucks in charge of Pat Murphy, has billed Rochester and surrounding towns and gone on to Peru. The show opens here May 3.

Advance car No. 1, in charge of Verne Williams, with Marty Yates contracting press agent, was scorched by the recent fire at quarters, but is now newly decorated.

Seen at quarters this week were Jack Grimes, press department, here from Los Angeles; Rex de Rosselli, also handling press; Loren M. Russell, Clyde Williams, checker-up; Robert Delochte and Jake Newman, who arrived from Los Angeles.

Jess Adkins is reported to have sold his home here at Pontiac and Sixth streets to Mr. and Mrs. Austin Yearick, of Argos, Ind.

FOUR KRESSELLS, novelty aerialists and comedy gymnasts, closed with Littlejohn's Hippodrome Circus and opened with the Alrico Shows at Columbus, Ga., April 12 for three weeks.

## The Corral

By ROWDY WADDY

AT A REORGANIZATION meeting of the Carmangay, Alta., Stampede board it was decided to elect younger members to the executive in place of the oldtimers who have handled the event for the past eight years. Officers are: John A. Hubka, president; Ivan Ohler, Albert Neilson, Bert Hilliard, vice-presidents; James Davey Jr., secretary-treasurer. An advisory committee of older members was also appointed. Proceeds of the ninth annual stampede will be used for improvements on community hall.

CONTINUANCE of the annual Colorado Springs (Colo.) Rodeo, fathered by the late Spencer Penrose, Colorado Springs multimillionaire, was assured for 1940 last week when directors of the Chamber of Commerce voted to underwrite a possible expense of \$5,000. The El Pomar Investment Co., representative of Penrose estate, agreed to budget \$27,851. A. G. Crissey, Chamber of Commerce president, was authorized to appoint a committee to work with the Penrose interests to devise ways of making the rodeo a community enterprise and name of the event will be changed from Will Rogers to Colorado Springs Rodeo. Name of stadium built by Penrose also will be changed to Spencer Penrose Stadium.

DESPITE a heavy snowfall the first three days, Cleveland's Third Annual American Legion Post Rodeo did a good business. Some of the cowhands were caught short of blankets and a few were delayed in arriving, but show got off to a good start with 6,340 at the dress rehearsal the first afternoon. Outside corrals, quartering over 200 head of stock, had to be put under canvas. About 7,500 fans turned out opening night and after two numbers by Chief Oneida's All-American Indian band, and a drill by eight members of Cleveland's Police Department's Troop A, show got under way. Among specialty acts were Felix Cooper. Results for the first night events: Calf Roping—Buddy May, Homer Pettigrew, Jack Skipworth. Steer Wrestling—Mike Fisher, Doc Blackstone, Lannie Allen. Bronk Riding—Wayne Loucks, Ken Hargis, Gerald Roberts. Steer Riding—Mitch Owens, Kid Fletcher, Andy Gibson.

SECOND ANNUAL Professional and Inter-Collegiate Rodeo, directed by Cal Godshell at his Bar G Guest Ranch, near Victorville, Calif., April 13-14, drew a reported 11,500. Andy Juaregui, arena director, supplied the stock. Abe Lefton, announcer, presented a number of screen notables, including Alice Faye, Jerry Colona, Bob Cooper, Irvin S. Cobb, Leo Carrillo, Clark Gable, Priscilla Lane and mother and Edgar Bergen. Montana Troupe provided the trick riding and roping and Homer Holcomb and his two comedy mules clowning.

Contestants included Burrell Mulkey, Fritz Truan, Asbury Schell, Hugh Strickland, Carl Dossey, Nick Knight, George Sheeley, Ben Fancher, Harry Logue, Jackie Cooper, Alvin Gooden, Zack McWiggins, Turk Greenough, Bill McMacken, Steve Heacock, Swede Londo, Neil Wagner, Cecil Henley, Doff Aber, Johnnie Vance, Chet Dawson, Mickey Roberts, Tom Wood, Dud Brown, Victor Britt, Tommy Young, Bud Cook, Peter Travis, Joe Yharra, Gracian and Eddie Juaregui, Oran Fore, Fox O'Callahan, Len Perkins, Dan Poor, Sam Fancher, Hugh Clingman, Bill Richardson, Harold Mueller, Andy Juaregui, Gordon Davis, Clay Carr, Joe Edwards, Dave Campbell, Jim Laycock, Charley Bennett, Jerry Litteral, Buster Wolfe, Johnny Fancher, Jim Van Horn, Alvin Dawson, Whitey Woolesen, Holloway Grace, Jim Staley, Ralph Ingle, Leonard Mitchell, Bill Roer and Johnny Gardner. Harry Knight representing Madison Square Garden Rodeo, announced the selection of Jean Godshell to represent California at that show. Sal Luis Obispo, of California Polytechnic College, won the intercollegiate championship with a total of 18 points. About 13 colleges competed. All-around collegiate champion was Harold Bohlender, University of Chicago. Finals in the Professional Rodeo: Brahma Bull Riding—Zack McWiggins. Bulldogging—Hugh Clingman, Buster Wolfe, Bill McMacken, Jim Staley. Bareback Bronk Riding—Sam Fancher, Fritz Truan, Ben Fancher, Alvin Dawson. Saddle Bronk Riding—Jackie Cooper, Burrell Mulkey, Fritz Truan, Alvin Gordon. Calf Roping—Andy Juaregui, Oran Fore, Holloway Grace.



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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

PRELIMINARY report showed 203 entries in United States Amateur Roller Skating Championships, sanctioned by Roller Skating Rink Operators' Association of the United States and staged in Public Auditorium, Cleveland, on April 17-20. Referees, starters, timers, judges and clerks were drafted from various skating associations, including National Amateur Skating Union, RSROA, Illinois Skating Association, Amateur Skating Union, Ohio Skating Association, Northeastern Ohio Amateur Athletic Union, National Amateur Athletic Union and Missouri Skating Association. Organizing committeemen for championships were Fred J. Bergin, Dayton, O., skate dancing; Cap

Sefferino, Cincinnati, speed skating. K. Kearney, Cleveland, headed the carnival program committee. Results of competitions and details on the annual RSROA convention will appear in next week's issue.

WILLIAM BARTON and J. C. Boydston report they will open Tri-State Roller Rink in Evansville, Ind. Rink is housed in a 60 by 120-foot portable steel building and will be equipped with Chicago skates.

WILDWOOD Park Roller Rink, Marshfield, Wis., will open its 1940 season on May 5, reported W. H. McCumsey, making the fifth year the spot has been operated by Mr. and Mrs. McCumsey and son, Glenn, known professionally as the Hoosier Twirler. During the past winter they operated Lakeview Rink, Warsaw, Ind., and expect to close it late in April.

BECAUSE of many requests and activities planned by Figure Eight Club, Mr. and Mrs. Wallie Kiefer, proprietors of Skateland Roller Rink, Saginaw, Mich., plan to continue operation thruout summer and install a ventilation system. Management has invited mothers of club members to visit on May 12, Mother's Day.

MRS. ANNA REEK, assistant manager of Genesee Roller Rink, Buffalo, reported a big increase in attendance and skill of skaters. Purchase of an electric organ has aroused interest. Party on April 10 to celebrate installation of organ and to welcome A. Mitchell, organist, was attended by a large crowd. Organ music will be featured on Wednesdays, Fridays, Saturdays and Sundays. On remaining nights records and an amplifying system will supply music. In addition to four established clubs, rink has become headquarters for two others. Finals in graceful skating and waltzing contests will take place in May, with cups going to winners and party to celebrate the finale. Monday afternoon classes have been started. Rink will be closed during July and August for renovations.

MELVILLE VAN DYKE'S Delaware Roller Rink, Buffalo, is doing well this year, business being far ahead of figures for the same period in 1939. Parties are numerous, bookings extending into the middle of May. As a result of big Sunday night crowds and the feeling that contests interfere with many skaters, the policy of conducting them has been dropped. Instruction at special sessions is available on Sunday mornings and Tuesday nights for club members. Skill of skaters has increased considerably and the sport is here to stay, said Van Dyke.

ROLLER skating is on the upgrade in Rome, Ga., where Ernie White and Ben Mize are operating Rotary Park Rink. Contests, games and Wednesday ladies' nights have boosted attendance, and rink has done good business practically all season despite some bad weather.

V. E. DOLLAHAN'S Elmwood Roller-drome, Urbana, Ill., has been featuring Wednesday night parties and floor shows and has had a successful season to date, reported Manager Joe Carmical, who praised Fred A. Martin's article *Rinking on the Rise* in the April 13 issue of *The Billboard*. Rink has operated continuously for 18 months. Roster includes Mrs. V. E. Dollahan, cashier, and Maurice Lanning, floor man. Chief Joe Red Fox, his wife and daughter, Moree, were recent attractions at the rink. Waltz and two-step contests have been completed. Elmwood Flyers, roller hockey team, have lost but two games in three years and were entered in a State tournament which was slated to begin at the rink on April 21.

INDOOR season at Idora Park Roller Rink, Youngstown, O., ended on April 15 and Operator John Peruzzi is readying the new summer rink at the park for an early opening. Daily sessions will be the policy.

CASINO Rollerway at Nutting's Lake, Billerica, Mass., will open its 1940 season on May 11, reported Manager Albert J. Riley. Rink will operate nightly, with Tuesdays and Thursdays reserved for private parties. Three parties have already been booked, including one

to be staged by Eddie Castine's Skating Club. Rink will furnish electric organ and recorded music. Weekly program will include beginners' night, Monday; dance-step classes, Wednesday; waltz classes, Friday; lucky spot night, featuring an extra hour of skating, Saturday, and out-of-town night, Sunday.

JOSEPH H. BARNES will again manage Rainbow Roller-drome in Woodside Amusement Park, Philadelphia, which opened on April 20. Roller rink in Willow Grove Amusement Park reopened at the same time.

WILLIAM W. WINTON, head chef at Wellesley Hospital, Toronto, recently directed a roller-skating revue in Maple Leaf Gardens, Toronto. He directed routines for the Majorettes and chorus of 24 in what was said to be pretentious production. Sponsor was Toronto Roller Skating Club. He has been engaged to direct the 1940 club carnival and has been asked to take the Majorettes on a tour of rinks in Canada, Michigan and New York. When younger Winton was a speed and fancy skater and also served as an instructor.

WEDNESDAY night waltz and two-step contests at Warner Park Roller Rink, Chattanooga, boosted attendance and developed some expert fancy skaters, said Manager Jack Britton. Weekly winners compete in finals each month and a cup is awarded the best couple. By eliminating cup winners, contests can be continued indefinitely, encouraging less proficient skaters to greater efforts. Mr. and Mrs. Britton reported big season and private party bookings especially good.

MEMBERSHIP in Healdsburg (Calif.) River Garden Roller-drome Club is now 140, reported Manager Armand J. Schaub Sr. Skating party and weiner roast on April 7 drew a good crowd, and on April 14 members visited Diamond Roller Rink, Oakland, Calif., where members of Royal Rollers Club of Santa Rosa (Calif.) Rink were also guests. Club plans to visit San Rafael (Calif.) Rink and Casino Rink, Vallejo, Calif., soon.

FOREST Park Roller Rink, Hanover, Pa., which has drawn good crowds during the past winter, closed recently for alterations and reopened on April 20 with a party and prizes for all, reported Park Manager A. Karst. Rink has begun its summer schedule, operating six nights weekly and Sunday afternoons for regular patrons, with Mondays slated for private parties.

H. G. (BRASSY) EHRHARDT has sold his portable rink and equipment in Leavenworth, Kan., and plans to construct a 60 by 150-foot portable floor and roof in Kansas City, Mo., for summer skating, reported Ben Hodges. Rink is to be equipped with Chicago skates and electric organ. Ehrhardt's rink operated in Leavenworth during winters of 1939 and '40. His club recently visited El Torreon Roller Rink, Kansas City, Mo.

AMATEUR carnival and farewell party on April 9 for New England skate-dance champions who were to take part in national competition in Cleveland was the most successful yet staged at Fred H. Freeman's Winter Garden Roller Rink, Boston. Largest adult crowd in history of the rink witnessed the affair, taken part in by 42 amateurs, who presented the most pretentious roller-skating program yet staged in Boston. Performance was made up of 14 exhibitions, including all-girl ensemble, rhythmic free-style skating, advanced dance steps now being done on ice, solo ballet skating, minuet taken part in by men and women dressed in evening clothes and

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**LAKEWOOD PARK**  
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18th Century costume, comedy, dance steps, mixed ensemble skating, military ensemble of 16 girls and acrobatic free-style skating. Gold, silver and bronze medals were awarded rink and New England champions during the performance.

## Current Comment

By Cyril Beastall

CHESTERFIELD, England.—Had quite a lot of correspondence lately from roller folk over there and I was especially interested in what Pery B. Rawson had to say regarding development in the Middle West of roller hockey. Ed Moorar in his article in the March 9 issue emphasized what I had heard.

If any of the people over there who are directly concerned with hockey promotion would communicate with this writer I would be most happy to reply (See RINKS AND SKATERS on page 40)



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## Granting of Aid Is To Save Many Annuals in Mich.

HILLSDALE, Mich., April 20.—Action for State aid by the Legislature will have a healthy effect upon the 1940 Michigan fairs, said Secretary-Treasurer H. B. Kelley, Michigan Association of Fairs, and secretary of Hillsdale County Fair here, upon his return from Lansing, the capital.

"The Little Legislature in Lansing on April 11," he reported, "voted the same amount of money for the fairs of the State as was appropriated last year. This will amount to 50 per cent of the premiums to be offered, which will be about \$170,000.

"This action has eliminated the necessity of closing probably half the fairs in Michigan, which would have been the case if these funds had been denied."

## Williams New Head in Macon

MACON, Ga., April 20.—Roy G. Williams, baseball club owner and business man, was elected president of Georgia State Fair and Exposition here at a reorganization meeting of stockholders on Tuesday. He succeeds Ed G. Jacobs, who died several weeks ago after heading the association many years.

E. Ross Jordan, secretary-manager nearly 20 years, was returned to that post. Herbert Block, manager of the Hotel Dempsey, who has been vice-president and in recent weeks acting president, will continue as vice-president. A new office, assistant secretary, was created, and Ed G. Jacobs Jr., son of the late president, was chosen. Paul M. Conaway, publicity director for the last 10 years, was elevated to membership on the board of directors.

Other new directors include Lee S. Trimble, manager of Macon Chamber of Commerce; Dr. W. G. Lee, Compton Usina, bankers; D. F. Bruce, county agent, Mayor Charles L. Bowden, and P. T. Anderson Jr., one of the owners of *The Macon Telegraph* and *The Macon Evening News*.

President Williams has been a stockholder many years, serving as a director before he was elected treasurer in 1935. He will continue as treasurer in addition to the presidency. An expansion program enlisting active co-operation of Chamber of Commerce, Retail Merchants' Association, city, county and State governmental bodies and educational groups was announced for the 1940 fair.

## Building Program Is Begun At Iowa Plant; '40 Bill Set

INDEPENDENCE, Ia., April 20.—Alterations to grand stand on Buchanan County Fair grounds here, so as to allow full view of track and platform, and construction of a reserved section, is the beginning of a five-year program for remodeling grounds. Other changes to be made include remodeling of horse barns and exhibit hall and erection of new fencing.

Daily change of program is to be featured at the 1940 three-day fair. There are to be auto, pacing, trotting and running races and Art B. Thomas Shows have been booked for the midway. Grand-stand show will run four nights and feature 27 acts.

BRANDON, Man.—Winter Fair buildings here will be taken over by the dominion government for use in the air training program, meaning an influx into the city of 1,200 to 1,500 men. Reports are that arena seating will be taken out to make room for equipment and that sleeping accommodations will be arranged in barns on the fairgrounds. Lighting system will be revamped. Alterations will cost about \$90,000.

**"When Doctrine of Res Ipsa Loquitur Applies to Injury Suits"**

See Carnival Department of This Issue



JAMES L. CLAYTON, who died in Leaksville, N. C., on April 7 of a heart attack, was prominently identified with fairs in North Carolina and Virginia for many years. He was president of Rockingham County Fair Association, Leaksville, for the past 23 years and held the same post with Henry County Fair Association, Martinsville, Va., for seven years. He was also a member of North Carolina Association of Agricultural Fairs.

## MAFA Program Prepared For Northampton Meeting

NORTHAMPTON, Mass., April 20.—Program has been completed for annual spring meeting of Massachusetts Agricultural Fairs Association in Hotel Northampton here on April 24. Morning session will be presided over by President W. V. Bodurtha, Blandford, and will be devoted to committee reports and appointments. William Casey, Massachusetts commissioner of agriculture, and Raymond J. Kenney, Massachusetts commissioner of conservation, will be luncheon speakers.

Speakers and subjects at the afternoon session will be W. F. Sullivan, *The Latest on the Fair Page in the New England Homestead*; Secretary A. W. Lombard, Massachusetts department of agriculture, *Why You Should Comply With Prize Money Allotment Regulations*; Julius Kroeck, Massachusetts department of agriculture, *Egg Classifications*; Frank H. Kingman, Brockton; Milton Danziger, Springfield; Ernest H. Sparrell, Marshfield, and Robert P. Trask, Topsfield.

## Concession Signers Are Announced by GGIE Heads

SAN FRANCISCO, April 20.—List of concessions signed for Golden Gate International Exposition as of April 1 was as follows: Alhambra Water Co., E. D. Sellers, manager; auto parking, Bay Auto Parks; Auto Scooter, Nate Miller; barber shop, Jack LaVine; card and coin display, Henry Barrett; cigar stands, Morton & Still; frozen custard (2), J. B. Lane; Glass Blowers, T. A. Wolfe; Hollywood Show, F. Herrick-Herrick; Hindustan (See GGIE Gleanings on opposite page)

## "Silent Kind of Service"

By JOHN T. BROWN

State Director of Agriculture, in Ohio Fair News

EACH year the county and independent fairs of Ohio grow bigger and better. Today, more than ever before, the citizens of our State recognize and appreciate the value of a properly conducted fair. It is a tribute to the efforts of those officials who are responsible for our fairs that more than 2,000,000 individuals paid admission to Ohio fairs in 1939.

The State department of agriculture is proud of the support and co-operation it has received from the county and independent fair officials. This close relationship of such a friendly nature has not only helped many county fairs but it has reflected in a continued success of Ohio State Fair. We are glad when the fair men of Ohio bring their problems to our department because we know they come in a co-operative spirit as friends.

In a few more months the 1940 fair season will be in full swing. Today

## Coast Dailies Like Rose Stuff; Ice Show Rumor

SAN FRANCISCO, April 20.—Billy Rose is mopping up on Golden Gate International Exposition space with girl-picture layouts and stories in the daily press. "Dinty" Doyle is directing the campaign, which so far has carried into every sheet in the Bay area. Nicky Blair ogled 800 girls for the Aquacade at a tryout in Civic Auditorium on Monday. Then a follow-up and more pictures when 50 selected were required to swim a mile in the Fairmont Hotel pool. They will compete in a final tryout against girls selected from other Coast cities.

Vic Connors, Western rep of the American Guild of Variety Artists, declared the Aquacade will not be allowed to go into rehearsal until a working agreement is reached with AGVA, both here and in New York. Connors will try to arrange a conference with Rose, who is expected here soon.

Music Corp. of America and Rose's manager, Lincoln G. Dickey, are figuring on separate sites for night clubs, Dickey conferring with the expo management about the Island Club. MCA is estimating for the Continental Cafe.

### Animal Show Started

Rub is about \$3,000 a week for musicians, performers and stagehands and expo wanting 12 per cent of the income from meals served and 15 per cent from liquor. Rose's tentative plan is for 6, 9 and 10:30 p.m. shows, interspersing the Aquacade, one being used to promote the other.

Contractors have started work on a 65-foot front for Terrell Jacob's animal show, which will occupy 45,000 square feet on site of Tex Cameron's Happy Valley Ranch.

Expo directors are reported to have given an option for an ice show with a 50 and 75-cent gate. If negotiations are successful, World of a Million Years Ago will go into the spot held down last year by Greenwich Village and later by Sally Rand's Gay Paree.

Clifford Fischer's *Folies Bergere*, which couldn't be sent to Europe because of the war, must remain in the United States under bond. Show goes into rehearsal on April 27. About 200 tons of scenery for the spec came in this week on the liner Monterey from Australia.

## N. Y. World's Fair Sued By Guide Service Claimant

CHICAGO, April 20.—Jack R. Brown, investigator for Illinois Vigilance Association, has been notified that his \$250,000 suit against the New York World's Fair has been accepted for filing by the New York Supreme Court.

In his suit Brown alleges that a plan he originated in 1938 called the "New York World's Fair 1939 Guide and Escort Service" was used by the fair corporation and that "huge sums of money" were derived from it. Plan consisted, in part, of hiring guides from the 48 States to direct and escort tourists around grounds.

## Ottawa Breaks Record Of Over Half Century

OTTAWA, Ont., April 20.—"The vote was unanimous by which directors on April 10 decided to hold no 1940 Central Canada Exhibition in Lansdowne Park," said Secretary-Manager H. H. McElroy. "The directors felt their action would permit full use of grounds and buildings by militia authorities, without any suggestion that the interests of the exhibition required consideration. This would have been the 53d consecutive annual exhibition in Ottawa and, while naturally there will be regret at the break in the long record, the directors, without any dissenting voice, agreed to show they were 100 per cent behind the Empire's war effort. Contracts for midway and grand-stand shows had been made with provision for cancellation."

## MCA Signs Superior, Wis., Springfield, Mo., Annuals

CHICAGO, April 20.—Hogan Hancock, head of MCA's fair booking department, reported that Tri-State Fair, Superior, Wis., has signed a contract for an MCA grand-stand show for the 1940 fair. *Cavalcade of Stars* will be presented. Booking includes a name band, six acts and line of girls.

Hancock also wired from Springfield, Mo., that he has signed a contract to present the *Cavalcade of Stars* at Ozark Empire District Fair, first time a name band and picture stars have played the fair there, he said.

## '40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, April 20.—In the International building, where the Aquacade is to be built, the great pool is fast taking shape. It will be the largest indoor pool on the Pacific Coast. Elmer Smith, of the Penny Arcade, who arrived from Cleveland, started to rebuild the concession. His associate, Herman Zapf, will return from Miami. "Red" Kearns, chief of the ticket photographer division, has a battery of four cameras taking photos of purchasers of season tickets at the Bush Street ticket sales offices. Later the machines will be transferred to Treasure Island, where the photographing will be done. Hans Shapira, American representative of the M. E. Engineering Co., of London, operator of the Giant Crane, has let contracts for the cement foundations of the gigantic observation device. H. C. Bottorff, secretary and assistant treasurer of the GGIE, who had a heart attack, is recovering rapidly in a hospital. Lou Stutz made a flying trip from his road show playing in Seattle to close a deal for '40 participation. He had Dancers of the World on the Gayway last year.

Jimmy Colligan, one of Billy Rose's right-hand men, will be executive director of the Aquacade. Lincoln G. Dickey, still in San Francisco, will divide his time between here and New York. Phil Prather, formerly assistant to Bill Monahan when Bill had charge of exhibits and concessions, is now assistant to Emil Bondeson, chief of music and pay shows. "Nig" Dobbert has bobbed up after a winter of hibernation. Henry Barrett and Leo Singer are seen together so much that it is thought something is brewing. Fred Salih, who has his drawings in the works department for moving and rebuilding the Elysium Theater, says \$15,000 will be spent in remodeling. John Alexander Pollitt, who may be manager of the Pantheon de la Guerre, had quite some experience with this attraction at A Century of Progress. Arthur Edwards will be manager of the Singer Midget Village. New front now in construction is surely a most novel facade and exceptionally attractive. George Haley, who will open his Dona-Voo Restaurant on May 1, gave a testimonial luncheon to Eddie Brown, the writer, Joe Brandon and a number of others recently. Major Heraty, who has had charge of the Island police and guards for the last two years, has been called to the colors, being a reserve army officer. Major Art McChrystal was also called some time ago but got a stay. Major Keatinge, of for-

eign participation, is exempt because of disability.

Julian Harvey has dug up a show that should prove sensational. He has secured a number of wild horses that are of a family that have been copped up for centuries in an inaccessible section of Grand Canyon. A world of publicity has been circulated in relation to these steeds. Two of the mares have colts that are not much larger than a medium-sized dog. These almost prehistoric equines have feet like sheep and climb sheer canyon walls like mountain goats. Harvey is having designed a miniature canyon for their display, the customers to look over the top and into the canyon as they would if they were viewing the horses in their natural habitat. Cliff Wilson is to have as part of his Monster Show a number of electric eels, piscatorial dynamos generating enough electricity to give a person making contact with them a severe shock. Jungleland, wild animal show, featuring Terrell Jacobs, will be under management of Harry Michaelson, assisted by Harry Baker. A deal has been made with the Goebels Wild Animal Farm, Hollywood, for a number of cages and some rare animals. A monkey mountain to house 500 monkeys is in construction. About 50,000 square feet will be used. Max Schwartz' Danceland is being constructed on site of the '39 Candid Camera concession. He is spending plenty on this concession and is very sanguine of success. Andy Hynes has started rebuilding a novel front for his Monkey Speedway. Tom Wolfe's Glassblowers of the World has been rebuilt and is the most striking front on the Gayway at present.

A committee of the Concessioners' Association met with representatives of the various unions whose workers will man expo attractions. It looks as tho an amicable agreement will be reached shortly. Restaurant operators have conferred with the unions and are in a fair way to be straightened out. The \$25,000 entrance archway to the Gayway is fast nearing completion. New lighting system, completed and tried out, transforms the Gayway into a most beautiful amusement street. Road repairing is going along apace, buildings are being repainted, the many statues have been copperized, lagoons have been cleaned, many new flagstaves have been installed, bushes have been pruned, flowers planted and, generally, the grounds are in fine physical condition. Al Trankle, well-known exposition sound engineer, is an "up-before-breakfast guy," as evidenced by the fact that he is coping most of the sound work on the Island. Charlie Duffield, of Thearle-Duffield, flew into L. A. from Chicago, picked up Frank and they both planned to San Francisco, arriving for a conference with Major Keatinge, of special events, regarding handling of fireworks at the fair. Barnett Hyman has received contracts for the blanket wheel concession on the Gayway. This makes the fourth and last wheel that will be sold on the Gayway. Don Nicholson has given up the idea of transforming the old Scotch Village into a Bowery show. He feared that there would be too many gay '90s shows. Marie Mason, wardrobe mistress of the Fischer *Foies Bergere*, arrived in charge of 12 beautiful girls who will be nucleus of the Treasure Island production. The party came from New York. Frank (Tex) Kissenger's great full-rigged ship, the Pacific Queen, arrived from Long Beach. This monstrous sailing vessel is the last of its kind and is filled to the gunwales with relics and mementos of many of the noted pirates identified with early history of California. The old sea bus made an impressive sight, scudding under Golden Gate Bridge with all sails set. She berthed at Fisherman's Wharf, where the public will be admitted for a nominal fee.

### Fair Grounds

SPRINGFIELD, Mass. — Live-stock judges for the 1940 Eastern States Exposition here will bring into the ring a group of recognized authorities to place what promises to be an outstanding show. Equally divided among farmer-breeders and college experts, the latter successful as breeders in their own right, the list comprises four authorities who have served in Springfield previously and four who will place entries this year for the first time.

GRAND FORKS, N. D.—Ralph Lynch was elected president and general manager of the new Greater Grand Forks State Fair; Oscar Lunseth, vice-presi-

dent; Theodore B. Wells, secretary; W. T. Borden, treasurer.

FREDERICKTON, N. B.—Frederickton Exhibition, Ltd., has purchased ground adjoining the fair plant and is negotiating with the government for financial aid in replacing buildings destroyed by fire last fall. With additional ground main entrance will be relocated. There is possibility of reconstruction being done this summer and the fall fair operating.

JANESVILLE, Wis.—City council on April 16 unanimously approved a proposal to advance \$4,100 to 4-H Fair board, to be used in a \$9,000 WPA lighting project.

### Grand-Stand Shows

B. WARD BEAM has been contracted to provide the program on Thrill Day at the 1940 Crawford County Fair, Gay Mills, Wis.

ALL-STAR Society Minstrels, new unit show going into production for United Booking Office under management of Coreen Lueders, is one of three units to be produced by the office and has been booked for seven fairs in Michigan, Indiana and Ohio, Manager Henry H. Lueders said.

ORANGE County Fair, Middletown, N. Y., observing its 100th anniversary this year, has booked Jim Eskew's JE Ranch Rodeo thru George A. Hamid, Inc., reported Fair Secretary Alan C. Madden. There will again be Hankinson auto racing.

EDDIE VIERA'S Four Sensational Stars, aerialists, will be night grandstand act at five-day Titus County Fair and Dairy Show, Mount Pleasant, Tex., reported President Sam Williams. Association recently voted to stage three-night rodeo under direction of Hub Whiteman during the fair and construct arena and facilities to seat 3,000. Prize money amounting to \$600 has been posted.

HARNESS racing at the 1940 Moose Jaw (Sask.) Exhibition will be on two days instead of the usual three, with Jimmie Lynch and his Death Dodgers on the last two days.

### Fair Elections

BROOKHAVEN, Miss.—A. F. Parkinson was elected president of Lincoln County Fair Association; Martin Holmes, vice-president; G. D. Williams, secretary-manager.

HORTON, Kan. — Tri-County Fair elected Dr. F. M. Baldwin, president; J. J. Lindsay, concession chairman; Joe R. Kennedy, entertainment chairman; F. J. Henney, secretary.

WAUSAUKEE, Wis.—Carl Schroeder was elected president of Marinette County Fair Association, succeeding State Senator Ernest G. Sauld, who will serve as vice-president. Phil Downing, treasurer; Charles B. Drewy, secretary; Amos Grundahl, assistant.

### GGIE GLEANINGS

(Continued from opposite page)

Temple, J. L. Mathur; Hum-a-Tune, Morris Goldstein; lavender and rose beans, Jack Rushin; mental acts, (2), Ben Lexel; Merry-Go-Round, George K. Whitney; Midget City, Leo Sanger; photo strips, R. L. Cunningham; Penny Arcade, Herman R. Zapf; Puppy Show, E. S. Bender.

Gift Shop, Herman Rudick; shooting galleries (2), F. M. McFalls; souvenir turtles, S. Gordon; Stratoship, Nate Miller; True Blue Cafeteria, Lars Svendsgaard; vending machines, Treasure Island Vending Machine Co.; wheel chairs-dressing rooms-storage, G. A. Wahlgreen; ice delivery, A. M. Stoker; Diving Bell, Ed S. Martine; Doughnut Tower, Elmer Bose, Doughnut Corp. of America; Javanese Restaurant, Joe Van Bussel.

Jerusalem, International Gift Shop, T. A. Wolfe; Playland, E. Molineux, Children's Village; Octopus and Rolloplane, Daniel C. Cross; handwriting analysis, Dr. E. F. Bell; Tower of Jewels, A. F. Sanford, president; Exposition Catering Service, George D. Smith; Coca Cola, J. B. Berlin; Miniature Railway, J. M. Anderson; novelties, Charles Davis; Pantheon de la Guerre, George D. Smith; Russian Restaurant, E. Bernadsky.

### 150 AT CLUB ROUND-UP

(Continued from page 32)

tributed to all in attendance. Hal Petersen, manager of the hotel, was in charge of this part of the program.

At 4 p.m. showmen gathered in the ballroom, where an informal program of talks by visiting showmen launched the afternoon session. Sterling (Duke) Drukenbrod, president of the Charles Siegrist Showmen's Club, acted as toastmaster and introduced prominent visiting showmen, who responded briefly. At the session were Walter L. Main; J. R. Edwards, of the J. R. Edwards' Shows; Harry Deitrick, agent for R. H. Wade Shows; Dick Johns, manager of Lake Park, Coshocton; John E. Creamer, C. A. Klein; L. C. (Ted) Miller, general agent of Bantley's All-American Shows; Tom Gregory, of Akron, advertising manager of the Oak Rubber Co., and John Elliott.

### Klein Repeats Revue

Following the banquet at 6 o'clock, Klein repeated his revue, augmented by several acts including Joe and Doll, novelty dance team; Marion North, song stylist; Lillian Strock, aerialist, and the Eight Debutantes, girl line, in three numbers; Marion Wallick and Co., Western sports, and Carl Waldman, magician, who also gave a show for the kiddies earlier in the day. Ted Deppish, photographer of the Siegrist group, screened movies of the Parker & Watts and Cole Bros. parades, also of the Ringling-Barnum show, Power's elephants, Proseke's tigers, Peter's ponies and other outdoor show activities.

The hotel lobby was ablaze with circus posters and side-show banners. Mezzanine was given over to a midway, with ticket box, marquee and a side-show annex, in which Marion Wallick offered a sword box novelty, with Drukenbrod essaying the role of talker and Harry Deitrick on the ticket box. A social hour followed the evening session. More than 50 members of the Siegrist group from Canton attended.

Von Black, concessioner of Canton, provided pop corn for the kiddies and Gregory balloons for the youngsters. Ralph Peters, of Canton, brought over a ticket box and banners and C. A. Klein circus posters. Deppish and Jack Klein clowned for the kiddies.

Jimmy Harrison and his 12-piece swing band furnished the musical accompaniment for the revue, both afternoon and evening, and ballyed in front of the ticket box during the evening show, after parading thru the hotel lobby in circus-band style. Peggy Klein was drum major.

During the evening session solicitation of membership in the new Youngstown club brought excellent response.

### UNDER THE MARQUEE

(Continued from page 34)

began their careers with these shows, among them Fred Stone and Louie Plamondon, deceased. The Stone Brothers, Fred and Ed, did their little brother act and song and dance in the concert. Fred Stone, in his book, tells of the hey-rubes these shows had, some of them pitch battles, which lasted several days.

TOM GOODHART, of Lancaster, Pa., who jumped from billposter to county

postmaster, recalls how he three-sheeted towns all over the continent for Ringling's, altho guns sometimes figured in the competition. Tom is the brother of the late George Goodhart, who with the late Tom Daly and Al Ringling was advance man for the Big Show. Daly and George Goodhart secured posting jobs for many Lancaster folks, Tom recounts, including Blackie Diller, Johnnie Royer, Shy Mehaffey, Nick Nary, Jake Metzger and Johnny St. Clair. At one time, besides George and Tom, there were four other Goodharts connected with the circus, including Tom's son, Harry; nephews, Joseph and Frank, and brother, Harry.

ROBERT D. GOOD, of Allentown, Pa., former circus man, who wrote the article, *History of Famous Parade Wagons*, for *The Billboard's* Spring Special Number, writes: "Allentownians are still talking about the wonderful demonstration of high school and dressage riding given Friday night, April 5, by Capt. William Heyer and wife, formerly featured with the Ringling Bros. and Barnum & Bailey Circus. The event was sponsored by the Three Oaks Riding Club of this city and those present voted it the highest type and finest exhibition of advanced horsemanship ever presented in Allentown. The program included an interesting talk by Heyer; Arduno, beautiful Lip-pizan horse, presented under side saddle by Mrs. Heyer; Heyer on the invincible Yo Yo, and Arduno presented in a Liberty number by Heyer."



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## Summit Still Spends Heavily For Modernizing

AKRON, April 20.—Ambitious improvement program has been launched by Summit Beach, Inc., operator of Summit Beach Park here, which when completed will modernize the midway entirely, said Manager Frank Raful. Many innovations are incorporated in plans and a large force is rushing work to complete it in time for the scheduled opening on May 25.

Two new rides will be added and about \$10,000 is to be spent in neonizing devices and concession buildings. Park will offer 14 rides, swimming pool with facilities for 2,500, roller rink, boating, new picnic pavilion with accommodations for 2,000 and picnic groves. In case of rain shelter can be provided for 25,000. New building is being constructed to house the department of Chief Auditor Harry Fish, who has served in that capacity more than 15 years.

Indications point to 1940 being a record breaker, said Manager Raful. Picnic bookings to date are 60 per cent greater than figures for the same period of 1939. Larry Troy, who joined the staff several months ago, has completed details for a week of school outings to follow soon after opening date and a number of other picnics are expected to be set soon. Intensive publicity campaign involving outdoor, radio and newspaper advertising is to be carried out under direction of Ben H. Voorhels, former outdoor show representative.

Lew Platt will again manage the ballroom, which accommodates 5,000, and name band policy has been established. Outstanding free acts, a number of which have already been booked, will also be featured. Ballroom was scheduled to bow on April 22 with Jimmy Joy's Orchestra and operate on a three-night-a-week schedule until opening date.

## Geauga Lake Staff Expects Better Biz

GEAUGA LAKE, O., April 20.—Opening day for Geauga Lake Park here, in metropolitan Cleveland, is set for April 28, with the resort operating on Saturdays and Sundays during May and beginning with a daily schedule on Decoration Day. W. J. (Bill) Kuhlman again is the general manager, assisted by Joseph Wilt, park superintendent; Harvey Schryer, secretary-treasurer; Clarence Horn, auditor, and other veterans of the park staff.

Gauga has been given a thoro reconditioning since first of the year, a traditional policy of the management to give fresh appeal to the resort for the Cleveland-Akron-Canton-Youngstown district. Billy Cullitan and his orchestra have been set for the park ballroom for May 4-5, and May 11-12 week-ends. Around Decoration Day a series of name bands will be featured, with this policy continuing thru the season.

Industrial picnics are coming along nicely with bookings pointing to a better season than in 1939. Last year was a success in every respect in Geauga, officials said. Newspaper publicity and advertising is being handled by George E. Winter for the fourth consecutive year.

## 300 Entries in Idea Contest

SPRINGFIELD, Mass., April 20.—Riverside Park's idea contest drew more than 300 entries, said Edward J. Carroll, owner and managing director. Contest was for suggestions for park features, slogans or a name for the 12-acre farm. Judges are Adrian L. Potter, Chamber of Commerce convention bureau secretary; Alderman W. Lee Costigan and Harry Storin, of Springfield newspapers. Cash prizes will be awarded on opening night, May 29. Delay in laying a new floor in the skating rink changed date of its opening to May 1.

**"When Doctrine of Res Ipsa Loquitur Applies to Injury Suits"**

**See Carnival Department of This Issue**



OTTO WELLS, general manager of Ocean View Park, Norfolk, Va., whose death on April 13 ended a career of 40 years in amusement business. Starting as a Norfolk theater manager, he had aided in building vast interests in theaters and parks in the South. He later operated Ocean View against numerous reverses and had been making extensive plans for the 1940 season. Details in *Final Curtain* in this issue.

## New Features Added At Pa. Spot for '40

HANOVER, Pa., April 20.—Numerous improvements have been made in Forest Park here and some others are expected to be completed in time for opening on April 27, said Manager A. Karst. More than 35,000 tickets have been distributed to school children in surrounding counties, entitling them to free rides, prizes and a show, and a number of special events have already been booked.

Ballroom entrance has been moved to one side. What was formerly the front section of the hall has been partitioned off and utilized for installation of an eight-car Pretzel ride on a long track. Front of ride has been streamlined with neon lighting and station interior is lighted with new effects. New bottoms have been placed in Whip cars and concrete piers have been placed under bull wheels. Tumble Bug and Clipper have been sold, but a new ride is to replace the latter.

Roads are to be tarred and stoned. New picnic tables have been built and others repaired. More than 50 machines have been added to the penny arcade and restaurant is being redecorated. Concessions have been renovated. Pig slide ball game is to be installed. Roller skating rink, which operated all winter, closed for a week recently for alterations and reopens on April 20.

## Kids Will Visit A. C. Piers

ATLANTIC CITY, April 20.—Plans are complete for Children's Week, when some 2,000 kids will be entertained here on June 28-July 5. Program includes visits to Steel Pier, Hamid's Million-Dollar Pier and Heinz Piers, a swim carnival and exhibition at Hygela pool and an amateur show at Station WBAB.

GEORGETOWN, Mass. — Charles W. Phelan's Hickory Tree Wild Animal Farm here has been improved and is to reopen soon. Several hundred acres have been converted into picnic and park grounds. Phelan owns a radio station in Salem, Mass., and plans to broadcast special events from the park. Gus Tramer is in charge of training cats.

## New Ride Try-Out Set by Hunt's In Wildwood; Preps for Influx

WILDWOOD, N. J., April 20.—Leon Cassidy, ride manufacturer, Bridgeton, N. J., has completed arrangements with William C. Hunt, head of Hunt's Amusement Enterprises here, to install a new ride, as yet unnamed, altho one of two names, the Holland Swing or the Flying Dutchman, will be used. The thrill ride will be tested on Wildwood Boardwalk this summer, Cassidy not making any other installations until 1941.

Altho Hunt's new Casino Theater made its bow on Thursday, formal dedication has been deferred until mid-May, when ceremonies will mark 35 years in

## Lloyds Official Says U. S. Fund Can't Be Upset

CHICAGO, April 20.—In taking exception to a statement in *The Billboard* of April 6 by Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, Charles A. Lenz, Chicago insurance man, declares that authoritative advices are that funds of Lloyds of London deposited in this country can not be upset by the British government thru war conditions.

Secretary Hodge in his article regarding the NAAPPB liability insurance plan, said, in part: "... Funds deposited in this country by British carriers as evidence of their ability to pay American claims are subject to recall or confiscation at the discretion of the British government." In an article in the issue of April 20 Secretary Hodge said, in part: "Everyone, of course, has the greatest respect for certain foreign carriers, but everyone knows that when governments resort to confiscatory methods under stress of war the high principles of the finest business institutions are often disregarded."

Mr. Lenz said: "Mr. Hodge hinted that the funds of certain insurance companies controlled by certain British interests were subject to confiscation. These funds were supposedly deposited in trust in the City Bank Farmers Trust Co. of New York. Naturally, readers of the Hodge article could come only to one conclusion and that is that he was referring to the funds placed in trust in New York for the benefit of the policyholders insured thru Lloyds of London."

"On April 1 I had insured thru Lloyds of London 1,083 members of the outdoor show world. Naturally, I have received dozens of letters inquiring as to the stability of Lloyds. I am quoting an article from *The National Underwriter* (See *FUND OF LLOYDS* on page 40)

## Woodside and Willow Grove In Philly Open Pre-Season

PHILADELPHIA, April 20. — Woodside and Willow Grove Amusement Parks reopened today, Woodside operating daily and evenings over week-ends and evening only Monday thru Friday until Decoration Day, when it goes on regular summer schedule, while Willow Grove opens for week-ends only until May 25, after which it goes on summer schedule.

Regular weekly attractions in Woodside include three free Sunday concerts in Sylvan Hall; Jack Steck's Kiddie's Hour Sunday afternoon in Sylvan Hall, to be broadcast by WDAS; fireworks every Friday; roller skating in Rainbow Roller-drome, and Novice Night, a new feature, every Thursday by Jack Steck in Sylvan Hall, starting on May 2.

Willow Grove, starting its 45th season, has contracted Pat Patterson and his Chez Vous Orchestra for Saturday night dancing in the pavilion overlooking Fountain of Rainbows. Week-ends also include three free Sunday stage shows. Frank Schulth back again to emcee, with Eddie Sherman again booking acts.

## Rocket's Big Gross

REVERE BEACH, Mass., April 20.—Rocket ride opened the past week-end here to top money, according to W. J. (Bill) O'Brien, operator. O'Brien also announced additions to his museum, including Floyd (Gang Busters) Woolsey, Nils Nelson, rubber-skin man; Count Voris, man who hangs on a scaffold, and Schlossberg's mental act.



FRANK RAFUL, manager of Summit Beach Park, Akron, O., announced an ambitious improvement program for the spot operated for the past four years by Summit Beach, Inc., a group of business and professional men who have done much to rejuvenate the park. Midway is to be fully modernized. Expenditure of about \$10,000 in new lighting and enlargement of the staff are calculated to boost biz.

## Brokers Report Big Risk Rally to NAAPPB Plan

PHILADELPHIA, April 20.—"According to statements by John Logan Campbell, of J. L. Campbell & Co., Baltimore, and other brokers handling public liability insurance sponsored by the National Association of Amusement Parks, Pools and Beaches, operators all over the country, including concessioners, are coming under the plan to enjoy the benefits and savings which have been discussed in detail in recent issues of *The Billboard*," said N. S. Alexander, of Woodside Park here, chairman of the public liability insurance committee, consisting of Leonard B. Schloss, vice-chairman; Richard F. Lusse and H. P. Schmeck.

Mr. Campbell said that thru the campaign conducted by Secretary A. R. Hodge from the executive offices, 201 North Wells Building, Chicago, the end (See *BROKERS REPORT* on page 40)

## AC's Plan Radio Station

ATLANTIC CITY, April 20.—Local showmen have started a corporation to build a radio station here in addition to the new WBAB station started two months ago by *The Atlantic City Press-Union*. Proposed station, already approved by the Federal Communications Commission, will be operated by a group that includes Richard Endicott, manager of Steel Pier, who is vice-president of the radio company. P. Mortimer Lewis, theater operator, is president, and other local hotel and amusement operators comprise the company.

## Charters Granted in N. Y.

ALBANY, N. Y., April 20.—Jamalca Arena, Inc., Queens County, has been chartered by the secretary of state here. Stockholders are given as Samuel Weiss and Leonard Lazarus, Jamaica, N. Y., and Harry Cohen, Brooklyn. Other charters were issued to Fair Gardens, Inc., New York, concessions and amusement enterprises. Promoters are given as Harry W. Chesley Jr., E. L. Morris, Chicago, and Walter H. Hereth, New York. Winter Wonderland, Inc., Queens County, amusements. Promoters and shareholders are given as Sidney S. Coggan, Oscar B. Sachs and George S. Allen, New York.

## Goldings at Galveston Beach

GALVESTON, Tex., April 20.—Mr. and Mrs. Charles Golding have taken a lease until their fair season on space at Galveston Beach for their two frozen custard trailers and reported good business over the Splash Day week-end. Dinty Moore has a Scooter and Olen and Buddy Thornton have game concessions at the beach, where there is more than a mile of amusement zone, including dance pavilions, skating rink and night clubs.

# American Recreational Equipment Association

By R. S. UZZELL

Otto Wells, who passed on April 13 in Norfolk, Va., was another of the old-timers to join the ever-increasing number of the best in our industry who have gone on ahead. He had influenza during the winter and really got into the harness too soon to stand our severe changes in this hectic spring. The writer was the last of our fraternity to visit and talk with the genial Otto at Ocean View and at his office in Norfolk on March 20. He then seemed able to make the grade and felt encouraged about it.

First we met in 1906 while the Jamestown Exposition was building. With his brother he had started Ocean View only in 1901. For almost 40 years Wells had been continuously identified with "The View," as he called it. The brothers once had many theaters, three amusement parks, a hotel and extensive realty holdings. How the Wells Empire melted away is one of those pathetic stories of changing times and unforeseen calamities. Syndicated pictures and vaudeville houses, with changing tastes and technique made independent theaters unprofitable. The Wells Theater in Norfolk was the last to be taken over by a chain.

### Fought Thru Adversity

The hotel suffered big damage in each of the severe storms which all but wrecked it. The auto and trailer took away enough patronage to keep it on the wrong side of the ledger. And then his first love, Ocean View, was twice devastated by storms. With the depression and attendant losses added to all

else, he just could not hold out and lost "The View." He had been retained as general manager and was struggling to refinance it until the last.

Larger plans were under way for 1940 and the defense appropriations being spent at the shipyards and naval base assured a fine income for this season. No finer tribute has ever been paid to a living park manager than the one in *The Norfolk Ledger-Dispatch* of December 17, 1937, covering the long career of this sterling character. He had built himself so strongly into the good will of his home city as to become an institution. A reputation that no money could buy. Sticking as he did thru all adversity built his reputation that bound friendships with bands of steel. His community just could not and would not let him down. To write a biographical sketch of such a man is only a pleasure. Here was a modest and retiring member of our national organization whose worth to us has not yet been fully appreciated. He had been taken into the best circles of his city and was spoken of by all in the highest terms. He served with distinction on committees for the betterment of Norfolk and gave freely of his time and formerly of his money.

### Known as Square Shooter

No one sympathized more with the New England park men who were wrecked by the misplaced tropical storm of September, 1938, than this heroic character who several times had been caught in the teeth of a tropical gale. He had grown callous to disaster. The death of his brother, Jake, was his greatest shock. This left him alone to handle the declining Wells Empire. Jake it was who did the promoting while Otto did the consolidating and was the administrator. Jake first gained fame as a catcher on a league baseball team, a large picture of which hangs in Otto's office. A broken bat started their amusement career. Jake went into a store to purchase a new bat and learned that a near-by theater was for rent. He took the lease and changed the whole course of their lives.

Otto was born in Memphis, where he lived as a child and a part of his young manhood. He went to Florida for a few years from where he went to Norfolk, where he spent the rest of his life. He had served on some of our committees and could always be relied upon to do useful work. Fred W. Pearce was a concessioner at Ocean View for many years and once owned all of the major rides. He always pronounced Otto Wells a square shooter. Otto was married late in life to an estimable woman who gave him comfort and much happiness.

## Asbury Park, N. J.

By GEORGE ZUCKERMAN

Move to organize co-op plan for publicity and promotion of shore resort towns was sounded out at a meeting of city fathers of interested municipalities here on April 17. Towns represented included Atlantic Highlands, Long Branch, Belmar, Bradley Beach, Avon, Deal, Sea Bright and Asbury Park. Idea involves pooling of promotional publicity funds in a general campaign, as well as special drive aimed at prospective New York World's Fair influx. Little progress developed, altho steering committee of the group hopes to iron out factional differences in anticipation of heavy business expected in this section with establishment of pari-mutuel race track legalized by Legislature.

Beachfront spots catering to dine-and-drink trade are going in for heavy improvement budgets in anticipation of upswing in business. General optimistic tone is predicated not only on expected safari of racing fans but increased tourist business due to lack of European and cruise travel.

Truce has been effected in the salt water taffy war on the boardwalk here, which for the past two seasons has had some 20 dispensers of the confection trying to outdo one another in seeing how cheaply it would be sold. Standard price of the product has been half-dollar a pound here for the past 35 years. Local war brought it down to less than a quarter. Peace treaty was invoked by city officials after loud squawks by boardwalk ops that price decline affected their rent-paying ability. It is estimated that at least 500,000 pound of the taffy are sold on boardwalk each season.

Partial installation of parking meters along the beachfront, with devices in operation along about 25 per cent of the

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thorofare, went off smoothly, with little reaction from motorists. Plan calls for 5-cent-per-hour charge.

BRIDGEPORT, Conn.—Director Perry Rodman, Pleasure Beach Park, announced appointment of Don Felix as publicity director, promotion man and ballroom manager, an all-year-round job. As the park is municipally operated and all city positions are under civil service, it is a provisional appointment.

TULSA, Okla.—Fred K. Moulton, formerly press agent for the Hagenbeck-Wallace Circus and 101 Ranch Wild West Show, will handle publicity and special events for Crystal City Park and English Village outdoor dance floor, said Manager Johnny Mullins.

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## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Believing that pool owners are vitally interested in plans for the forthcoming National Swim-for-Health Week, I invited the secretary of the association conducting the campaign to take over and tell us about this year's celebration.

—NAT.

By MARTIN STERN

The fifth annual National Swim-for-Health Week campaign is to be conducted on June 24-29. The purpose of the campaign is to increase the number of persons participating in the sport and recreation of swimming, thus increasing patronage at swimming pools and beaches. The campaign, which was originally sponsored by bathing suit manufacturers, is now receiving whole-hearted co-operation from thousands of pools throughout the country. In New York last year seven pools, in co-operation with *The New York Daily Mirror*, enrolled 62,000 for free swimming lessons and half-rate admissions on Mondays.

Such a program can be successfully promoted in every community in co-operation with a newspaper and tie-ups with retail stores. Department stores, specialty shops, haberdasheries, drug stores, furniture stores and even hardware outlets selling bathing suits, play clothes, beach shoes, hats, caps, suntan lotions, sun glasses, waterproof cosmetics, ear stoppers, beach chairs and umbrellas, picnic baskets, thermos bottles and dishes will gladly co-operate thru window displays, counter cards and paid newspaper advertisements.

### Results Get Attention

First step after the tie-ups between newspaper and stores are completed is to secure indorsement of your program from the health commissioner, police commissioner, American Red Cross officials, school authorities and directors of big brother and big sister movements. In addition, contact boys' and girls' clubs, Boy and Girl Scouts, Campfire Girls, etc., for the purpose of conducting an intensive Learn-To-Swim campaign and for the staging of swimming meets for boys and girls in novice, junior and senior divisions. Prizes for these competitive meets can be secured from newspaper or stores or from some prominent local citizens.

Wherever possible meets should be conducted under auspices of the Amateur Athletic Union. Results of a meet of this kind receive more attention from newspapers than if it were a hit-and-miss swimming event, staged with no particular purpose in mind. All Learn-To-Swim classes should be conducted by graduates of the American Red Cross Life Saving Service Schools, who are efficient and thoro in their courses. These instructors can, within a very short time, teach anyone, young or old, the scientific method of breathing and proper strokes to be used in swimming.

Swim-for-Health Week campaign opened with a barrage of publicity last month with selection of Ann Corcoran as the 1940 Swim-for-Health Week Girl. Her photograph has appeared in more than 1,000 daily and weekly newspapers and has been seen by more than 50,000,000 in all the States. This will be continued in form of fashion photo releases, sports articles, learn-to-swim articles, health and beauty stories, etc. Newsreels are to be taken of 1940 beach styles and released late in May. Fashion and health talks will be given by noted women swimmers over the radio. Other programs will be arranged as the campaign progresses.

### Operators Can Profit

Some 300,000 official four-color Swim-for-Health Week posters are being printed. They will be displayed in some 30,000 retail stores along main streets of communities. Pool and beach operators, desirous of securing a quantity of these posters, can communicate with Swim-for-Health Week headquarters, 122 East 42d street, New York City. A stamp for use on correspondence is also available.

A number of national advertisers will distribute, free of charge, four-color lobby and locker-room displays. In addition 21 other manufacturers of nationally advertised brands are co-operating in promotion of vacation windows in some 7,500 chain drug-store outlets. These stores are at the most important street intersections in each community and displays will be seen by millions daily. They will stimulate interest in swimming

and should, thru their silent efforts, convert landlubbers into becoming water nymphs and sea dogs. Every pool and beach operator can cash in on this promotion by making early tie-ups and publicizing the event thru newspapers and direct mail. As an old prospector once said, "The lode is there; she's just got to be dug up."

## Long Island

By ALFRED FRIEDMAN

Crowds are beginning to jam the resorts on week-ends. There aren't enough spending spots now open to make note of, so the 75,000 who came to Rockaway and the 30,000 at Long Beach last weekend mostly busied themselves in absorbing fresh salt air.

June 22 has been set as Long Beach Day, which will be in accompaniment with a pageant and other ceremonies. Rumor has it that Lido Beach Club, now being reorganized, has lost some \$2,000,000 during its existence, which is more than any local resort has ever been jolted for.

Official Jones Beach opening is set for middle of May, the real trade doesn't come until a month later. At Jones Beach the disappointment in what the World's Fair would bring last year has brought about a "de-emphasis" in plans to care for the fair "rush."

## With the Zoos

OTTAWA, Ont.—Now on exhibition in Quebec Zoological Garden, near Quebec City, is a specimen of the Ivory gull, one of the most beautiful and rarest of gulls. Ivory gulls are inhabitants of the Far North and because they are so exclusively Arctic, white men seldom see them.

COLUMBUS, O.—A baby aoudad is first spring arrival in Municipal Zoo. The parents were acquired last July by Columbus Zoological Society. Recent animal acquisitions were a pair of seven-month-old pumas shipped from Utah.

CALGARY, Alta.—Latest addition to Calgary Zoo is Carmichael Jr., baby polar bear from Churchill, Man., gift of Hudson Bay Co. A bay moufflon sheep was born on April 6 to a pair brought last summer from Sardinia.

CLEVELAND.—In the move to have operation of Brookside Zoo here taken over from the city by Cleveland Museum of Natural History, Harold T. Clark, museum president, told the mayor's advisory committee on the zoo that he was hopeful the museum board of trustees would decide shortly to enter a partnership agreement with the city whereby the zoo would be operated by the museum with funds to be donated by city and individuals. Park Director Hugo E. Varga reiterated that the only way the city ever would have a good zoo would be thru the plan under consideration. He added that the city should be able to give the zoo at least \$45,000, which it now spends annually on the institution.

GREENWICH, Conn.—Bruce Museum here, thru William Finch, has received a shipment of large-sized Florida snakes for its zoo.

DENVER.—Clyde Hill, superintendent of City Park Zoo, said Montrose, Colo., probably will get the pair of lion cubs here, Trader and Kit. As soon as the cub bears born this winter get strong enough they will be taken from their mother and placed on monkey island. Much interest is being displayed in the waterfowl collection.

ALEXANDRIA, La. — Municipal Zoo here was given its third lion, a five-year-old female, by Capt. John M. Sheesley, owner-manager of Mighty Sheesley Midway, which played here recently.

## FUND OF LLOYDS

(Continued from page 38)

of April 11, so that many fears that the great number of showmen who carry insurance in Lloyds will be eliminated: "In response to advices from Attorney O. D. Duncan, of Duncan & Mount, New York, that a "whispering campaign" is being conducted in this country to the effect that the British government is insisting that London Lloyds recall the \$40,000,000 trust fund in the hands of the City Bank Farmers Trust Co. of New York, E. R. Pulbrook, chairman of Lloyds,

cabled a reply that the trust fund could not be upset by the British government even if it desired to do so.

"The British government is not insisting on Lloyds' withdrawing the trust fund nor has there been any suggestion to that effect, according to Mr. Pulbrook. The trust was created, he said, after a consultation with the government departments concerned and the Bank of England. The trust, he pointed out, is a legally drawn document, merely vesting the funds in the American trustee, according to the laws of New York, and there is no possibility of the British government, even if it wished, being able to upset the arrangement.

"Eminent counsel were consulted in England and City Bank Farmers Trust Co. employed eminent counsel. All were satisfied that the trust was completely outside the jurisdiction of the British government. Mr. Pulbrook cites a statement in the London *Financial Times* on August 30, 1939: "This arrangement which has the approval of the treasury, regularizes the position of Lloyds underwriters under American law, and has the effect of safeguarding the premiums received for their primary purpose of the payment of claims."

"Mr. Duncan states that this cable should be sufficient, to set at rest all rumors and to terminate the "very unfair whispering campaign which has been going on."

## BROKERS REPORT

(Continued from page 38)

tire industry has been made aware of the new plan, and many operators, who, of necessity, have become self-insurers, are again resuming coverage because of the large savings made by those policyholders who came under the plan in the last four years which, according to figures recently released, have aggregated over \$148,000, with no reference to the dividends for 1938-'39, which will be paid participants in the near future. Chairman Alexander recently prophesied that the association's plan would be adopted universally in the near future and, according to Mr. Campbell and the other brokers, his prophecy will become a realization sooner than even Mr. Alexander expects, as 1940 promises to show great increase in gross premium volume written.

### Turning Point Reached

"Public liability rates have been consistently increasing each year since 1928. As these rates are based on the national experience of all companies writing this class, it is then to be assumed that these rate increases are due to the fact that the interested companies have been entertaining either undesirable risks, or their claim and engineering services have not been developed to a point to cope with this type of business, which is admittedly difficult to handle, said Mr. Campbell.

"It has always been our belief that, should a company specialize in this class, at the same time be selective in the risks assumed, and employ specialists in its service departments, the class would eventually and definitely show an improvement in the way of reduced rates. Our belief in this connection was put into practice in 1935 when the Associated Indemnity Corp. inaugurated the special public liability insurance plan for the members of NAAPPB. As a result of this specialization under the plan, the Associated has developed a very much improved accident experience.

"These manual rates each year are promulgated according to the basis of experience of all carriers handling the class. Therefore, the Associated's good experience over the past four years should be reflected in the way of reduced rates. This procedure has proved correct, as for the first time in years the 1940 manual rates have been lowered for important operations. There are a few rate increases, but the same pertains to devices where the gross receipts developed in the average park have not, in the past, produced a premium in excess of the minimum premium at the rate charged. On the other hand, in such operations as the Roller Coaster and games stands, where receipts are large, the rates have been materially reduced. I am inclined to feel that we have at last reached the turning point and that should we continue to enjoy the co-operation of the operators in the industry thru the national association supervision, it will not be unreasonable to look for a continued reduction in rates from year to year."

## RINKS AND SKATERS

(Continued from page 35)

with a suggestion or two which might be helpful. At the very least, we could ex-

change views on a subject of vital interest to both parties and maybe pick up a few new ideas. Who knows? While I have had hundreds of really interesting letters from American roller enthusiasts in recent years, I have yet to hear from anyone associated with hockey, the branch of rollers in which I have been most interested for not less than 16 years.

Guess it's about time one of you American roller hockey enthusiasts dragged out a pen and got down to work. Anyone who cares to write and asks for a reply may be assured of a speedy and satisfactory response. I have a few pictures of teams and copies of rules in force in Europe which might be useful souvenirs.

## R-B'S GARDEN BIZ AMAZES

(Continued from page 32)

the full run of 26 days and 51 performances (no afternoon show on opening day, April 5) will bring a take past \$700,000, which would mean more than \$14,000 per performance or about \$29,000 per day. Some conservatives even place the gross near the \$780,000 fringe. Veterans of the Big One state that the closest rivals were the early '20s and the period 1927-'28.

### Evans on NBC Hook-Up

Merle Evans, bandmaster, will be featured on the Fitch Band Wagon half-hour program tomorrow evening, going over the NBC-Red network. Studio to be used is 8-H, world's largest, accommodating about 1,200 underprivileged kids chosen by welfare orgs from the Greater New York Relief Fund's list. Other acts announced for the broadcast are clowns Felix Adler, Johnny Tripp, Milt Taylor and Paul Jung and his midget Pinocchio characters. There will be a calliope and the kids will be given peanuts and pop corn. Beverly Kelley, chief of R-B's radio division, will assist program emcee Henry M. Nesly.

For the first time in television history NBC will televise the show April 25 for entire performance from about 8:30 p.m. to the finish, about 11:30. It will be the longest continuous showing in tele annals. Arranged thru William Morris office and interesting to note in this connection that William Morris Jr. and John Ringling North have been intimate friends for many years. One camera will be employed.

Arthur R. Hopper, director of outdoor advertising, left for the next building spot, Boston, where billing has begun.

New wrinkle in aerial ballet not revealed at premiere is a Gay '90s take-off entry, padded shoulders, pink tights and all, fems shedding the costumes and appearing in sparkling briefs when ready to ascend.

Elly Ardelty, featured center ring trapeze artist, is gaining wide plaudits with her balancing tricks which she sells to the hilt. Juggler Truzzi's new stunt has him deftly handling white glass globes. Altho he is an outstanding showman with an unusual repertoire, his turn is still much too long and needs considerable cutting. Still solo in center ring.

Mei Fu, foot-slide artist, who doubles with the Akimotos, hurt his hip while doing the stunt and is temporarily out of both acts.

Melvin Burkhardt, anatomical wonder of the side show, joined Fred Smythe's aggregation after a winter's work with Ripley's Odditorium and other New York spots.

**Crystal Showfolk Uphold Tradition**

CAMDEN, S. C., April 20.—One of the showmen's traditions was carried out here on April 18 when members of Crystal Exposition Shows and Owner-Manager W. J. Bunts held memorial services at the grave of Chubby Lamont, formerly of Elkhart, Ind.

Better known as Osso, the Bear Boy, Chubby was laid to rest in a local cemetery on April 1, 1939, by Bunts and show's personnel. Show Chaplain Chief Deerfoot conducted the services and a floral wreath was placed on the grave by Bunts.

**MSA's Annual Spring Frolic Attracts 500**

DETROIT, April 20.—Over 500 members and guests attended Michigan Showmen's Association's annual Spring Party in Palm Beach Cafe, local night spot, on April 15. Net profits to the association were about \$150, President Leo Lipka said.

Lipka was the only speaker, and prominent guests introduced from the floor were Probate Judge Patrick H. O'Brien, Circuit Court Commissioners George B. Murphy and William Cody; Gerald O'Brien, assistant prosecutor, and Lee Cousins, *Detroit Night Life*.

Palm Beach's regular floor show, augmented by acts booked especially for the event, presented the entertainment. Don Pablo's Band provided the music.

Club's Moonlight Boatribe Committee announced the annual moonlight lake ride will be held on July 25.

**Six Shows Defeated By Cold Weather in Bremen, Ga., Start**

BREMEN, Ga., April 20.—Battling rain and cold weather for six days, J. Harry Six Shows' opener, which ended here last Sunday, fell far below expectations. Because of a high wind on the first night no attempt was made to open. Low temperatures on Tuesday night held attendance to a minimum, with shows and concessions doing fair, while rides were (See *COLD FOR SIX SHOWS* on page 61)

**Elite Expo Better '39 Opener by 18%**

INDEPENDENCE, Kan., April 20.—After a week of disagreeable weather, Elite Exposition Shows got a break and opened here last Saturday to good attendance and business, which was said to be 18 per cent above last year's first day. Owner Charles Rotolo's new free gate and free act policy met with the patrons' approval. He received many compliments from friends and business men (See *ELITE OPENER IS UP* on page 43)

**Big Crowd Attends Crystal Expo. Bow**

CAMDEN, S. C., April 20.—With a free gate and ideal weather Crystal Exposition Shows drew an estimated 4,000 to their opening here on April 15. Spending was good. Somewhat enlarged over for (See *CRYSTAL EXPO BOW* on page 43)

**New Rides and Canvas Are Delivered for Jones Expo**

WASHINGTON, April 20.—During the Raleigh, N. C., engagement of Johnny J. Jones Exposition, April 8-13, J. Lee Cuddy left to bring on two late model Rollo-Planes and a dual-seat Octopus, shipping the rides formerly used to another show.

Chet Dunn, well-known ride operator, filled in with his two rides for the engagement. New canvas arrived for Bertha McDaniel's Rocky Road and penny arcade. Delivery of new tops for the Merry-Go-Round and two sit-down shows will arrive here, with canvas for other attractions to follow.

**Lewis Launches Rail Show**

**B. & G. Shove Off in Atlanta**

Registers best Monday night biz in years—lights impress—cold delays opening

ATLANTA, April 20.—Encountering what was said to have been the coldest wave to hit this section since 1911, Beckmann & Gerety Shows, Amusement Corp. of America unit, were forced to cancel the scheduled April 12 opening until the next day, when a matinee drew fair. A good crowd turned out Saturday night. Organization is exhibiting at Candler Airport showgrounds under American (See *B & G IN ATLANTA* on page 49)

**West Bros. in Poor Sikeston Get-Away**

SIKESTON, Mo., April 20.—Cold weather all week resulted in short attendance and business for West Bros.' Shows opening stand here, which closed last Saturday. Thursday was lost to rain, which submerged the lot, and, to make conditions more deplorable, a windstorm hit at midnight and damaged several tops.

Saturday, with temperatures close to normal, a fair matinee crowd turned out, and evening play was fair. Bert Melville and troupe took over Hi-Hat Revue, and (See *WEST BROS.' OPENER* on page 43)

**Lawrence Closes Greenville Stand to Poor Weather, Biz**

GREENVILLE, S. C., April 20.—Freezing weather and poor business marked Lawrence Greater Shows' inaugural stand, which came to a close here last Saturday under American Legion Post auspices. Local committee co-operated, but weather kept gate down. Those who did come out, however, spent well. Shows (See *BAD FOR LAWRENCE* on page 63)



GLENN F. IRETON, whose appointment as press representative for Endy Bros.' Shows was announced recently by David B. Endy, president, is starting his third consecutive year with the organization. Previously he did public relations work for some 10 years in New York City after being graduated from Colgate University.

**6,000 Witness Norfolk Debut**

New lights, equipment lend modernistic note—portable hospital attracts

NORFOLK, Va., April 20.—Modernistic thruout and carrying 15 new streamlined and neon-lighted fronts, Art Lewis Shows drew 5,131 paid admissions at the opening of a two-week inaugural stand at 13th street and Monticello avenue here on April 11, under D.O.K.K. auspices. Total attendance was estimated at 6,000, with cold but clear weather prevailing. Newness and novelty (See *LEWIS RAIL SHOW* on page 63)

**Jones Expo Repeats At Fair in Louisville**

CINCINNATI, April 20.—Johnny J. Jones Exposition was awarded the midway contract for the 1940 Kentucky State Fair, Louisville, on April 18, said L. Clifton Kelley, general agent of the shows, in a wire to *The Billboard*.

This will be the fourth consecutive year for the Jones Exposition at the Louisville fair. Letting of the contract had been held in abeyance until recent reorganization of the board.

Indiana State Fair, Indianapolis, will be played by the Jones contingent for the fifth consecutive year, the contract having been let by the fair board at its January meeting.

**Rain Hurts Patrick Inaugural in Wash.**

SPOKANE, Wash., April 20.—With rain curtailing attendance on the first three days, Patrick's Greater Shows opened the season on the East Sprague street lot at city limits here on April 6. Rain continued almost without a break on Sunday and Monday, with only a slight surcease on Tuesday. Wednesday, however, gave good weather and business. (See *RAIN HITS PATRICK* on page 61)

**West Off on Right Side in Iola, Kan.**

IOLA, Kan., April 20.—With ideal weather and good committee co-operation, W. E. West Shows inaugurated the season here last Saturday with one of the best openings in their history. *The Iola Register* was liberal with space and a tie-up with local newsboys gave excellent results, reports Edgar L. Meeks.

Advance billing brigade, under direction of James White, covered a 50-mile radius. A free gate prevailed. Staff includes W. E. West, owner-manager; Mrs. W. E. West, secretary-treasurer; James White, general agent; Tommie Marks, legal adjuster; Edgar L. Meeks, press agent; Bill Clark, electrician, and Hal Curtis, chief mechanic.

**Initial Ga. Dates Okeh for Barfields**

DALTON, Ga., April 20.—Barfield's Cosmopolitan Shows ended a week's stand here last Saturday to fair results, after playing to good crowds and business at opening stand in Griffin, Ga., on April 1-6. Griffin date was especially satisfactory in the face of inclement weather, which prevailed thruout. Midway was attractive in fresh paint and new neon (See *OKEH FOR BARFIELDS* on page 49)

**Blue Ribbon Buys Boomerang**

JEFFERSONVILLE, Ind., April 20.—Manager L. E. (Eddie) Roth of Blue Ribbon Shows announced this week that his organization has purchased a new Boomerang ride, which is scheduled to arrive in time for shows' opening here.

**Marks Starts 1940 Tour With Click Richmond Preview**

RICHMOND, Va., April 20.—John H. Marks Shows got off to an auspicious start at the annual preview on April 15 in C. C. A. Baseball Park in the Church Hill District here, despite unfavorable weather. A heavy downpour which lasted all day and intermittent showers at night kept attendance down, but those who did turn out were good spenders. Freshly painted thruout and featuring new green-hued tents, modernistic fronts, neon and indirect lighting and several (See *MARKS IN CLICK* on page 60)

**Verne Newcombe --- A Showman**

By ROY E. LUDINGTON

In U. S. Veterans' Hospital in Tucson, Ariz., on April 12 passed from this life a young man who had made all outdoor showdom that knew him marvel at his courage, pluck and his determination to uphold the tradition. "The show must go on." To him his life, his family, his business constituted the show that he knew as his own. His grit, willpower and bulldog determination made up the ability he possessed to make the show go on.

Stricken in youth on the battlefields of France by gas, he later developed infected lungs, causing major operations. Then an accident on his show resulted in the loss of a leg and lengthy hospitalization. While still incapacitated his first-born son was bitten by a scorpion and died. Another baby died, and his wife was hospitalized. Suffering a relapse, another operation was ordered for him, and high-rating government physicians grimly shook their heads and remarked, "no hope." But not so with this showman with nerves of steel. "I'll beat it," he whispered softly to his friends. And beat it he did, only to succumb a few years later to old scars left by the ravages of war.

Arising from a sick bed, aided by his wife, he promoted outdoor events from a wheelchair; directed pageants while being carried on and off the scenes; hobbled on crutches staging fireworks displays. Later, learning to walk with artificial limb and cane, he staged many events for civic and fraternal organizations and fairs thruout the country. Life seemed to take on a new aspect. Another baby blessed the home life. Success again was within his grasp and new promotional events were in the making when like a thunderbolt and in the midst of his activities a gentle tap was felt on the shoulder and the hospital beckoned. Again he tried to whisper in the vernacular, "I'll beat it," but this time it was hardly audible. His grit and iron

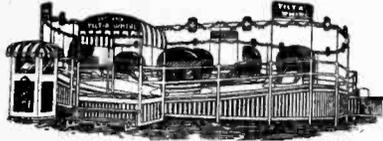
will were still with him, but strength was gone.

And the grim reaper claimed this (See *VERNE NEWCOMBE* on page 49)



VERNE NEWCOMBE

**THE MIDWAY CHAMPION**



**THE 7-CAR PORTABLE  
TILT-A-WHIRL**

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners — Modern streamlined — superior construction — economical operation — Priced right — terms reasonable. Wire, phone or write about earliest delivery dates.

**Sellner Mfg. Co., Inc.**  
FARIBAULT, MINN.

**Club Activities**

**Showmen's League  
of America**



Sherman Hotel  
Chicago, Ill.

CHICAGO, April 20.—President Frank P. Duffield presided at Thursday night's meeting. With him at the table were Treasurer Fred H. Kressmann, Secretary Joe Streibich and Past Presidents Sam J. Levy, C. R. Fisher and J. C. McCaffery. House committee is still on the job and gradually putting finishing touches to new quarters. Relief committee advised that Brother Russell Donnelly was brought in from Raleigh, N. C., for attention by Dr. Max Thorek. Vice-President Harry W. Hennies advised that Brother W. R. McCurdy suffered a stroke and will be sent to a hospital. Brothers Trevellick, James Murphy and C. V. Blum are still in the hospital, while no late reports came from Brother Jack Lydick. Brothers Al Carsky and Henry Cohen are showing improvement and Tom Rankine is still at home. Brother Val Coogan will be placed in a hospital soon. Movie reel committee has one more snap to shoot before arranging its work in a one-reel film, which will be used at benefit shows during the summer and fall.

House committee has arranged for a new bulletin board for the rooms and a memorial for deceased brothers. Past President Sam J. Levy, on behalf of Chicago Stadium, invited members to be guests at the Greater Olympia Circus on Monday. Moneys subscribed in the Cliff Jewell reward case have been ordered returned to the donors. This was to be held until last winter, but it was decided at that time to hold same until this spring before making the return.

Thru counsel Morris A. Haft, club arranged for two extra rooms to be used during convention week in December. Maxie and Betty Herman and Eddie Gamble arrived from Florida and then went to Canada. Jack Halligan left for the North and Nat Hirsch left to join Hennies Bros. Shows. Others leaving for Canadian territory were M. Ohren, Ozy Breger, Al Kaufman and Harry Seber. Jack Hawthorne is in charge of side show with Greater Olympia Circus.

Members were sorry to learn of the deaths of Brother Verne Newcombe and Mrs. John Francis, wife of Brother John A. Francis. Messages of condolence were sent. Brother Ralph E. Ammon was the guest of Brothers' Jack Duffield and Bob Lohmar at the rooms this week. R. E. Haney, in town on business, visited, as did John A. Sloan. Charles Lawrence was a guest of Past President C. R. Fisher. Sam Kaplan also called.

**Ladies' Auxiliary**

Club held a social night on April 18 in the Sherman Hotel here, with Phoebe Carsky as hostess. A large crowd was on hand and beautiful prizes were awarded. President Ida Chase letters from Sisseton, S. D., that she is enjoying her trip to Los Angeles. Members were deeply grieved over the death of Second Vice-President Mrs. John Francis, who had been an active club member for many years. Mrs. Al Miller is still on our sick list, as is Mrs. M. Doolan. Next bi-weekly meeting will be held on April 25. Be sure to attend.

**Pacific Coast  
Showmen's Assn**



623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, April 20.—A fair-sized crowd attended Monday's meeting, which was presided over by Dr. Ralph Smith, with Vice-President Joe Glacy and Secretaries Weber and Johnson also on hand. Communications were read from Doc Zeiger, Joe Metler, J. Miller, Frank Ward and Pete Siebrand. Eddie Tate sent a magazine account of the passing of Doc Harris from Manila. Members were shocked to learn of Vern Newcombe's sudden death in Tucson, Ariz. Nick Wagner, of the house committee, presented an inventory report on club's assets.

Pat Armstrong, sick committee chairman, called on the members who are ill: Abe Goldman, John M. Miller, Pat Shanley, Dad Parker and Charlie Guberman. Ed Walsh reported the light meter was checked and found oken. Visiting list included Harry Holmes, George Santer and Gaines Hon. Vice-President Glacy, in the chair during Dr. Smith's absence, announced appointment of Brothers George W. T. Boyd, Mel Smith, Ed Walsh, H. A. Ludwig and Harry LeMack to the funeral committee. Clyde Gooding and Moe Levine left for Douglas Greater and Monte Young Shows, respectively.

Harry Mason, who has been playing school dates in California, attended the meeting. Seen and heard recently around the club: Moxie Miller, Richard Eyeber, Milt Runkle, Frank Downie, Pat Armstrong, O. N. Crafts, Al Onken, Ben Dobbert, Bert Fisher, Henry Myers, Louie Baciglupi, Harry Phillips, Jack Beach, Chuck Gammon, Leo Haggerty, Howard Grove, William Fiske, Ray Rossard, Pickles Pickard, Abe Rabin, Doc Barnett, Jimmy Dunn, Lawrence Buck, Harry Hargrave, Karl Hovey, Hugo Bennett, John T. Backman and Steve Henry.

Bert Chipman, Norman Peel, Harry Rawlings, Zack Hargis, Ben Beno, Harry Fink, S. L. Cronin, Johnnie Bush, Hort Campbell, Clarence Alton, George Coe, Billy Byrne, Capt. Billy Ament, Dick Hunter, Martin E. Arthur, Ray Johnson, O. H. Hildebrand, Bill Lowney, Irving Larrimore, Robert Mitchell, Harry Le Mack, Murray J. Morley, Joe Horwitz, Mark Kirkendall, Louie Bissinger, Spot Kelley, Frank Bennett, Ross Davis, Clyde Gooding and Harry Levine.

**Ladies' Auxiliary**

First Vice-President Babe Miller presided at club's regular meeting last Monday night. Seated with her were Chapplain Minnie Fisher and Secretary Vivian Gorman. Door prize was awarded Edith Bullock, with bank night award going to Babe Herman. Pillow cases, donated by Mora Bagby, were won by Topsy Gooding. Mrs. Minnie Fisher thanked members for the birthday anniversary party and the many gifts tendered her.

Meeting was cut short to permit members to enjoy a musical program by Esther Luthey. Allerita Foster and Esther Luthey will be hostesses at the next meeting.

**Heart of America  
Showmen's Club**

Reid Hotel



KANSAS CITY, April 20.—Regular weekly meetings have been discontinued until fall and only a few members remain here. Frank Fellows, Springfield Wagon and Trailer Co., visited over the week-end. Brother and Mrs. Pete Calender, last season ride operators on Fairly & Little Shows, after wintering in San Antonio, are here on business. Brother and Mrs. Sammy Asher came in from Shreveport, La., preparatory to joining Hennies Bros.' Shows in Joplin, Mo. John Quinn and Bob Harris, concessioners, arrived in time to join Mel H. Vaught's State Fair Shows.

Ricca Hughes and sister, Rexine Dare, are in the city and plan to play local niteries. Mr. and Mrs. Bud Lime visited en route to Elite Exposition Shows at

Independence, Kan. Jackie Wilcox, of the Ladies' Auxiliary, resigned from Bud Anderson Circus to accept a position with Vic Allen's new booking office. Banquet and ball committee is still searching for a location for the annual event, which will be held as usual on New Year's Eve. Mel Vaught's State Fair Shows had their rides at 25th and Indiana streets.

**Ladies' Auxiliary**

Club held its last meeting last Friday, with President Mrs. C. W. Parker presiding. It was voted to start the summer membership drive after the meetings close for the year. Hattie Howk, Loretta Ryan and Jess Nathan comprise the committee. Secretary read a letter from Florence Studyvin's husband stating she was ill in a Chicago hospital. Mae Wilson and Georgia Brown also are ill. Mrs. Parker in a brief talk said she hoped members would have a successful summer and return in the fall with good reports.

Treasurer's final report showed a good increase over last year. Members were grieved to learn of the death of Mary Francis in St. Louis. She will be greatly missed by members.

**Missouri Show  
Women's Club**

MARYLAND HOTEL

ST. LOUIS, April 20.—French Deane was hostess at April 4 social meeting, and other members of the entertainment committee assisted. Night was given over to bridge and rummy games, with table prizes going to Millicent Navarro and Ethel Hesse. Award, donated by Ethel Hesse, went to Grace Goss, and attendance prize, donated by Grace Goss, was awarded Ethel Hesse. Members of the International Association of Showmen were invited to partake of the lunch and refreshments.

President Jane Pearson presided, with Secretary Grace Goss and Treasurer Gertrude Lang also on hand for the regular meeting. Past Presidents present were Nell Allen and Kathleen Riebe. International Association of Showmen held open house, and lunch and refreshments were plentiful. Because of the inclement weather, members enjoyed club's hospitality after attending the local Police Circus. Night's award was won by Aunt Mary Francis. Prize was table runner, donated by Viola Blake. As this was written we received the sad tidings that our beloved Aunt Mary had lost her long battle with illness and passed away. Well known and dearly loved from Coast to Coast, she will be sorely missed by the members.

**PRYOR'S ALL STATE SHOW**

For outstanding route, four weeks in Ohio, then the Annual Celebration at Ellwood City, Pa. Want Chair Plane.  
Want experienced Ride Men. Strictly sober and reliable. Ferris Wheel Man who can drive truck, \$20.00 per week. Wire, don't write. Will book worth-while Shows with or without own outfit.  
Want ten-cent Grind Stores, Mouse Joint, Cane Rack, Penny Pitches. No Ball Games.  
Opening April 27th, Peebles, Ohio.  
Address: JACOB PRYOR, Mgr., West Union, O.

**GREAT BRIGHT WAY SHOWS**

Opening McDonald, Pa., April 27. Two Saturdays. Want one more Ride not conflicting, also Grind Concessions. No gift. Write or wire  
JOHN GECOMA or LOU HECK,  
McDonald, Pa.

**READING'S SHOWS**

Want Grind Shows. Have Tops and Fronts. Want 10c Stock Concessions—Custard, Rat Joint, Duck Pond, American Palmistry, Cane Rack.  
Opening Saturday, April 27, at Mt. Pleasant, Tenn.  
W. J. WILLIAMS, MGR.

**Cumberland Valley Shows**

Show opens at South Pittsburg, Tenn., April 27th. Want organized Minstrel Show with Band that can cut it. Band salary out of office. Playing Jig Show territory. Have new complete outfit. Address all mail and wires to  
ELLIS WINTON, Mgr., South Pittsburg, Tenn.

**TALKERS**

Want Talkers capable of taking full charge of front. Can use Girls for Posing Show and illusions. Must join at once. Wire  
L. B. BARNEY LAMB  
Mansfield, Ohio, April 22-27

**SHOW TENTS  
AND CONCESSION**

**Fulton Bag & Cotton Mills**  
Manufacturers Since 1876  
ATLANTA ST. LOUIS DALLAS NEW YORK  
MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

**PAINTS--ENAMELS**

BRILLIANT READY-MIXED ALUMINUM \$1.90 PER GAL.  
We Pay Freight Charges  
**PAINT EXCHANGE OF CHICAGO**  
2000 Milwaukee Ave., CHICAGO, ILL.

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COSTUMES**

315 W. 47TH ST. N.Y.C.  
PHONE CIRCLE 5-9861  
GREATEST VARIETY OF FLASH WARDROBE  
COMPLETE CHANGES FOR 52 WEEKS IN STOCK  
★ ANY SIZE SETS, UP TO 24 EACH. ★

**TENTS--BANNERS**

SKATING RINK TENT OUTFIT. Complete.  
DRAMATIC TENT OUTFIT. Complete.  
CHARLES DRIVER—BERNIE MENDELSON  
**O. HENRY TENT & AWNING CO.**  
4611 North Clark Street, Chicago, Ill.

**NOW MOTORIZED NOW**

WRITE FOR SHOWMEN'S FINANCE PLAN  
**CHAS. T. GOSS**  
\* With \* STANDARD CHEVROLET CO. \*  
EAST ST. LOUIS, ILL.

**PINE TREE STATE SHOWS**

Opening in Lewiston, Maine, May 11.  
Lot Center of City.  
Can place LEGITIMATE STOCK CONCESSIONS, SCALES, BALL GAMES, PICTURE GALLERY, MOTOR DROME, PENNY ARCADE. Manager Athletic Arena. X to Concessions booking now. Address:  
A. S. PERHAM, Mgr.,  
32 Sewall St., Portland, Maine

**RAY D. JONES**

**COTTON STATE SHOWS**  
Playing the Coal Fields of Kentucky, Where There's Money.  
Can Place at Once—RIDES: Wheel and Tilt-a-Whirl. Tom Britt, wire.  
CONCESSIONS: Pitch Till Win, Cane Rack, Glass Store, Bumper, Cigarette Gallery, String Game, Jingle Board, Penny Arcade. Will sell X on Custard. Dean Harriman, wire at once.  
SHOWS: Can place complete Girl Show, Wax Show, Working World, 10-in-1. Girls for Posing Show. Jimmy Cory wants Wrestlers. Edward R. Cole wants Agents for Skillos and Fish Pond. Cookie, come on. Wings the Painter, come on.  
Write or wire as per route below. Pineville, Ky., this week; Manchester, Ky., next week, followed by Corbin, Ky.

**WANT FOR HAMMOND, LA., STRAWBERRY FESTIVAL**

STARTING TUESDAY, APRIL 23, TO SUNDAY 28TH.  
Stock Concessions of all kinds wanted. Riders for Motordrome, 50-50; loads on new semi-trailer. Can place Operators for Loop-the-Loop, Chairplane and Merry-Go-Round, \$15.00 week.

**RALPH R. MILLER**

Hammond this week; Pontchatoula, La., week April 29.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Ella-Jay, Ala.  
Week ended April 20, 1940.

Dear Mixer:

With trumpets blaring, drums beating and calliope tooting, Ballyhoo Bros.' Circulating Exposition inaugurated its 1940 season here. Altho a bit too cool for perfect carnival weather, the sun shone brightly, bringing out thousands of pleasure seekers. Midway was laid out in a beautiful horseshoe that brought our innovations in lighting effects to great advantage.

Due to General Agent Lem Trucklow still being lost in the fog or on a foreign booking trip, the bosses last week decided to send out Pete's youngest son, Fanny Ballyhoo, professionally known as Violet-Ray, and who does half-and-half in the annex, to book a date and he has successfully carried out his duties as general agent pro tem. For the benefit of Lem's many friends and admirers, our office stated that Trucklow's position here is still secure. The bosses believe that as soon as he runs out of folding money and comes out from under the ether our aggressive general agent will wire for return mileage.

With the train loaded and on a siding awaiting word from our agent last Friday, a wire arrived reading, "Ella-Jay sewed up tighter than a drum. Have fat contract on my breech. Auspices Half and Half Convention here next week. Air mail tack cards." This news gave us two days booking ahead, which is one day better than any previous bookings. Our Monday opening, altho not a knock-over financially, proved to be a great preparedness day. Immediately after closing time hundreds of visiting half and halves met in the minstrel show top to swap big and little shoes. Those who wore a man's shoe on the right foot swapped his big left shoe to one who wore a man's on the left for a right-foot lady's shoe, thus cutting down the shoe buying 50 per cent.

On Tuesday at noon the convention parade of some 2,000-odd half and halves paraded down Main street, carrying banners advertising the carnivals or circuses they represented. After the first section had passed the reviewing stand, the second section, made up of their personal managers, carrying their meal tickets' capes, paraded by. Grand follow-up was the house-trailer section that boasted of more than 1,500 of these transient homes, each gayly decorated with a half and half's annex banners and blowups. The day's business proved half good and half bad, the rides hitting and the shows missing.

On Wednesday our committee had prepared a big crowd-bringer by reviving the old public wedding as an attraction. The midway was packed with half half and halves and half local patrons. At 9 p.m. the prospective bride and groom failed to appear. The local J. P. who was to officiate left to find them and he failed to return. Rather than lose the day, one of our sticks offered himself up in matrimony, providing the office could find a bride. One of our posing girls, tired of a lonesome life in the berth car, agreed to stand up for the ordeal and the day was saved.

The bosses quickly rushed the groom-to-be to a house trailer, where one of the halves pressed his suit and made it shine with brightness, while the would-be bride was hustled to the girl show top and bedecked with an evening gown and picture hat. Rushing them to the flat

wagon for the ceremony, the bosses noticed that the stick's shoes were bad and had to cover them up with potted plants. Here were the willing bride and groom and an applauding crowd, but no justice to perform the ceremony, when up jumped a side-show talker who opened up his black-covered Billboard route book and quickly "united the couple in matrimony," making the marriage for midways on the up and up. While all were congratulating the couple our slum-spindle operator loudly demanded the return of the ring because he was short of stock, thus taking the joy out of the event.

That was the first half of the week, as operated by the half and halves. The second half would be another story. MAJOR PRIVILEGE.

### Pauli to Dick's Paramount

HARTFORD, Conn., April 20. — Dick Pauli has been signed by Dick Gilsdorf, Dick's Paramount Shows, as lot superintendent and electrician for 1940. Pauli also will operate his concessions and Penny Arcade. Last season he was with Pan-American Shows in same capacity and was electrician with Krause Greater Shows seven years. He also was with Curtis L. Bockus Shows four years.

### Gooding Rides Debut Set

BARBERTON, O., April 20.—A. W. Gooding Ride Unit will open the season here on May 4. Mrs. A. W. Gooding, who wintered with her husband at their Lancaster, O., home, said here last week. Rides are stored on the Lancaster Fairgrounds and workmen are reconditioning them preparatory to opening. As in former years, the same downtown lot location will be used.

### CRYSTAL EXPO BOW

*Continued from page 41*

mer years, shows are spick and span from front to back and present an attractive appearance. Plenty of new canvas, show fronts and lighting equipment prevails. A new neon sign, with 18-inch lettering, graces front of main entrance marquee. Billy Bunt has a new and large cookhouse on the midway.

Benjamin and Johnny Bunts' corn game proved popular and the 28 concessions are well flashed.

Attractions include 10 rides and nine shows: Captain McVay's Monkey Circus heads the list of feature shows and Chief Deerfoot is in charge of the Circus Side Show. Darktown Colored Revue is office-owned and operated. Aloa and Alice, alligator-skin boy and girl, head the list of grind attractions. Free acts are Art Carver, McVay and Billy Segriss. H. Kilpatrick, billposter, did a good job here. Warren J. Bunts is owner-manager, and Mrs. W. J. Bunts, secretary-treasurer. Shows are transported by trucks and baggage cars.

### ELITE OPENER IS UP

*Continued from page 41*

on shows' appearance, as well as many letters and telegrams wishing him a successful season.

These rides and attractions operated at opening: Ferris Wheel, Merry-Go-Round, Mix-Up, Tilt-a-Whirl, Loop-o-Plane, U-Drive-It Autos, Kiddie Auto and Swings; Side Show, Freak Animal Show, Penny Arcade, Athletic Show, Posing Show, Snake Show and 18 concessions. George Child's Midway Cafe proved popular and did good business. Visitors included Slim Johnson, Russell Hall and Hymie Schreiber.

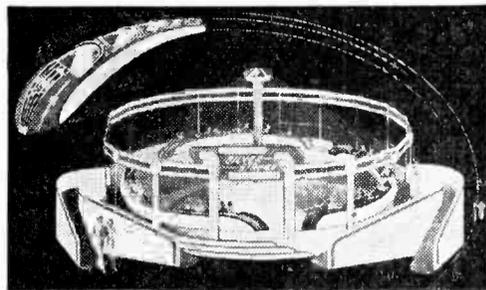
### WEST BROS.' OPENER

*Continued from page 41*

Trixie Clark came in from Kansas City, Mo., to join the office staff.

Among those entertained on the lot by Owner J. W. Laughlin and Assistant Manager Bruce Barham were Mr. and Mrs. G. Barham and daughter, Shirley Barham; Lee Sullivan; Mr. and Mrs. Sam Solomon. Mr. and Mrs. Sam Lieberwitz, Sol's Liberty Shows; Frank Fellows, Springfield Wagon and Trailer Co.; R. Palmer, B. & N. Sales Co.; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Co.; Ned Torti, Wisconsin De Luxe Corp., and Harold McAdamis.

### "THE RIDE WITH THE TOP MONEY RECORD"



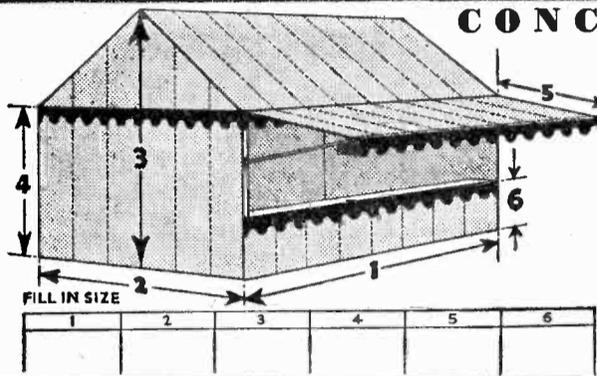
Portable Stages - Ride-O - Auto Speedway - Carouselles - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun Houses - Dodgem and Skooter Bldgs.

**SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.**  
World's Largest Builder of Amusement Devices

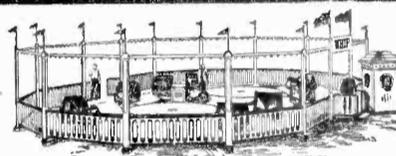
### SILVER STREAK

As modern as TOMORROW—TOPS in colorful streamlining—speed—capacity and profits, fully portable—loads on two trucks, always the brightest spot on any midway. The soundest investment an operator can make. JUST ASK THE MAN WHO OWNS ONE.

### CONCESSION TENTS



Give Measurements as Indicated BUY from Factory SAVE Money **POWERS & CO., INC.** 26th and Reed Sts., Phila., Pa.



### NEW 8-CAR WHIP

This new design is equally suitable for stationary or portable purpose. With the present type of our modern construction the inherent value remains for years, and its thrill remains forever. **W. F. MANGELS CO., Coney Island, New York**

### UNITED STATES TENT AND AWNING CO.

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P. **TENTS SPECIFY USTENT SAILMAKER HAND BANNERS** ROPED TOPS MADE RIGHT, PRICED RIGHT 701 NORTH SANGAMON STREET (Phone: Haymarket 0444) CHICAGO, ILL.

### SNOW CONE-POPCORN SUPPLIES

Before you start out this year get our price list on Ice Ball Flavors, Snow Machines, Cups, Spoons, Popcorn Machines, Seasoning, Popcorn, Bags and Cartons. We have everything you need for your Snow Cone and Popcorn Stand. Start out right this year. Start out with GOLD MEDAL products and get higher quality for less money.

### GOLD MEDAL PRODUCTS CO.

133 E. PEARL ST., CINCINNATI, OHIO

### W. G. WADE SHOWS WANT

Large Side Show to join on wire. Will furnish transportation if required. Good proposition. C. C. (Specks) Groscurth wants Hawaiian and Oriental Dancers. Salary \$20 sure.

Wire W. G. WADE SHOWS, Richmond, Ind., this week.

### FRANK ZAMBRENO NOW BOOKING FOR RIPLEY'S BELIEVE IT OR NOT ODDITORIUMS

At 1600 Broadway, New York City, San Francisco Exposition and the New York World's Fair 1940.

Want 50 Acts of Human Oddities, Novelty Acts and Freaks. Send Photographs and Complete Details and State Salary in First Letter to

**FRANK ZAMBRENO, 1600 Broadway, New York City**

### BLUE RIBBON SHOWS, Inc.

Will sell or lease to reliable party Merry-Go-Round and No. 5 Ell Wheel. Will place Banner Man with transportation that can and will put up paper. Man with sound truck preferred. George Cain, write. Will place Minstrel Show with Band, salary and per cent. Have complete outfit. Snowball Johnson, Stack, Ted Rising, write. Want Foreman for Boomerang and other Ride Help that can drive truck with semi-trailer. Capt. Clark wants Trick Riders for new Drome. Jeffersonville, Ind., this week.

**WANT FOR THE HONEST BILL SHOWS**  
Teams doing three or more Acts, Aerial and Ground, Jig Band Leader and Band for Side Show, also Punch, White Band Leader and Band for Big Show. Man to handle Elephants and a Boss Canvasman. Mechanic Joe Brasier, write; also Cooks. Other useful people, write. **TELL WHAT YOU WILL DO.** Make salaries reasonable, you know this show never closes. Address all communications to **PLAINVIEW, TEXAS**, and allow few days for answer.

### WANT

Attractions for 10-in-1, Feature Attraction. Man to make openings and handle. Want single Pit Attraction; **MOSE SMITH**, contact at once. Want organized Hawaiian or Girl Show. Must open May 6. **DIXIE BELLE SHOWS, B. H. Nye, Mgr., Mt. Vernon, Indiana**

### IMPERIAL SHOWS

**WANT FOR HILL BILLY SHOW**  
Complete Talent or Troupe.  
Address: **AL ALBION**, care **IMPERIAL SHOWS**, Moberly, Mo., this week; Kirksville, Mo., week April 29.

**CONSISTENT MONEY MAKERS**

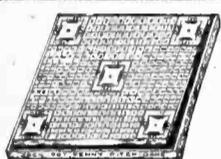


**Loop-o-Plane**  
**Octopus**  
**Rollo-Plane**

Leading All Sales for 1940

WRITE FOR DESCRIPTIVE LITERATURE.

**EYERLY AIRCRAFT CO.** SALEM, ORE.  
ABNER K. KLINE, Sales Mgr.  
Eastern Representative:  
RICHARD F. LUSSE, Chalfont, Bucks County, Pa.  
European Suppliers:  
LUSSE BROS., Ltd., Blackpool, England.



**PENNY PITCH GAMES**  
Size 48x48", Price \$20.00.  
Size 48x48", With 1 Jack Pot, \$30.00.  
Size 48x48", with 5 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

**BINGO GAMES**

75-Player Complete \$5.00  
100-Player Complete 7.25

**SEND FOR CATALOGUE.**

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

**SLACK MFG. CO.**

124-126 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

(Complete 1940 now ready)

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
Analysis, 3-p., with Blue Cover. Each .03  
Analysis, 8-p., with White Cover. Each .15  
Forecast and Analysis, 9-p., Fancy Covers, Ea. .05  
Samples of the 4 Readings, Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers, Each .30  
Wall Charts, Heavy Paper, Size 28x34. Each 1.00  
Gazing Crystals, Oulja Boards, Planchettes, Etc.

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
**PACK OF 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35c.  
**ZODIAC F. T. CARDS.** Pack 35c  
Graphology Charts, 9x17, Sam. 5c, Per 1,000 \$6.00  
**MENTAL TELEPATHY.** Booklet, 21 p., 25c  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 p., 3x5. 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.

**SIMMONS & CO.**

19 West Jackson Blvd., CHICAGO  
Instant delivery. Send for Wholesale Prices.

**KWIKUP CONCESSION STANDS**

**Best For 25 Years**  
MANY SIZES Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripe stops the crowds. Circular and canvas samples free.  
**THE MONROE CO., 35 Bridge St., COLFAX, IA.**

**BUDDHA—FUTURE PHOTOS—HOROSCOPES**

1940 ASTRO DAILY, HOURLY FORECASTS. Buddha Papers, Horoscopes in 14 styles. Display Charts, Apparatus for Mindreaders, Mental Magic, Spirit Effects, Mitt Camps, Graphology, Palmistry. Books, Crystals. 164-Page Illustrated Catalogue, 30c.

**NELSON ENTERPRISES**

198 S. Third St., COLUMBUS, O.

You can make EASY MONEY by Fortune Telling or Character Reading with our NEW

**BUDDHA PAPERS**

Clear cut script. Simple operation. Free developer coupons. CATALOGUE.

**S. BOWER BELLEMEAD, NEW JERSEY**

Tell the Advertiser in The Billboard Where You Got His Address.

**Midway Confab**

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

ALL mud and misery isn't war.

A VALIANT passes—Verne Newcombe.

WALTER AND LOLA LEVINA, mentalists, have joined John T. Hutchens' Side Show on John R. Ward Shows.

HENRY THOMPSON has his impalement act with Don Newby's Side Shows on Smith's Greater Atlantic Shows.

PROF. L. LEVITCH mentalist, after playing Port Arthur, Tex., with Mighty Sheesley Midway, left to join Cliff Lyles' Park Amusement Co.

KEEPING midway insurance paid up is the best kind of business sense.

JIMMIE JAGGER and wife, Rose, left New York recently to join Wallace Bros.' Shows of Canada, where they will have the tattoo studio.

LARRY (GIGGS) BOWE again will be superintendent of tickets and mail man on World of Mirth Shows in 1940, reports Jim McHugh.

NEWCOMERS on World of Mirth Shows for 1940 include Bob Edwards and brother, Fred, who will handle the Posing Show.



INDICATIVE of the confidence many outdoor showfolk have in the season were the orders given Charles T. Goss (above), of Standard Chevrolet Co., on a recent trip thru Arkansas and Missouri. He returned to St. Louis from a swing around that territory and reported numerous heavy sales of motor equipment and substantial advance orders.

THE average midway bank roll gathers little moss in its travels.—Oscar, the Ham.

MRS. MARY BELLE OLIVER advised from Paducah, Ky., that she is located there permanently and will not troupe this season.

FORMERLY with John T. Hutchens' Museum, Lou Louette returned to T. J. Tidwell Shows for remainder of the season.

H. L. (SHEENY) BUSH and wife, Dolly Dixon, midget singer, left Cincinnati on April 16 for Toledo to join Great Lakes Exposition Shows.

BE CAREFUL about discarding lighted cigart butts and matches in the shavings. They have started many a serious midway fire.

RECENT VISITORS to L. E. Roth's Blue Ribbon Shows' Louisville quarters included John and Ann Gallagan and Dave Tennyson, reports Jack Galluppo.

AFTER PLAYING Mississippi live-stock show circuit with Buckeye State Shows, Mr. and Mrs. Gus Litts left for Mt. Vernon, Ind., to open with Riley's Dixie Belle Shows on April 27.

WILLIAM WALLACE cards from Columbus, Miss., that he is located there temporarily while negotiating with several shows for placement of his cookhouse.

DEFINITION. Brass: A midway medium of exchange. Considered by many as much less than medium.

LISTED in personnel of Zimdars Greater Shows are Donald Daubersmith, front gate; LeVerne Zimdars, tickets; Mrs. Harry Brown, Mrs. Jack Davis and Mills Troupe, high-wire act.

PUBLICITY DEPARTMENT on World of Mirth Shows will continue under direction of Jim McHugh, while Eddie Tarjan remains as radio representative and photographer.

GENERAL AGENT of Bantly's All-American Shows, L. C. (Ted) Miller, was among carnival folk who attended a recent reunion of Youngstown (O.) Showmen's Club in Hotel Ohio there.

LIVES there a manager with soul so dead who never to himself has said, "I wish that g. a. hadn't resigned"?

"JUST RETURNED from a visit with Bobby Kork and some other troupers," reports Princess Nadja from New York. "Had a good time reminiscing and getting costumes ready for the coming tour."

RAY AND TERRY O'NEIL, high act, report from St. Louis that they plan to return to the road soon, after being out of the business several years because of an injury sustained by their brother, Patrick Jr.

WIFE OF JERRY FISH, cookhouse operator on L. J. Heth Shows, Mrs. Mabel Fish, is able to be up and around at her



BELIEVED to be one of the oldest active showmen in outdoor show business, 87-year-old Frank LaBarr posed for this photo in West's World's Wonder Shows' Montgomery, Ala., quarters prior to leaving for the opening in Tuscaloosa, Ala., on April 6. Frank also was subject of an interesting story in a recent issue of The Montgomery Advertiser about his lengthy connection with the business. Piece, written by Robert Hugger, staff writer and The Billboard correspondent, was accompanied by a number of pictorial cuts of the shows.

home in Battle Creek, Mich., but will not go on the road this season. She'd like to read letters from friends.

CARRYING the same attractions over the same territory and playing the same towns year after year usually add up to—subtraction.

FORMERLY with Curl and Broadway shows, Bortz Amusement Co. and other carnivals, L. E. (Roba) and Gladys Collins, appearing at Brooks' Honky Tonk Cafe, East St. Louis, Ill., report they may not return to the road this season.

"Visited Ripley's Odditorium last week and was much impressed with Myrna Karsey's snake act," letters Arthur Stork from Jamaica, L. I., N. Y. "She's the wife of Harry Karsey, side-show manager, and gives a swell demonstration."

WELL KNOWN among carnival and circus folks, Orla Lashbrook, Mount Vernon Tent and Awning Co., is confined to

his home in Mount Vernon, Ill., after undergoing an operation in a local hospital. He'd like to read letters from friends.

WHEN a special agent of limited experience is permitted to dominate a show, it is time to change management—or else?—Whitney Gooks.

MELVIN'S UNITED SHOWS' notes by Elmer Brown: "Writer left Red Oak, Ia., on a booking and was surprised at the amount of work accomplished in quarters there. All rides, shows and trucks have been repainted, and Jack Hoxie, Western movie star, is to be one of the features."

JOHN M. SHEESLEY, general manager of Mighty Sheesley Midway, was subject of some favorable publicity in The Alexandria (La.) Daily Town Talk in the issue dated April 10, anent growth of his organization and its early history. Two-column story was accompanied by photos.

THE showman who is forever remarking, "The bigger they are, the harder they fall," was never big enough to take a hard fall.—Cousin Peleg.

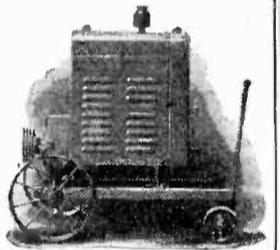
"ARRIVED HERE with my troupe in okeh shape after making the long jump from Houston," scribbles Gene Padgett from Louisville, Ky. "While awaiting opening with Blue Ribbon Shows we booked our unit into Blue Grass Country Club, Lexington, Ky."

E. J. MILLER letters from Norfolk, Va., asking that anyone knowing whereabouts of Capt. Bert Thompson, human pin cushion and tattooist, who disappeared from his home about two months ago, have him communicate with either Miller or Missing Persons Bureau, Police Department, Norfolk, Va.

KINDLY announce to my many friends that, after working the midwinter citrus dates, I have changed my name to Grapefruit Lil.—Muggin' Machine Mazic.

**ELI POWER UNIT**

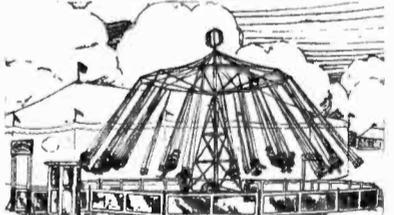
V-Belt Drive, 16 h.p. 816 lbs. Puts new "pep" into any portable ride and draws bigger profits. Built for a life-time of economical power service.



**ELI BRIDGE COMPANY**

Builders of Dependable Products, N. West Street, JACKSONVILLE, ILL.

**THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.**



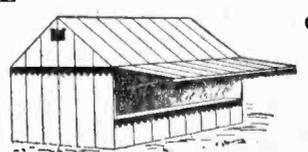
The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 24 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.  
**SMITH & SMITH, Springville, Erie Co., N. Y.**

**Your Attention, Please**

CONCESSION ("ANCHOR" TENTS) SHOW "Anchorry" Green or Khaki Army Duck

**THE**

**ARISTOCRATS**



**OF EVERY LOT**

We Offer Attractive Prices FAST, DEPENDABLE SERVICE Everyone Knows  
**"ANCHOR" TENTS ARE RIGHT**  
WE WILL CONSIDER IT A PRIVILEGE TO FIGURE FOR YOU. MAY WE?  
**ANCHOR SUPPLY CO., INC.**  
EVANSVILLE, INDIANA

**CONCESSIONER** of note of Akron, Larry Larimore, who wintered in Texas, plans to return to the Rubber City soon to ready his equipment for a tour which will include his usual celebrations and street fairs and Eastern Ohio and Western Pennsylvania dates. He has operated several concessions in Chippewa Lake Park, near Medina, O., several years.

**OPERATOR** of Lake Park, Coshocton, O., Dick Johns has booked his Penny Arcade with J. R. Edwards Shows, which are slated to open in Wooster, O., on May 18. Johns reports he's added several new machines to his line-up and a No. 2 arcade is being framed under canvas to play spots originally booked for No. 1 Unit.

**GO AS modern as you like, streamline the midway from stem to stern, but don't neglect the backbone of the entire show—the baggage wagons and trucks. Perhaps they are fairly crying for paint and repairs.**

**GEORGE W. LARNING**, after recovering from injuries sustained in a fall in Waynesboro, Ga., has returned to the Sensational Royals, free act, with J. J. Page Shows. Other two attractions also have been booked for the season, he reports. Sensational Comets signed with Black Diamond Exposition Shows, while Sensational Meteors will present free act with West Coast Amusement Co.

**TAB PERFORMERS** formerly heard over Station KRLD, Dallas, Red Dulin and Mack McKee, have the Hillbilly Show on J. George Loos' Greater United Shows. Roster includes Bonnie Nunvar, Billy Vance, Louis Cook and Tex Wheelock. Red and Mack handle the comedy. Group is known as the Novel-teers and two more girls are to be added, reports Frank J. Lee.

**MANAGER** of Raw Deal Shows (to his fourth executive assistant)—"Go ahead and send the plantation band uptown. I don't care whether they have uniforms or not, just so they can make some noise."

**AFTER TAKING DELIVERY** on a new trailer in De Land, Fla., Glenn Ireton and family left on April 11 for Endy Bros.' Shows' opening in Chester, Pa. He reports having been active in behalf of the organization most of the winter. The Iretons wintered in Eustis, Fla. Glenn reports he plans to install a photography unit in the shows' press department, over which he has presided the last two seasons.

**FOR THE FOURTH** consecutive season Allene has the Freak Auditorium on Groves Greater Shows. Line-up includes Monchu, Indian novelties; Smoko, smoke artist; Dorothy and Lillian, joined-together girls; Haba, glass torture boy; Buddha, magic; Professor Washburn, es-

capas and magic; Shrunken Squaw from South America, Deep Sea Exhibit and Allene. Jolly Jean, fat boy, is in the annex.

**TEACHER** (to bright son of carnival owner) —"Johnny, what are the duties of front-gate ticket sellers?" Johnny—"Their duties are to be courteous to the public and not swallow all the walkaways."

**FUNLAND SHOWS' NOTES**, by Ted C. Taylor: Shows' Cedartown, Ga., stand gave good results despite rain and cold weather. Date was sponsored by the Lions' Club and Mr. and Mrs. George Lunne, with rat game, joined. New Silver Derby also debuted here. Agent Harry Kahoe is doing some good advance work. Heth Miller and Heth concessions clicked. Mrs. Bentley's new Midway Cafe is popular.

**"CLOSED** at Belle Murphy's night club here, where I've been presenting my Lena Ginster comedy act for the past 27 weeks," pens Eillie Wingert from Cleveland. "Will open with J. L. Landes Shows in Junction City, Kan., on April 27. Karlene will work in the annex of Betty-John's Side Show. My former side-show boss, Sid Crance, and wife, Peggy, visited me here while en route to their home in Little Rock, Ark. Sid is now working on a government job."

**AFTER** successfully operating an onion peeler in a catsup factory during the winter,



**NANCY MILLER**, well-known girl show producer, who recently was signed by Amusement Corp. of America to produce a big musical revue for Beckmann & Gerety Shows in 1940. Engagement will mark her third consecutive year on that midway. Photo by Dadswell.

**I will return to the Gate & Banner Shows** as feature dancer in the Hawaiian Educational Review.—Lizzie Schmidt.

**NOTES** FROM White City Shows and Henry Bros.' Circus Combined by J. E. Henry: Stand in Cottonwood, Ariz., was shows' third of the season and business thus far has been good. Opening in Phoenix, Ariz., gave good results, as did the five-day date in Prescott. Organization is carrying 6 rides, 6 shows and 12 concessions and all equipment has been overhauled and repainted. Rides include the Merry-Go-Round, Mix-Up, Ferris Wheel, Loop-o-Plane, Tilt-a-Whirl and pony ride.

**OWNER** of shows bearing his name, J. R. Edwards, at the recent reunion of the Showmen's Club of Youngstown, O., urged all members, guests and those interested in outdoor show business to support measures which he said would ease the burdens of show operators. Principal issues include a six-month truck license for small Ohio show operators and concessioners. He also criticized Ohio officials responsible for the ruling which bans any other fairs being held during the Ohio State Fair, Columbus. He said

the ruling was unfair to carnival, ride and concession men.

**PUBLICITY** in newspapers, tie-ups with radio stations and entertainment of newsboys on the lot will sometimes help to call the public's attention to the fact that the show is in town.—Tape Line Larry.

**AMONG VISITORS** to Hilderbrand's United Shows No. 1 Unit's midway in Monterey Park, Calif., were Maxine De-Mouchelle, Martha Levine, Babe Miller, Ross Davis, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ernest Downie, Frank Babcock, Mr. and Mrs. H. Jacoby, Edward Lahey, Harry Wooding, Mr. and Mrs. Frances Hustrei, Mr. and Mrs. August Hustrei, Robert Snow, S. L. Cronin, Camilla Hobday; Dad, Willie and Alphonse Hustrei, Hort Campbell, Dale Petross, Phil Henry, Mr. and Mrs. H. A. Growe, Juanita Growe and Marie Klinck.

**"GENERAL AGENTS** should be careful in tilting the price on Kentucky's two-three and four-day pumpkin shows," writes a correspondent, advising carnival managers who plan to play fairs in the State, but no still dates, and thus be exempt from State licenses. "Many fairs are only open officially as fairs for three or four days, but the carnival company making such fairs usually is in operation during the entire week and particularly on Saturday. In many instances, the last day of the fair is Friday and the carnival manager usually needs the extra days, especially if he has run wild and paid thru the nose for the date. Carnivals not holding a State license will be permitted to operate only during the official days of the bona fide fairs. Managers contemplating popping over the border to catch a fair or two will be held down as stated above."

**"WHAT** a nice thing for the general agents nowadays, when most of the shows have their own light plants!" writes an old-time g. a. "I guess they have perfected them now so that shows can get all the juice they require."

**PERSONNEL** of Max Gruberg's new World's Famous Shows, according to Richard Von Derner, includes Mr. and Mrs. William McNeeley and daughter, Cornella; Thexton Terry, Theran Gaines, Mr. and Mrs. John, Manfred Anderson, Montague E. Byrd, Mr. and Mrs. Romeo Crown; Eugene Lockwood and daughter, Colleen; Noman Dick and son, Donald; Paul Miller, Barney Williams, Frederick Manser, John Aidukonis, John Gnat, Clyde Rogers, Achibald Collins, Ira Hoberg, J. Louis, Willie Tolliver, Elmer Hames, Alvah Martin, James Jones, Dudley Grant, Charles Gunderman, Mr. and Mrs. Herman Johnson, Jacob Childs, Mr. and Mrs. John Huff, William King and L. Alter. All report an enjoyable stay in Philadelphia quarters, where Mr. and Mrs. McNeeley prepared cookhouse food. During their stay all visited William Emmerts' lunch room, across from quarters, daily.

**THE** season being on, we will now have blow-ins, blow-outs, blow-downs and blow-offs. Most of them can be a blow to someone or other, but the worst pests will be the blow-hards that infest hotel lobbies.—Colonel Patch.

**"WHILE** RETURNING HERE from Michigan, I visited Al Wagner in Toledo quarters of his Great Lakes Exposition Shows," letters Doc Waddell from Ohio Masonic Home, Springfield, O. "Quarters crew totaled about 20, all of whom were working on trucks, show fronts and canvas. Office wagon is attractive and plenty roomy. Harry Winters is office man, with E. B. McLaughlin in charge of quarters and directing painting. Barney Able is supervising woodworkers and builders. Charley Marbaugh is electrician and will operate the sound truck. C. H. Droege was billing the town for shows' opening on April 19. Al C. Beck is assistant manager and Ernie Mack special agent. While Al directs the shows, Mrs. Wagner will operate concessions in Indian Lake Park, Russells Point, O., and Archie Wagner will direct concessions in Casino Park, Fort Worth, Tex. Shows will carry Rita and Dunn and the Great Ricardo, free attractions."

**THOSE** SHOW-OFF ride boys who jump on and off a ride while whirling at full speed, who climb the spokes of a Ferris Wheel while in operation and who stand up in ride seats and wave at town gals while the ride is traveling full tilt put foolish ideas in the heads of youthful patrons. They think it's a game of follow the leader.

**Protection**

"If I HAD \$1,000,000 I would soon be considered the world's greatest carnival philanthropist. I would organize the All-American Midway Carnival Employees' Protective Association. To keep out any skullduggery, I would appoint myself president, vice-president, treasurer, secretary and supreme counselor. Each member would pay 50 cents a week. At the end of the season each member would have not less than \$15 in the treasury. "Then benefits would begin. On closing night each member would receive \$5 to get home on: that is, providing I, the treasurer, still had it. Benefit No. 2: Should a member get sick during the winter he would be entitled to medical information. By telegram, collect, I would personally recommend a hospital. I would also write a letter arranging for medical treatment, providing the member had sufficient funds with me to take care of the letter and telegram. Benefit No. 3: Any member stranded would be given use of our free travel bureau service. He would be required to send in an affidavit, sworn to before a notary, that he was out of funds. On receipt of same I would immediately mail filling-station maps covering the territory he was in, if he had inclosed a stamp for the reply. Should the member be hitch-hiking, a pair of glue-on soles would be mailed upon receipt of 25 cents." "But what about your \$1,000,000?" asked a lobby listener. "Oh, that?" remarked Dime Jam Johnson. "I'd keep it on hand to protect myself from becoming a victim of my own racket."

**EVANS' HIGH STRIKER**

**HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING!**

**PERFECTLY LEGAL EVERYWHERE!**

A lively big money-maker! Indispensable for Parks, Fairs, Picnics, Carnivals, Homecomings . . . wherever people gather out of doors!

Evans' Striker has more flash—gets the crowds! Strong and substantially made of very best materials, brilliantly finished, built to stand exposure and hard use. Easily transported. Included are standard with steel chaser track, base and striking beam, 10" bronze gong, nickel-plated tool steel chaser, braces and 2 mauls.

2 Sizes:  
28 Foot.  
36 Foot.



**EVANS' ALUMINUM MILK BOTTLES**

Best on the Market! Far superior to wood bottles. Sound like falling glass when knocked over, creating its own bally, indestructible, natural-looking.



Complete 1940 CATALOG FREE!  
**H. C. EVANS & CO.**  
1520-1530 W. ADAMS ST., CHICAGO

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Canadian National Exhibition 1939



**ENTIRELY NEW PORTABLE**  
Streamlined . . . . . Light-weight  
Loads on one truck  
Price and Terms You Can Easily Meet.  
Choice Park and Carnival Locations Available  
Write for Details.

**BISCH-ROCCO AMUSEMENT CO.**  
5441 Cottage Grove Avenue, Chicago, Ill.

**MAKE \$50.00 A DAY ON CANDY FLOSS**



Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINEER. Other models. Free literature.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So., Nashville, Tenn.

## Dee Lang's

(Motorized)

Jonesboro, Ark. Week ended April 13. Auspices, American Legion Post. Business, below normal. Weather, cold and rain.

Plenty of rain and cold weather prevailed here, considerably knitting attendance and the week was almost a total blank. Saturday, however, a fair crowd of good spenders turned out. Despite the weather, much building has been done and midway has added harmonious colors under direction of shows' scenic artists. New light effects are drawing attention. John R. Wade, secretary Gibson County Fair, Trenton, Tenn., and party were among visitors.

JOHN PABARCUS.

## John R. Ward

Monroe, La. Week ended April 7. Location, new showgrounds. Auspices, VFW Post. Business, fair. Weather, variable.

The 212-mile move here was negotiated in better time than expected and everything but a few minor attractions opened on schedule. A new lot on Louisville avenue, just inside city line, proved a satisfactory location. Cold weather dominated, with only two pleasant days. Saturday was lost to rain. Sunday saved the week. Mr. Keene and committee co-operated. News carriers and orphanage children were entertained by the public

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 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 Beth 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 cards. 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, 5 1/2 x 8, 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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## TILLEY SHOWS WANT

Shows—Snake, Mechanical, Illusion or any worth-while attraction, either with or without own outfits. Concessions—Can place Country Store, Scales, Bowling Alley, Bumper or any ten-cent Grind Merchandise Concession. Also place ball games. Want flashy Arcade. Address: Champaign, Ill., this week; East Peoria, Ill., week April 29th.

## OPENING MAY 4-11, LONDON, OHIO W. S. CURL SHOWS

Good opening for Kiddie Ride, Tilt-a-Whirl or Loop-o-Plane with own transportation, Legit Wheels and Concessions that work for stock, American Palmist, Fun House, Grind Shows, Side Show People, Girls for Girl Show. No experience necessary. Committees in Ohio and Indiana, we have a few open dates.

## W. S. CURL SHOWS

BOX 27, LONDON, O.

SECOND-HAND SHOW PROPERTY FOR SALE.  
\$1.65—Richardson Rink Skates, all sizes.  
\$50.00—Nine Wax Specimens of Unborn Show.  
\$25.00—Allen Herschell Organ, needs some repairs.  
\$7.50—New Heavy Waterproof Tarpaulin, 10x15; others, \$5.00 Ea.—Slide Show Banners, big selection.  
WANTED—We buy all kinds of Rink Skates and Show Property.

WEIL'S CURIOSITY SHOP,  
20 S. Second St., Philadelphia, Pa.

## Cook House Help Wanted

All Departments. Must Be Sober and Reliable.

## MAX GLYNN

Care Ideal Exposition Shows, Raleigh, N. C.

# Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

relations department and Mr. and Mrs. Lew Marcus joined here. C. W. Naill and many members of his shows, wintering here, visited. J. J. Happy Stewart had the town well billed. Joy and Jullie Ward, daughters of manager and Mrs. Ward, who vacationed with the shows over Easter, returned to school in Memphis. CHRIS M. SMITH.

## Greater United

McAlester, Okla. Week ended April 6. Location, Rock Island Railway lot. Auspices, American Legion Post. Business, fair. Weather, fair.

Train arrived at midnight Sunday and shows, rides and concessions were open Monday night except those making Houston Fat Stock Show, including Ted Lewis, Glen Cummings, Charlie Lewis, A. McLaughlin, Fred Fitzpatrick, Richard White, William Davidson and Charles Wendt. Mrs. Joe Hurtt is the Lady With the Radio Mind in Tracey Bros.' Circus Side Show. Mrs. J. George Loos is still at the Loos' new home in Laredo. She'll remain until George Jr. leaves school. Akbar, Stella Mae and Marja are in the palmistry stand, with Clifford Tally in ticket booth. Ed C. Johnson has Johnnie Scovia helping in floss and candy apple stand. Vess McLemore now has these concessions: Corn game, Mrs. Doris McLemore, manager; Richard Hall, caller; Fred Sparks and Bill Gray, clerks. Ham and bacon, F. J. Taylor, manager; Al Kirby, assistant. Clothespin, W. H. Bonta, manager; G. Averill, E. Edwards and B. Jett, agents. Bottles, Jimmy O'Dea, manager; C. V. Hagler, assistant. Penny pitch, Mrs. W. H. Bonta.

W. L. DuVas is on the Tilt-a-Whirl clutch, with R. A. Sears as second hand. E. J. Allison is handling the Mix-Up. Frank Musser operates Ferris Wheel for C. N. Hill, with J. H. Crosby in ticket box. Mr. and Mrs. E. C. Murray have the slum spindle. Fred G. Cowles, publisher The McAlester News-Capital, was liberal with space. J. D. Martin, formerly with the Ringling circus, handled billing here. Committee, including Tom Abbott, police chief; Gus Gigas, commander, and Frank Jedlicker and John Garris, co-operated. FRANK J. LEE.

## J. F. Sparks

(Motorized)

Lawrenceburg, Tenn. April 6-13. Auspices, VFW Post. Business, bad. Weather, bad.

Friends shows made during the winter here accounted for about the only business done and only the hardier friends dared brave the record-breaking cold wave, which was so severe it prevented opening on Thursday and Friday nights. Date was further complicated by the hospitalization of Owner-Manager J. F. Sparks for observation of the leg he injured when he overturned his car a few days earlier near Birmingham. He was released Saturday in time to supervise the jump to Pulaski, Tenn. Both local papers were liberal with space. Mickey Mansion's Living Oddities and Funhouse, ballyed by Charley Warren, topped shows, with Ferris Wheels and Tilt-a-Whirl best among rides. Mrs. J. F. Sparks' corn game led concessions. Gus P. Glenos' cookhouse continues popular and in addition to Manager Glenos, staff has Luther Oxford, assistant manager; Lewis Oxford, grille, and Capt. Red Rankin and W. S. McDade. Visitors included Mr. and Mrs. Doug Wright. Former operates a night club in Alexandria, Tenn. RAY ALLEN.

## Kaus Expo

(Baggage cars and trucks)

Emporia, Va. Week ended April 13. Auspices, American Legion Post. Business, poor. Weather, bad.

This was a week of terrible weather, which was reflected in business. Rain prevented Monday's opening and Thursday was the only good day. Friday night started with rain and sleet and ended with a snowfall. Saturday was clear, but cold. James E. Strates Shows passed thru to their opening spot. Among those who stopped were: Mr. and Mrs. Sol Salsburg, Mr. and Mrs. Putnam, Mr. and Mrs. Phillips, Mr. and Mrs. Al Campbell, Gifford Ralvey and Princess Margareite. Other visitors were Mr. and Mrs. Dick Mack, Mr. and Mrs. Dick Traylor, Dick Johnson, Wodrow Cobnio,

Florence Smally and Amy Carrol. Mrs. James Burns and Mrs. James Kane visited W. C. Kaus Shows. J. E. Kaus added a short-range gallery, with Kenneth Adkins as agent. Warren and Ruth Murphy joined with diggers. Sam Sissine was called home to Amsterdam, N. Y., by the death of his mother. Mrs. Al Kadel had to have four stitches taken in her hand when bitten by a dog. LESTER KERN.

## Buckeye State

(Motorized)

Hattiesburg, Miss. Week ended April 13. Location, Petal Live Stock Yards. South Mississippi Live Stock Show. Business, fair. Weather, variable. Free gate.

Fourth and last of a circuit of live-show shows was nothing to write home about. Location was some distance from downtown and weather was variable, which greatly retarded attendance. A heavy rain Thursday killed that day's business. Event was officially opened Tuesday by Governor Paul Johnson, who headed a mile-long parade to the grounds, afterwards delivering a short talk. William Brown closed here to join the F. H. Bee Shows and Mrs. Peggy Lamson took over his Bartlett diggers. Owner-Manager Joe Galler received compliments from local friends anent the two-page pictorial spread in Life magazine, while local papers prominently mentioned publication of the article. Mr. and Mrs. Frank Gasikin joined from Hughey & Gentsch Shows to operate concessions and Henri Willington opened his new Evolution Show. Mrs. Josephine Galler underwent dental treatments at a local hospital and Gus Litts was on the sick list. Scenic Artist W. N. Clay rejoined here and Clifford Davis, local trouper, was a frequent visitor. Reported by an executive of the shows.

## Zimdars

(Motorized)

Little Rock, Ark. Week ended April 13. Location, Almo Plaza Showgrounds. Business, fair. Weather, cold and rain. Ten-cent gate.

All was ready for opening Monday noon, and first two nights' business was light. Last four were good, however. Mills, free act, continued popular. Bettie Muse advised from Ashdown, Ark., she is getting along well in school. Many showfolk were on the midway nightly. Goodman Wonder Shows are about ready to take road and many members visited, as did showfolk from Gold Medal Shows. Russell Bros.' Circus was here one day. Kiddie matinee Saturday clicked. Many State officials visited.

Arkadelphia, Ark. Week ended April 6. Location, Golden Show grounds. Business, fair. Weather, good first four days. Pay gate.

First move was made in good time and many were on hand out to see show set up on Sunday. All was ready Monday noon and business the first four days was good. Last two were lost to rain. Two-headed baby show joined here and Jack Davis, business manager, was on the sick list. Russell Bros.' Circus' billing crew was here one day billing for their local showing. Dutch Waldron bought Sailor Harris' truck and booked several concessions. Shorty Brown is framing another concession. Robert McGowan came in from Hollywood, Calif. Visitors were Matt Dawson, Mrs. Linda Springer and Louis Smidth. Much sawdust was used to get lot in condition. PEARL HARRIS.

## Scott Bros.?

(Motorized)

Cadiz, Ky. April 8-14. Weather, variable. Ten-cent gate.

Shows came here from Princeton, Ky., and opened to good weather and crowds. While en route White Elam took the wrong route and landed in Eddyville, Ky., with the office and Aleen Allen. He found his way back here, however. Monday was cold, shows were unable to open. Tuesday night a small crowd was on hand. Manager Scott left to purchase a truck and new tires. When Wallace Bros.' Shows passed thru here on Sunday en route to Madisonville a number of the personnel visited. Pearl White Phillips, an oldtimer, was among visitors, as were Jack Oliver and Mack Hoge.

Arthur Scott arrived from Mobile, Ala. Nathan Toplin, cookhouse and frozen custard, returned to New York to prepare his World's Fair concessions. Charlie Drill is recovering from an operation. Manager Scott received word his grandfather, who was 96 last February, died April 3. FLOYD SAMMONS.

## Hilderbrand's No. 1

Monterey Park, Calif. Week ended April 14. Location, E. Garvey at Rural street. Auspices, American Legion Post. Business, fair. Weather, hot. Ten-cent gate.

A sweltering heat wave prevailed here during shows' stand and, altho attendance was good, business was only fair. Mr. and Mrs. Earl Richardson's cookhouse laid off for the week and was repainted. Mr. and Mrs. Peter Richards' concessions did fair, as did Florence Appell and Ralph Balcom. Owner O. H. Hilderbrand, Lucille King and George and Ruby Morgan commuted daily to Los Angeles. Clyde McCahn built a new concession. Hollywood Skyrockets, Capt. Bill Foix's Lions and Hilderbrand's Elephants clicked. Charles Marshall, who fell from the aerial tower the final night in San Pedro, Calif., and was close to death, is showing signs of improvement. He's in General Hospital, Los Angeles. Reggie Marion sprained his ankle and was forced to remain inactive. Al Keenan replaced Marshall, with Alphonse and Willie Huestri replacing Marion. Florence Appell purchased a new car and Joe Vercy and Duke Goad reported a good week with their photo gallery. Secretary John H. Hobday spent the week visiting Mrs. Hobday in Altadena. Mrs. Mac Stewart gave up her winter apartment and returned to the show and is residing in her housecar. The second edition of The Midway Chirps was sold out in 15 minutes. Joe Bass and Al Bozarth spent the week visiting friends in Los Angeles. Mrs. Peggy Nelson is seriously ill, while Marjory Sodderberg is in General Hospital. All were grieved to learn of the death of Joe DeMouchelle. Marie Klinck added her Octopus to the ride line-up. Hazel Fisher and Verna Seeborg entertained many visitors. Personnel exchanged visits with members of the World's Fair Shows and Cee Bros.' Circus at San Gabriel and C. H. Alton's Silver State Shows at Ninth and Gage streets. General Agent Lucille King was a nightly visitor. WALTON DE PELLATON.

## Wallace Bros.

(Motorized)

Madisonville, Ky. Week ended April 13. Location, South Madisonville. Auspices, Junior Chamber of Commerce. Business, fair. Weather, rain, snow and cold.

Rain which prevailed while shows were setting up ceased at night and a fair crowd turned out and spent freely. Thursday and Friday were lost to snow and cold. Committee co-operated and Saturday proved a good day. Bob Martin, who had the Athletic Show, joined Barker Shows, and White Bickford replaced him. Frank Sparks added a grab stand, with Roy Hawkins in charge. Matt Borup is in charge of the diggers. Curly Smith is building a new house trailer, and Everett Smith, who broke his arm last fall, had to have it rebroken and reset. Ray Valley joined Scott Bros.' Shows. Jew Schwartz returned from Little Rock, Ark., with his concession, and Mrs. E. B. Smith is visiting relatives in Missouri. Pearl Phillips joined Coleman Bros.' Shows, and Frank Owens and Tom Nicewonder, Silver Fleet Shows, visited. EUGENE C. COOK.

## Yellowstone

(Motorized)

Albuquerque, N. M. Week ended April 13. Auspices, VFW Post. Business, poor. Weather, good.

Good crowds again turned out for this stand nightly, but little money was spent. Mr. and Mrs. Dick Langford left here for the East. W. S. Neal, owner, purchased a new cash register for Mrs. Neal's new cookhouse. Mrs. Bill Starr (See Carnival Show Letters on opp. page)

## CARNIVAL OWNERS

I HAVE 10 SENSATIONAL HIGH ACTS

Available for the Coming Season. Priced Right.

## SIDNEY BELMONT

Fulleton Bldg., ST. LOUIS, MO.

# Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

## J. J. Page

JOHNSON CITY, Tenn., April 20.—Last-minute hustle and bustle is evident around quarters, as opening is in the offing. All equipment was loaded and now is on location. A cub lion was purchased recently from one of the frat houses connected with the University of Tennessee and will be worked in the drome by Sammy Lowrey, manager. Jack Smith, who will operate the Side Show, has built a number of illusions. Bud Valier arrived and will again present his Sahara Rose attraction. Lawrence Hoffman will operate the Reptile Show, and band has added more men, bringing the total to 10. Richard Sloss will again handle the drums. Rastus Jones, Minstrel Show stage manager-producer, has his talent lined up. New marquee and other canvas has arrived. Ben Mottie's cookhouse is proving popular. Billie Clark left on a business tour, and J. J. Page, owner-manager, is optimistic over 1940. He recently purchased a home here. R. E. SAVAGE.

## Frisk Greater

MINNEAPOLIS, April 20.—Shows are about ready for opening in Winona, Minn., on April 27. New Octopus is en route from the factory and Carl Agman will be foreman. Marvin Loshe will have the Tilt-a-Whirl and Raymond Ulik the Merry-Go-Round. Writer will be electrician and lot man in addition to handling the sound truck. Manager George R. Hoeschen is in a local hospital recovering from an appendectomy. Only 11 men are employed at quarters, since little work remains. A small crew, under the writer, worked all winter. Thomas Wentworth has a new Girl Show. Al Sterner's three men are building a concession and a new transformer was delivered. Concession and show people are arriving daily. James Josinger will be night watchman again. Chester Fisher will be the mechanic. J. NEAL LANIGAN.

## World of Mirth

RICHMOND, Va., April 20.—Shows' opening has been set for April 26 at Yellow Jacket Speedway, Philadelphia. Emphasis on improving shows' individual units was stressed during the winter by General Manager Max Linderman. Under direction of Charley Kidder, 16 ride ticket boxes and 14 show boxes were built. All are identical, with those used by the rides having chrome cages and round circular tops. Each bears shows' insignia. Outstanding is Maybelle Kidder's Superba Show front. Fronts also have been built for the Unborn, Midget, and Hawaiian shows. Posing, Colored and Girl show fronts have been



ART LEWIS, owner-general manager of shows bearing his name, and floral horseshoe of roses and carnations presented to him at the organization's opening in Norfolk, Va., on April 11 by members of the shows. Opening, which was given plenty of space in The Norfolk-Virginian Pilot and The Ledger Dispatch, attracted about 6,000 in addition to local officials, merchants and socialites. Photo furnished by Dick Collins.

rebuilt. Kidder has also supervised placing of 10-foot extensions on the six light towers. Paint superintendent Leon Reeves and crew have repainted all fronts, rides, towers and wagons. Trainmaster Wally Cobb and crew have the train in good condition. Eddie Edwards, chief electrician, has a complete neon unit under his direction. Tommy Riggin has been feeding 150 in his quarters cookhouse. He recently purchased a restaurant in Miami, Fla., which he will operate during the winter. Harry Hauck has the mechanized units in first-class shape. Stock, under care of Jim Stevenson, wintered well. Two lion cubs were born during the winter. Marge and Ed Tuthill are rehearsing their revue. Occupying the office wagon is Ralph W. Smith, treasurer. Quarters work has been under the direction of Frank Bergen. JIM McHUGH.

## Bantly's

REYNOLDSVILLE, Pa., April 20.—Heavy rains the past few days slowed work, but everything worked out well and will be ready for opening. Among recent arrivals were Mr. and Mrs. Buck Denby, Mr. Johnson, Bud Brewer, Mr. and Mrs. Fred O'Brien, Mary Brown, Mr. Andes, Frank Pette, the Bingo Boys, Jimmy Mason, Mr. and Mrs. Russell Cauthy, Mr. and Mrs. Charles Owen, the Carlson Sisters, Mr. and Mrs. Al Wallace. Red Rogers' Hollywood Midget top and front has been set up. Rolloplane is due soon, as are new planes for kiddie ride. New light wagon and transformers arrived and a new paint scheme is being used on rides. Dick Keller is putting finishing touches on new fronts. Show moves from here on April 24 to Weirton, W. Va., for a nine-day stand. Harlem Revue joins in Weirton, as does Expose Show. Frank Pette joined to assume his press representative and special agent duties. The writer will handle advance promotions and assist the general manager. Mrs. Herman Bantly was ill this week. Mrs. Harry Copping (Aunt Sue) is going out of her way to get rooms for folks. General Manager Bantly still putting in plenty of hours getting shows ready for opening. HARRY E. WILSON.

## Southland Amusements

IRVINE, Ky., April 20.—Work is progressing rapidly in local quarters. The writer recently made a fast trip to Nashville, Tenn., in shows' interest. Writer also visited a few shows on his trip up the country and all seemed in good spirits. New faces appear daily at quarters. HARRY T. WILLIAMS.

## Toni's Amusement

BAINBRIDGE, Ga., April 20.—Owner Tom Rich has quarters crew hard at it readying shows for opening. New show-folk are arriving daily. The writer is in charge of decorations. Fred Chambers is handling repairs on the Ferris Wheel. Ray Smith is in charge of electrical equipment and kiddie rides and Harry Flosso is directing paint work on the Merry-Go-Round. Gus Brooks is readying his new show. Owner Rich returned to quarters and reported that shows' route is about completed. Management recently added a miniature ride under direction of D. B. Brazel. Mr. and Mrs. Jack Codena will be in charge of concessions. Mrs. Rich is on a tour of the West and shows plan to open about May 2. DR. L. E. BROWN.

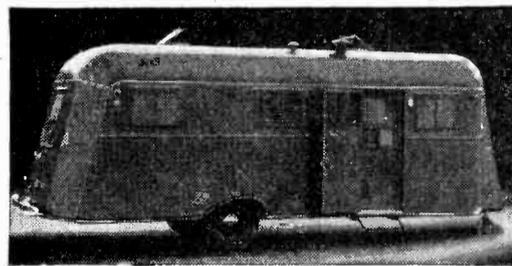
## Prell's World's Fair

NEWARK, N. J., April 20.—Shows' opening has been set for Elizabeth, N. J., on May 2, under Bay Way Post auspices. General Manager Samuel Prell has the organization in good shape. On the staff at present are Leo Bistany, general representative and traffic manager; Ben Prell, assistant manager; E. C. Reiter, master mechanic; special agent, Charles Powell; mechanic, Joe Hottender; Theo Rice and crew, billposters; Bill Price, manager Motordrome; Palace of Miracles, T. A. Woodworth; Circus Side Show, Simian Cycle Whirl and Laughland. C. Jack Shafer; American Beauties, Charles Tashgy; Caribbean Monsters, Joe Connelly; Crystal Maze, Chester Ring; Posing des Artes, Charles Tashgy; Darkest Dixie, William Brod-

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erick; Kiddie Steam Train, Charles Hill; Sensational Borainni, free act; Sunny Boy Campbell, free act; Number 2 Auto Speedway, Joe Hollender; Funhouse, Joe Parson; Loop-o-Plane, Curley Bromberg; Ridee-O, Ben Cheek; Whip, Harry Fox; Merry-Go-Round, Shorty Preston, John Boyd, Stacey Knott, Joe Amos and Bill Truax. Dad Ward is *The Billboard* and mail agent, while the writer is press agent. HARRY FITZGERALD.



## Penn Premier

STROUDSBURG, Pa., April 20.—Work in quarters is almost finished. Shows will open at Monroe-Pike County Sportsmen's Association here and new ticket boxes have been built for every ride. Ridee-O was removed to new quarters in order to make room for rebuilding the Mickey Mouse Circus. All trucks have been re-lettered and painted silver and red. On Tuesday night moving pictures were shown by J. T. McClellan, who arrived with Mrs. McClellan on Sunday. Set-up so far includes George White, who will manage the Kiddie Auto ride; Clifford Trantham, foreman Ridee-O; Virgil Cobb, foreman Chairplane; Lewis Walton, foreman Ferris Wheels; Joe Robinson, foreman Merry-Go-Round; Harold Heller, foreman Roll-o-plane, and Edward Ward, scenic artist. Mrs. Violet Walton is here and will have charge of Streets of Cairo. Others here include General Agent George Milliken and wife. HAROLD HELLER.

## CARNIVAL SHOW LETTERS

(Continued from opposite page) booked the under and over concession, while Mrs. Brownie Miller has a photo gallery here. Brownie Miller added two concessions. Jack Brady placed a concession. Children from St. Anthony Orphanage were shows' guests on Tuesday. Show trucks and cars paraded thru the downtown district with a police escort and candy floss was given the kiddies by Tony Spring. Ice cream was furnished by Mrs. W. S. Neal. Hosts were Mrs. Brownie Miller, Mrs. Bill Starr, Mrs. W. S. Neal, Mrs. Art Clews, Mrs. William Sutherland, Mrs. Eddie Moore Sr., Mrs. Dinty Moore, Mrs. Eddie Moore, Mrs. Slim Simmons, Mrs. Mickey Wilson and Mrs. Dick Langford. WILLIAM M. SUTHERLAND.

## Cotton States

Monticello, Ky. Week ended April 13. Location, soft-ball lot. Business, poor. Weather, rain and snow. Shows lost two nights to rain and snow, while the remaining nights were too cold to do any business. Patrons came to the lot early each day, but high winds and weather hampered spending. Shows and concessions did fair, while rides wound up with poor results. Kittle Sisters, free act, proved popular. Frank Allen's photo gallery reported fair results and June Inman joined with shooting gallery and two concessions. Visitors included Bill Askins, Elk Valley Shows, and Bob Zell and Curly Burk. F. Stanley Reed was away on a booking tour and Manager Ray D. Jones is still busy painting and remodeling. Jimmy Davidson and Edward Cole received new concession tops from Fulton Bag and Cotton Mills. SHELTON JOHNSON.

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A 1940 Vagabond Coach is the ideal mobile dwelling. For traveling from city to city on "show business," or for vacations into quiet wilds, it's a comfortable, dry, warm headquarters. Luxuriously comfortable beds, modern cooking equipment, lighting—even circulating heat (optional at extra cost) if desired.

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There's a VAGABOND for every coach requirement. Devoting our entire manufacturing facilities to the production of proven coach designs and arrangements in five standard popular models, enables us to pass manufacturing savings on to YOU. Why not enjoy the pleasure of a Vagabond THIS Summer? Write us at once for beautiful new 1940 catalog, lithographed in colors, also national list of dealers.

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CARNIVAL WINDOW CARDS MODERN DESIGNS — NEW LINE Write for Free Samples FRED ROBISON, Printer CURWENSVILLE, PA.

## WYSE GREATER SHOWS

Aledo, Ill., opening here May 1st. Can place Fish Pond, Devil's Bowling Alley, Scales, Cork Gallery, String Game, Pitch Till You Win, Floss or any Concession working for 10c. Any worth-while Show, Can use Ride Help.

## CARNIVAL RIDES, BOOTHS

For Rent. Supply Ferris Wheels, Merry-Go-Round, Chairplane, K. Ride, Wheels; Covered Booths, including Bingo, Ball Games, Elec. Equipment, Floodlights, Towers, Legion Posts, Fire Companies, Churches, write. Owners: Want to buy or lease additional Eli No. 5. SCHAGRIN RIDE CO., Middletown, Del.

# When Doctrine of Res Ipsa Loquitur Applies to Injury Suits

By LEO T. PARKER, Attorney at Law

A FEW days ago a reader requested detailed information on the question: When and under what circumstances is the doctrine res ipsa loquitur applicable in suits filed by persons injured in places of amusement? We shall review higher court cases decided the past few months involving various phases of the law on this subject, in order that all readers shall acquire desirable legal knowledge.

First, it is important to know that in cases where the doctrine of res ipsa

loquitur is applicable the legal effect is that the proprietor of the place of amusement was negligent, and that his negligence directly resulted in the injury.

Obviously, evidence of mere ownership of lands or buildings does not render the owner liable for injuries that are sustained by those who enter thereon. In other words, he is not an insurer of such persons even tho he invites them to enter his premises. Furthermore, the doctrine of res ipsa loquitur does not apply to such an owner or other prop-

rietor when it is shown *only* that an injury has been sustained. The *only* conditions under which such an owner is liable to those whom he invites upon his premises are: When dangerous and unsafe instrumentalities or conditions exist *and are known to him and not known to such invited persons, and they are injured by such instrumentalities or conditions.* See Fort Worth, 130 S. W. (2d) 438.

Also, other higher courts have consistently held that for the doctrine of res ipsa loquitur to be applicable the testimony must prove that the transaction or location in which the accident occurred was in the exclusive management of the proprietor against whom the suit was filed. Moreover, the injured person must prove that the result was so far out of the usual course that there is no fair inference that the injury could have been produced by another cause than negligence of the proprietor. In other words, if there is any other cause apparent to which the injury may with equal fairness be attributed, the inference of negligence cannot be drawn and the doctrine of res ipsa loquitur is not applicable.

For illustration, in the late case of Clark v. Pennsylvania Light Co., 6 Atl. (2d) 892, the question was presented the higher court whether the doctrine of res ipsa loquitur is applicable when the testimony fails to prove conclusively that the injury resulted directly and exclusively from a thing or defect over which the proprietor had control. In holding the doctrine not applicable, the court said:

"Where there is an instrumentality over which plaintiff (injured person) had complete dominion intervening between the alleged cause and the injury, plaintiff must show by evidence that there was no defect in his appliance before the doctrine will be held to operate. . . . Where there is the possibility that an appliance within plaintiff's control brought about the injury and plaintiff does not narrow the only possible source of the harm down to an instrumentality within the exclusive control of the defendant (proprietor), the doctrine of res ipsa loquitur does not apply."

### Inherently Dangerous Enterprise

Various higher courts have held that the doctrine of res ipsa loquitur is applicable when injuries are effected by inherently dangerous amusement devices.

For example, in Reinzi v. Tilyou, 252 N. Y. 97, a person was injured while riding on a wooden horse in a mechanical steeplechase operated in an amusement park in Coney Island. The accident occurred when a stirrup broke. The court held that such danger was inherent in a sport which placed the participants in a state of unstable equilibrium; that proper precaution should be taken against it. This court applied the rule of res ipsa loquitur because of the conditions surrounding the accident, and said that notice of the danger was enough to charge the proprietor with notice of the defect.

Also, see Lusk v. Peck, 116 N. Y. S. 1051. In this case the injury occurred when "bleachers" collapsed in which a patron was sitting while watching an exhibition. The evidence disclosed that the collapse was due to a gradual rotting of the timbers supporting the "bleachers" which might readily have been discovered on inspection. Thus the element of constructive notice was established from the nature of the defect. Therefore, the doctrine of res ipsa loquitur was held applicable which meant that the proprietor was liable if he failed to prove that the patron knew that the dangerous condition existed and that the patron's negligence was the proximate cause of the injury.

And, again, see Redmond v. National Horse Show, 78 Misc. 383. This case involved an injury to a spectator caused by a horse which became unmanageable during a horse show. The court held that one conducting such a show is bound to guard against all risks which might reasonably be anticipated. The negligence was failure to guard against the danger of an unmanageable horse.

### Not Inherently Dangerous

On the other hand, if the testimony fails to prove, or the jury refuses to believe that the device was inherently dangerous, the doctrine of res ipsa loquitur is not applicable.

Of course, when a patron rides on an amusement device he naturally assumes a certain element or degree of the risk. For instance, if a device is not designed to operate smoothly, but, on the contrary, it is designed to operate by sudden and violent jerking and jostling, thus calculated to produce the thrills which passengers seek and pay for, such passengers cannot recover damages for the injury unless the testimony proves that the injury resulted from a defective condition or other carelessness on the part of the proprietor or his employees. If any doubt exists the jury must consider the testimony and render its verdict accordingly.

For illustration, in Durbin v. Humphrey Co., 14 N. E. (2d) 5, two girl riders in the Bug claimed that as the car circled about the track a second time the speed of operation increased, and, in

(See INJURY SUITS on page 55)

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**DAY AND NIGHT SERVICE**

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## WANT TO HEAR FROM CAPABLE SHOWMEN

With new ideas for attractions of merit. Also want to hear from experienced Talkers and Ride Foremen. State all first letter. Address

### BECKMANN & GERETY SHOWS

East St. Louis, Ill., April 25 to May 4.

## WALLACE BROS.' SHOW

Want Manager for Athletic Show; Billy Wolf, Pop Erbie, come on. Geek Show open. Sound Truck wanted.

Concessions—Ball Games, Slum Joint, Cigarette Gallery, Hoop-La, Picture Machine, Frozen Custard, Fish Pond, Lead Gallery, Percentage open. Can place the following people: Harry Zimmerman, Ed Logan, Johnnie, C. Q. Troop.

Hopkinsville, Ky., this week; Princeton, Ky., April 29 to May 3.

## INTERNATIONAL CONGRESS OF ODDITIES

Want to place at once for a long season under canvas with the DEE LANG FAMOUS SHOWS Novelty and Working Acts of all kinds. A real Freak to feature, nothing too good for this, the most beautiful MUSEUM EVER FRAMED UNDER CANVAS. Especially want youthful, good-looking Girls, with or without wardrobe. Have a complete Glass Blower's frame-up, everything complete, cost over \$300 to frame, will either place a Blower or sell outfit for \$400. Will buy Broom Illusion or Girl on Knife Illusion. Need one more A-1 Ticket Seller-Grinder. Scotch McLeods, reply. Want to know the whereabouts of Ralph Sprague. All reply to 614 S. Main St., Elkhart, Ind., this week; then Kankakee, Ill., 122 E. Court St., week April 29th; then care Dee Lang Shows, Rock Island, Ill., week of May 6th. Best of table board, real sleeper accommodations and pay in cash every night. Just finishing our 35th week indoors. We are the first to open and the last to close of ALL MUSEUMS.

## CAN PLACE

First-class General Agent. Pony Track, Kiddie Rides open. Grind Shows wanted. Want Ride Help, also Acts for Ten-in-One.

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Sayreville, N. J., All This Week.

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Hollywood, California

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### GREAT NORTHERN SHOWS

Playing the Copper and Iron Range in Michigan. Good Wisconsin Fairs.

Want Concessions, Shows. No gift. Will book Flat Ride with own transportation. Will buy Kiddie Rides. What have you?  
Address: DORCHESTER, WIS.

## ELK VALLEY SHOWS

Can Place Rides, Chairplane and Kiddie Ride. Shows, except Girl and Minstrel with own outfit. All Stock and Grind Stores come on, will book you, \$10.00.

LAFAYETTE, TENN., 22-27.

### MINER MODERN MIDWAY SHOWS

This Show changed opening dates from May 4th to the 11th, Coplay, Pa. Can place the following Concessions: Custard, Corn Game, Devil's Alley, Hoop-La, Mug Joint, Mouse Game, Color Game, Knife Rack, Cane Rack, String Game, Dart Game, Snow Ice, Candy Spindle, Jewel Spindle. Can use Shows of all kinds. Mr. Norman Palmer, please write. Will give exclusive on two wheels. Address R. H. MINER, 161 Chamber St., Phillipsburg, N. J.

## ROLO FUNHOUSE

Want Capable, Efficient Manager for this UNIT, which is in excellent condition. Write or wire ART LEWIS, Gen. Mgr., ART LEWIS SHOWS, Norfolk, Va., until April 27; Wilmington, Del., April 29 to May 4.

### GOLDEN RAY AMUSEMENT CO.

Opens May 13. Want Cookhouse, Bingo, Ball Games, Pitch Till U Win, Cigarette Gallery, Hoop-La, Glass Store, American Palmistry, Photo Gallery, Penny Pitch, Duck Pond, Cane Rack, Rat Game, Pan Game, Custard, Candy Apples, Long Range Lead Gallery, Shows with own outfit. 25% to office. Can give ex. on Ferris Wheel, Pop Corn sold. Free gate. Address: 20 SOUTH MAIN, BROOKVILLE, PA.

## PEARSON SHOWS

OPEN APRIL 27, PANA, ILL. WANT SHOWS AND CONCESSIONS Answer: Pana, Ill., until May 4; Carlinville, Ill., May 6-11.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)

## Ind. Mardi Gras Site Will Have City Council Hearing

INDIANAPOLIS, April 20.—East 10th Street Mardi Gras site again is center of a fight before city council. Efforts of Albert Neuberger, owner of the property, to obtain passage by council of an ordinance zoning for business the 20-acre plot immediately south of Linwood avenue on the south side of East 10th street will be opposed by residents of the neighborhood, they told council members, unless some changes are made in the proposed ordinance.

Hearing on the measure was scheduled for last Monday night, but a death in Neuberger's family caused postponement until May 6. Edward J. Fillenwarth, an attorney for the protesting group, presented a proposed amendment, providing for dedication of at least one north-south street thru the property.

Some of those in the protesting group said they were opposed to the ordinance because they had heard rumors of plans to establish an amusement center there similar to the one at 62d street and Keystone avenue.

## Chambliss Named Manager Of N. C. Strawberry Fete

WALLACE, N. C., April 20.—Norman Y. Chambliss, prominent fair official of Greensboro and Rocky Mount, N. C., has agreed to manage annual six-day Strawberry Festival here, following a conference with a committee of the local Lions' Club, sponsor of the event. He said he would direct activities of six North Carolina fairs from Wallace during the time he was handling festival details.

Festival was recently taken over by the Lions' Club as a community project. Headquarters are to be opened soon. Tentative plans have been made to feature a name band, floor show and concessions.

## Features Set for Iowa Event

INDEPENDENCE, Ia., April 20.—Buchanan County Fair Association plans to sponsor an Independence celebration here, proceeds of which will be used to finance a fair grounds remodeling and building program, said Secretary B. O. Gates. There are to be harness, running and Roman chariot races, band concerts and sports. Other attractions will be performance of high school horses, Thearle-Duffield fireworks, eight-act grand-stand show furnished by Williams & Lee office and Sunset Amusement Co. on the midway.

## Attendance Big at Ill. Show

MOUNT VERNON, Ill., April 20.—Attendance was big each night of the successful Home Show under auspices of the National Guard unit in the new armory here on April 19-20, reported E. R. Gray, of American Decorator. He furnished display booths, decorations and the free act, Jean and Arline, contortionists. Other acts appearing on the bill were Cobb and Daley, black-face comedians, and Garrett Sisters, singers and dancers. Irvin Harlow was superintendent and Robert Kobacker was general manager.

## Sacco Gets Gladiola Fete

CHICAGO, April 20.—Tommy Sacco has been awarded the contract for rides, shows, concessions and grand-stand show for the Gladiola Festival, Mokenca, Ill. This event, which was first staged last year, is to become an annual.

## Shorts

MIDWAY features are planned for joint two-day celebration of Rushville (Ill.) High School Band's ninth anniversary and 23d anniversary of Plain Dealers' Casualty Co.

HORACE HEIDT and his band have been added to attractions booked for five-day Health and Beauty Show in Mechanics Building, Boston, under auspices of Massachusetts Pharmaceutical and New England Confectioners' Associations. Beauty contest is getting much advance publicity.

ANNUAL four-day New Waterford (O.) Volunteer Firemen's Street Fair will feature midway, free acts and parade.

JOHN R. WARD SHOWS were awarded the contract for shows, rides and concessions for Eighth Annual Home-Coming and Fourth of July Celebration in Bonne Terre, Mo. Harry L. Small, general agent of the show, having signed the contract.

STAGE and radio acts and beauty contest are to be features of one-day Elks' Mardi Gras in the Coliseum on Ohio State Fair grounds, Columbus. Dr. E. J. Simms is chairman.

MORE than 2,400 attended Neehan (Wis.) Kiwanis Club's fifth annual Twin City Home Show on April 11-13 in Cook Armory, exceeding last year's record by more than 200. Acts included Uncle Ezra Perkins; Snippy Doodle, comedian

and emcee; Concertina Eddie, Mary Waring and National Quartet. Admission was 15 cents.

## B. & G. IN ATLANTA

(Continued from page 41)

Legion Post auspices and is slated to close tomorrow.

April 15 saw shows play to one of their biggest Monday night crowds in several seasons and rides and shows did capacity for three hours. Business during the week has been fair, with weather still too cold for Southern patrons. Organization, including the new Diesel light plant, eight units, came in here from Lakewood, Ga., quarters. Rufus Jarman, feature writer of *The Atlanta Journal*, devoted much space to organization's immense floodlights and appearance.

General Manager J. C. McCaffery, of ACA, visited Sunday, and Carl J. Sedlmayr and Elmer C. Velare, of Royal American Shows, came on from Augusta, Ga., to see the new light plant. Fred Moon, new city editor *The Atlanta Journal*, with Mrs. Moon and family visited twice during the week. Doc Hartwick, of the Monster Show, was a guest of Station WGST on a special broadcast, while the Hawaiian Village gave a special show at American Legion Hospital. Some 300 orphans from Georgia Baptist Home, with Police Chief Jones, Hapeville, in charge, were to be guests of Messrs. Beckmann and Gerety today.

Walter A. White, assistant manager, handled wagons as they arrived. Two new rides and three shows have been added to the midway and new fronts prevail at Gay Patee, Hawaiian Night and Expose shows.

## VERNE NEWCOMBE

(Continued from page 41)

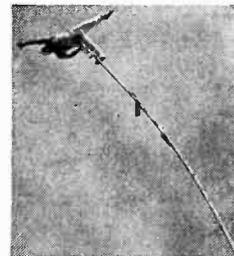
showman who had fought so hard when most men would have given up, refusing to be an object of pity or to accept disability as a handicap. And "the show is still going on" for this showman but in a higher realm where certainly he was met by the Chief Scorer and classified there among the friends and associates of Abou ben Adhem, a leader of the names who loved his fellow men. Verne Newcombe was born a showman and died a showman. He was first to thrust his hand in his pocket for a worthy cause and last to give up when the clouds were dark, always looking for a streak of sunshine to glisten thru. His gentle memory will long live among those who knew him best, and his spirit should set a shining example to us who sometimes feel despair.

## OKEH FOR BARFIELDS

(Continued from page 41)

lighting. New fronts were built for the Funhouse and Minstrel Show.

Visitors at opening included Mr. and Mrs. Dick Harris, Bill Moore, Ellis Winton, Bob Hallum and Mr. and Mrs. Ray and Hoyt Shuemaker. Rain and cold prevailed the first part of the week here, but weather on Saturday resulted in good business. At the request of American Legion Post sponsors, shows decided to remain over for another week and date is to wind-up today. Flying Columbians furnish the free act and shows carry six rides, five shows and 20 concessions.



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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.

**NOW BOOKING 1940 DATES**  
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**THE STRATOSPHERE MAN**  
World's Highest Aerial Act

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AUGUST 28-29-30-31  
KNOX, IND.

WANT several Sensational Free Acts, Concessions. Book now. No flats. Address

EVERETT G. WHITE, Chairman  
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## CARNIVAL WANTED

10TH ANNUAL V. F. W. SUMMER FESTIVAL

WEEK OF AUGUST 12 OR 19  
PRAIRIE DU CHIEN, WIS.

W. H. Helsaple, Q. M.

## WANT 4TH OF JULY WEEK

RIDES

15% or Flat Price.  
Some Concessions Without Gambling.  
Rantoul and Chanute Field.

Write  
HARRY W. ROSE  
RANTOUL, ILL.

## WANT

For Indoor Bazaar and Demonstration Show, May 2 to 7, 1940. Free Acts, Games of all kinds, Pitchmen and Demonstrators, Mitt Camp. Plenty money in this region. REV. NICHOLAS MARTYAK, Chairman, 553 Arthur St., Hazleton, Pa.

## WANT CARNIVAL

And Other Attractions for  
Annual Celebration  
JULY 3-4, CHEYENNE WELLS, COLORADO.  
Wire or Write THOS. H. MCKOWN.

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All Attractions Booked Exclusively by the  
GUS SUN BOOKING AGENCY, SPRINGFIELD, OHIO  
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16 DAYS—MATINEE NIGHT JUNE 15 TO JUNE 30—16 DAYS

Want Rides, Rollo-Plane, Side Show, Legitimate Concessions. Limited on space, so act quick! Ex on Novelties and Scales. Advance sale tremendous. Big publicity campaign. Tie-up with Republican Convention. Grounds, 11th and Erie, Philadelphia—Ringling lot.

Write or Wire

WOMEN'S REPUBLICAN CLUB OF PENNSYLVANIA  
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## MASONIC OLD HOME WEEK

HALEDON, N. J., APRIL 29-MAY 4

Want Concessions, Shows and Rides not conflicting with Merry-Go-Round, Ferris Wheel, Chairplane, Swings, which are booked.  
For Sale—Space in Exhibit Tent. Free acts and awards daily. Tom Fallon, answer. All address: MASONIC BLDG., 406 ROE ST., HALEDON, N. J. Phone: Armory 4-3779.

**WANT CARNIVAL**  
Acts, Concessions, Shows, Rides, etc., for  
**CELEBRATION**  
JULY 2-3-4  
Most highly advertised event in Western Iowa. Whiskers Club, Dances, Free Car, Daily Street Parade, Fireworks, Advance Advertising Booster Trip. Benefit Community Fire Truck. ARLO BEHN, Chairman, Battle Creek, Iowa.

**WANT**  
Carnival for week of September 16 to 21 inclusive. We are sponsoring week of entertainment. Write C. E. ARNOLD, Secy., Aberdeen Civic Assn., Aberdeen, S. D.

**WANT A CARNIVAL SHOW**  
For Week May 27, June 3, or August 5.  
CLYMER, PA., IND. CO.  
Benefit of Clymer Concert Band and Girls' Drum and Bugle Brigades.  
DR. E. S. CAPIZZI

**WILL ENTERTAIN**  
Folders, Prices, Etc., From All Interested in Furnishing Free Entertainment for the  
AMERICAN LEGION WALTHAM COUNTY FREE FAIR, SEPT. 24-28.  
Address all correspondence to W. M. BOWMAN, Chm. Program Committee, Box 33, Tylertown, Miss.

**WANT JULY 2-3-4**  
CONCESSIONS, RIDES, SHOWS and ACTS  
AMERICAN LEGION  
MONON, INDIANA

**KIWANIS STREET FAIR**  
TORONTO, OHIO, JULY 8 TO 13  
WANT INDEPENDENT RIDES AND SHOWS. Bingo, Photos, Novelties and High Striker sold. All other legitimate Concessions open. Good spot for live Banner Man. Seventh annual celebration without a flop. To reserve space write or wire CONCESSION CHAIRMAN, Box 33, Toronto, Ohio, U. S. A.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

CONVENTIONS

ALABAMA
Anniston—State Elks' Assn. May 12-14. C. M. Tardy.
Birmingham—American Legion. July 28-30. D. Trotter Jones, Box 1069, Montgomery, Ala.

ARIZONA
Bisbee—American Legion. Aug. 22-24. E. P. McDowell, 409 Ariz. State Bldg., Phoenix.
Douglas—Knights of Columbus. May 20-22. Prescott—Un. Spanish War Veterans. May —. W. H. Napier, 626 Copper Basin road.

ARKANSAS
Fayetteville—Veterans of Foreign Wars. June 2-4.
Ft. Smith—Knights of Pythias. May 21-22. S. C. Cassell, 114 Carlton Terrace, Hot Springs.
Pine Bluff—American Legion. July 15-17. Wm. P. Ellis, Box 952.

CALIFORNIA
Berkeley—Grand Army Republic. April 30-May 5. Mrs. L. Gardiner, 1923 Lovelace, Los Angeles.
Del Monte—Lithographers' Natl. Assn. June 4-7. W. F. Maxwell, 295 Madison ave., New York, N. Y.

COLORADO
Canon City—American Legion. Aug. 11-13.
Colorado Springs—Veterans of Foreign Wars. June 20-22. C. B. Robinson, 1431 W. Cucharras st., Colorado Springs.
Colorado Springs—Dis. Amer. Vets of World War. May 24-25. George W. Wright, 420 S. Cedar st., Colorado Springs.

CONNECTICUT
Bridgeport—Order of Odd Fellows. May 14-15. Wm. J. Barton, 153 Livingston Place.
Hartford—Order of Red Men. May 10-11. Wm. Saunders, 79 Woodside ave., Waterbury, Conn.

DELAWARE
Wilmington—Eastern Assn. of Fire Chiefs. May 23-25. Chas. E. Clark, Box 217, Wayne, Pa.

DISTRICT OF COLUMBIA
Washington—Army & Navy Legion of Valor of U. S. Aug. 28-31. Lt. Ben Prager, 314 Courthouse, Pittsburgh, Pa.
Washington—Veterans of Foreign Wars. June —. Homer C. Kelso, 1700 L st., N. W.

FLORIDA
Gainesville—State Florists' Assn. May 28-30. C. Leslie Whipp, Box 105, Jacksonville.
St. Petersburg—American Legion. April 25-27. Joe S. Clark, Box 549, St. Petersburg.
Tampa—Order of Red Men. May 21-22. D. T. Farabee, 1445 Cleveland ave., Ft. Myers.

GEORGIA
Augusta—Order of Odd Fellows. May 21-23. D. L. Nichols, 768 Cascade ave., S. W., Atlanta.
Fitzgerald—Un. Spanish War Veterans. May 26-28. W. K. Carswell, Box 43, Blythe, Ga.
Lindale—Order of Red Men. June 19. C. C. Gillett, 160 Central ave., S. W., Atlanta.

IDAHO
Buhl—Southern Idaho Moose Assn. Aug. 1-3. Dora Wilkerson, Box 330, Caldwell.
Coeur d'Alene—American Legion. Aug. 25-28. Lester P. Albert, Boise.
Grangeville—Veterans of Foreign Wars. June 23-26. C. D. Cyr, Grangeville.
Pocatello—Knights Templar. May 16-17. D. P. Banks, Box 2367, Boise.

ILLINOIS
Bloomington—Un. Spanish War Veterans. June 19-22. Charles N. Neal, 309 1/2 E. Monroe st., Springfield.
Chicago—Natl. Conf. Soc. of American Magicians. June 14-16. Leslie P. Guest, 76 Romaine ave., Jersey City, N. J.
Chicago—Natl. Assn. of Music Merchants. July 30-Aug. 1. W. A. Mennie, 45 W. 45th st., New York, N. Y.

INDIANA
Anderson—State Elks' Assn. June —. C. L. Shideler, 2420 Wabash ave., Terre Haute.
Evansville—Order of Eagles. June 11-13. A. J. Hager, 221 N. W. 5th st., Evansville.
Evansville—G. A. R. of Ind. June 16-20. Mrs. Irene Compton, 310 State House, Indianapolis.
Ft. Wayne—P. M., Order of Odd Fellows. June 16-18. E. M. Tomes, Elwood, Ind.
Gary—American Legion. Aug. 17-20. T. G. Mackenzie.

IOWA
Arnolds Park—American Legion. Aug. 26-28. Howard Turnley.
Burlington—A. F. & A. Masons. June 11-13. C. C. Hunt, Box 271, Cedar Rapids, Ia.
Burlington—Veterans of Foreign Wars. June 20-23. Carl Hoschek, R. F. D., Burlington.
Cedar Rapids—United Spanish War Veterans. June 16-19. J. F. Sorensen, Cedar Rapids.
Davenport—Knights of Columbus. May 19-21. Ray Conley, Box 186, Des Moines.
Des Moines—Supreme Lodge. Loyal Order of Moose. June 30-July 4. Malcolm R. Giles, Mooseheart, Ill.

KANSAS
Beloit—Knights of Columbus. May 18-20. Fred C. Laudick, Spearville, Kan.
Emporia—Knights Templar. May 14-15. Orval E. Moon.
Hutchinson—Soc. of 353d Infantry. Aug. 31-Sept. 2. John C. Hughes, 829 East B st.
Junction City—Veterans of Foreign Wars. June 9-11. Claude M. Weeks, Box 9273, Ft. Riley, Kan.

KENTUCKY
Ashland—American Legion. July 22-24. T. H. Hayden, 4th & Kentucky sts., Louisville.
Henderson—Junior Order. Aug. 27-28. Omer C. Stubbs, First Natl. Bank Bldg., Covington.
Louisville—Grand Army of Republic. Last week April. M. H. Davidson, 655 South 35th st.

LOUISIANA
Richmond—Order of Red Men. Aug. 13-14. Edw. H. Musterman, 2233 Rowan st., Louisville.

LOUISIANA
Lafayette—Veterans of Foreign Wars. June 19-22. W. J. Starr, 214 St. Marys ave., Lafayette.
Shreveport—State Hort. Assn. May —. George Dupuy, 1838 Cambonne st., New Orleans.

MAINE
Houlton—American Legion. June 21-23. Phillip H. Woodworth, Box 190.
Portland—Masonic Grand Bodies. May 7-9. C. E. Leach.

MARYLAND
Annapolis—Order of Elks. Aug. 4-7. Calvert K. Hartle, Hagerstown, Md.
Baltimore—Natl. Fraternal Congress of Amer. Aug. 27-30. Foster F. Farrell, 35 E. Wacker drive, Chicago, Ill.
Cumberland—American Legion. Aug. 21-24. Vincent P. Ingram, Box 293.

MASSACHUSETTS
Boston—Yankee Div., Veterans' Assn. June 5-8. H. Guy Watts, 200 Huntington ave., Boston.
Boston—Institute of Radio Engineers. June 27-29. H. P. Westman, 330 W. 42d st., New York, N. Y.
Boston—Jewish War Veterans. Aug. 26-30. Abe Cohen, 276 5th ave., New York, N. Y.
North Adams—Order of Eagles. June 23-25. Michael L. Foley, 59 E. Housatonic st., Pittsfield.
Springfield—Foresters of Amer. May 18-19. W. J. Mitchell, 248 Boylston st., Boston.

MICHIGAN
Alpena—Order of Eagles. June 20-23. M. W. Ryan, Box 114, Alpena.
Alpena—State Fire Chiefs' Assn. July 9-11. George F. Dansbury, Grosse Pointe, Mich.
Ann Arbor—G. A. R. of Mich. June 19-21. A. C. Estabrook, 4861 Buchanan ave., Grand Rapids.
Bay City—American Legion. Aug. 18-20. Carl H. Goetz, 602 Barlum Tower, Detroit.
Detroit—Natl. Encampment, Un. Spanish War Veterans. Aug. 18-22.
Detroit—Naval & Military Order of Spanish-American War. Aug. 19-22. Capt. Laurence H. Parker, Brimfield, Mass.

MINNESOTA
Alexandria—Order of Odd Fellows. June 10-14. Crookston—Internat'l War Veterans Alliance. Aug. 31-Sept. 2. Dr. A. R. Hubert, Thief River Falls.
Minneapolis—Catholic Order of Foresters. June 11-12. Hugh Young, 1209 Foshay Tower, Minneapolis.
Minneapolis—G. A. R. and Allied Orders. June 9-14. M. S. Pierce, 231 State Capitol, St. Paul.
Minneapolis—Kiwanis International. June 16-20. Fred C. W. Parker, 520 N. Michigan ave., Chicago.
Pine City—American Legion. June 15-16. C. L. Perkins.
Rochester—American Peony Soc. June 22-23. W. F. Christman, Northbrook, Ill.
St. Paul—American Legion. June 1. Roy F. Morgan, 1409 Courthouse.

MISSISSIPPI
Gulfport—Order of Odd Fellows. June 18-20. W. S. P. Doty, Box 728, Grenada, Miss.

MISSOURI
Boonville—Order of Odd Fellows. May 28-29. Ben Weidle, 3765 Lindell Blvd.
Excelsior Springs—State Elks' Assn. May or June. Ernest W. Baker, Becker, Mo.
Excelsior Springs—Soc. of American Florists. June 25-26. Robt. H. Roland, Stevens Hotel, Chicago.
Neosho—Un. Spanish War Veterans. June —. H. O. Hendricks, 6228 Easton st., St. Louis.
St. Louis—Knights Templar. May 19-20. Ray V. Denslow, Box 529, Trenton, Mo.
St. Louis—American Poultry Assn. July 18-22. Mrs. M. L. Atkins, 3030 Brady st., Davenport, Ia.
St. Louis—Internat'l. Baby Chick Assn. July 22-25. Reese V. Hicks, 3718 Broadway, Kansas City.

MONTANA
Billings—Un. Spanish War Veterans. June 22-26. Thomas Kehoe, Broadway Hotel.
Butte—A. F. & A. M. Aug. 21-22. L. T. Hauberg, Box 896, Helena, Mont.

NEBRASKA
Lincoln—Knights of Pythias. May 14-15. George Ewaldt, 1212 P st.
McCook—State Elks' Assn. June 9-11. H. P. Zieg, Box 38, Grand Island.
Norfolk—American Legion. Aug. 18-20. R. C. Patterson, State Capitol, Lincoln.
Omaha—G. A. R. of Neb. May 21-23. Lena Bowen, State House, Lincoln.
Scottsbluff—Veterans of Foreign Wars. June 13-15.
Valentine—State Stock Growers' Assn. June 13-15. C. L. Stoddart.

NEW HAMPSHIRE
Claremont—Foresters of America. First week in June. Joseph M. Bissonette, 83 Fremont st.
Concord—F. & A. Masons. May 15. J. M. Dresser, 44 S. Main st., Concord.
Concord—American Legion. July 12-14. Joseph M. Lucier.
Conway—Order of Odd Fellows. May 1. Ernest C. Dudley, 20 Pleasant st.
Dixville Notch—N. E. Assn. of Fire Chiefs. June 25-27. John W. O'Hearn, 99 Main st., Watertown, Mass.
Dover—Veterans of Foreign Wars. June 14-16.

NEW JERSEY
Atlantic City—Order of Red Men. May 1-3. Harold D. Toy, Box 162, Newton, N. J.
Atlantic City—Sons of Union Vets., Civil War. June 21-22. John L. Reeger, 872 Revere ave., Trenton.
Atlantic City—G. A. R. of N. J. June 20-22. Mrs. Eleanor J. Shopp, 58 Tinton ave., Eatontown, N. J.
Atlantic City—Order of Eagles. June 28-29. F. J. Leuper, 197 Arlington ave., Jersey City, N. J.
Atlantic City—Foresters of America. May 25-26. W. L. Jobs, Terminal Bldg., Hoboken, N. J.

NEW MEXICO
Albuquerque—Royal Arch Masons. May 6. A. A. Keen, Box 535, Albuquerque.
Hobbs—State Firemen's Assn. May 13-15. Theo. A. Rosenwald, Box 732, Albuquerque.
NEW YORK
Brockport—Western N. Y. Vol. Firemen's Assn. July 23-24. Wm. T. Hall, 80 Kechl st., Rochester.
Buffalo—Knights of Columbus. May 24-25. John P. Conlon, 9-16-118th st., College Point, N. Y.
Dunkirk—State Firemen's Assn. Aug. 20-23. Fred A. Davis, 140 Broadway, Ft. Edward, N. Y.
Gowanda—Cattaraugus Co. Vol. Firemen's Assn. July 18-19. W. Clyde Lee, Cattaraugus, N. Y.
Haverstraw—Hudson Valley Vol. Firemen's Assn. June 27-29. Chief Chris W. Noll, Poughkeepsie.
New York—Natl. Confectioners' Assn. June 3-6. Max F. Burger, 224 S. Michigan ave., Chicago.
New York—American Assn. of Nurserymen. July 22-26. Richard P. White, 636 Southern Bldg., Washington, D. C.
New York—F. & A. Masons. May 7-9. Chas. H. Johnson, 71 W. 23d st.
New York—Odd Fellows' Encampment. May 28-29. Alex. C. Schafer, Box 35, Troy, N. Y.
Niagara Falls—Disabled Amer. Veterans of World War. June 13-15. Louis I. Bunis, Box 498, Niagara Falls.
Ogdensburg—Veterans of Foreign Wars. July 3-6. Poughkeepsie—State Fire Chiefs' Assn. May 20-22. Chief Chris W. Noll, Poughkeepsie.
Rochester—State Elks' Assn. First week in June. William T. Phillips, 19 W. 27th st., New York City.
Rochester—Monroe Co. Vol. Firemen's Assn. June —. J. H. Surridge, Box 52, Industry, N. Y.
Saranac Lake—United Spanish War Veterans. July 7-10. John J. FitzPatrick, Box 9, Capitoll, Albany, N. Y.
Saranac Lake—Order of Odd Fellows. Aug. 20-22. Clayton W. Boyce, 31 Union Square, New York City.
Schenectady—American Legion. Aug. 29-31. Maurice Stember, Hall of Records, New York City.
Sea Breeze—Monroe Co. Vol. Firemen's Assn. June 22-23. James H. Surridge, Box 52, Industry, N. Y.
Wellsville—State Moose Assn. June 6-8. Chas. A. Pross, 237 E. Genesee st., Syracuse, N. Y.

NORTH CAROLINA
Charlotte—York Rite Grand Bodies of N. C. May 9-11. W. R. Smith, Box 1282, Raleigh.
Fayetteville—Knights of Pythias. June 11-12. I. W. Farmer, Clayton, N. C.
Rocky Mount—Junior Order. Aug. 20-21. E. V. Harris, Box 802, Tarboro, N. C.
Wilmington—Order of Red Men. June 10-12. W. Ben Goodwin, Box 226, Elizabeth City, N. C.

NORTH DAKOTA
Devils Lake—American Legion. June 2-4. Fargo—A. F. & A. Masons. June 18-19. W. L. Stockwell, Box 1269, Fargo.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups: American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Fair List

The Fair List appeared in the issue dated April 13. A copy of that number will be mailed upon receipt of 15 cents. The next list of fairs will be published in the issue dated May 25.

Grafton—State Firemen's Assn. June 5-6. H. R. Handtmann, 1521 7th ave., S. Fargo. Grand Forks—Odd Fellows' Encampment. June 3-6. E. C. Koenke, Box 460, Lisbon, N. D. Jamestown—Veterans of Foreign Wars. May 30-June 1. C. E. Dresser, Jamestown. Minot—Knights Templar. May 20-21. W. L. Stockwell, Box 1269, Fargo.

OHIO

Akron—State Elks. April 26-28. C. L. Lais, Norwalk, O. Akron—Un. Spanish War Veterans. June 16-19. Otto Rieck, 1109 Wyandotte Bldg., Columbus. Akron—Disabled American Veterans of World War. July. Albert L. Daniels, 111 Wyandotte Bldg., Columbus, O. Bryan—Northwestern Ohio Vol. Firemen's Assn. June 19. J. W. Gardner, Ashland, O. Cedar Point—Sandusky State Elks' Assn. Aug. 25-30. Harry D. Hale, Elks Club, Newark. Cincinnati—Amer. Guild Banjoists, Mandolinists & Guitarists. June 30-July 3. Joseph F. Pizzitola, 61 Suffolk st., Holyoke, Mass. Cincinnati—American Mining Congress Conv. & Expo. April 29-May 3. Julian D. Conover, 309 Munsey Bldg., Washington, D. C. Cincinnati—State Rainbow Div., Veterans' Assn. May 10-11. Jack Henry, 131 N. Main st., Marysville. Cincinnati—Knights of Pythias. Aug. 12-16. Harry M. Love, 1054 Midland Bank Bldg., Minneapolis, Minn. Columbus—Junior Order. Aug. 27-28. W. A. Clark, Box 110, Urbana, O. Columbus—State Fire Fighters' Assn. June 3-5. Jos. A. Kirby, Box 103, Dayton, O. Columbus—G. A. R. and Aff. Organizations. June 16-20. Miss Lida S. Lucas, Memorial Hall, Columbus. Columbus—Order of Red Men. June 7-8. Fred C. Neuhaus, 3368 Monroe st., Toledo, O. Findlay—Odd Fellows' Encampment. July 10-11. V. H. Russell, Lebanon, O. Lakeside—Internatl. Lyceum Assn. Aug. 26-31. C. McCartney, Auditorium Hotel, Chicago. Mansfield—37th Div. AEF Veterans' Assn. Aug. 31-Sept. 2. Kenneth Little, 1101 Wyandotte Bldg., Columbus. Marion—Knights of Columbus. Third week in May. James Lavey, Box 12, Milan, O. Toledo—American Legion. Aug. 25-27. J. J. Saslavsky, 145 N. High st., Columbus. Youngstown—Order of Odd Fellows. June 18-20. Charles T. Cross, Springfield, O.

OKLAHOMA

Clinton—State Firemen's Assn. May 20-22. Charles Slamp, 1701 N. E. 63d st., Oklahoma City. Minco—G. A. R. of Okla. May 8-9. Marvin Woodworth, Minco. Oklahoma City—Knights of Pythias. May 14-15. T. H. McCay, Pythian Bldg., Tulsa.

OREGON

Bend—Knights of Columbus. Latter part of May. John F. Dooley, Box 138, Albany, Ore. Corvallis—Veterans of Foreign Wars. July 7-10. W. E. McGuffin, 1130 S. W. 3d ave., Portland. Eugene—Northwest Moose Assn. July 25-28. J. F. Pearce, 2215 York st., Vancouver, B. C., Can. Corvallis—Odd Fellows' Encampment. May 21. William A. Morand, 1019 S. W. 10th ave., Portland. Newport—United Spanish War Veterans. July 21-24. Richard Deich, 1104 Guardian Bldg., Portland. Pendleton—State Elks' Assn. June 13-15. Bruce Ellis. Portland—A. F. & A. Masons. June 12-14. D. R. Cheney, Masonic Temple. Roseburg—State Fire Fighters' Assn. June 24-26. T. D. Schrank, 1606 N. Terry st., Portland. Salem—P. of H., State Grange. June 10-15. Bertha J. Beck, 1135 S. E. Salmon st., Portland.

PENNSYLVANIA

Erie—Knights Templar. May 26-29. John W. Laird, Masonic Temple, Philadelphia. Erie—Knights of Pythias. Aug. 19-22. Harvey F. Trumbore, 1328 Chestnut st., Philadelphia. Hazleton—G. A. R. of Pa. June 23-26. Alfred W. Gabrio, 533 Peace st., Hazleton. Lock Haven—Central Dist. Vol. Firemen's Assn. Aug. 12-15. John D. Zimmerman, 510 E. Main st. McKeesport—Dis. Amer. Veterans of World War. May 22-26. Curtis Haube, 432 Market st., Harrisburg. Nazareth—Four-Country Firemen's Assn. June 28-29. J. A. Everitt, 512 Lindbergh ave., Stroudsburg, Pa. Philadelphia—Soc. of Third Div. July 11-13. George F. Dobbs, 9 Colby st., Belmont, Mass. Philadelphia—Natl. Soc. Army of the Philippines. Aug. 11-14. Joseph S. Wood, Box 412, Boston. Pittsburgh—Dancing Masters of America. Week of Aug. 4. Walter U. Soby, 553 Farmington ave., Hartford, Conn. Reading—American Legion. Aug. 15-17. J. R. Conner, Box 1136. Uniontown—Order of Eagles. June 16-18. A. J. Dougherty, 431 Third ave., Pittsburgh. Washington—State Elks' Assn. Aug. 26-29. W. S. Gould, Elks' Club, Scranton. Williamsport—Order of Odd Fellows. June 11-13. C. Paul Wagner, 1110 High st., Williamsport. York—Veterans of Foreign Wars. June 20-22. C. A. Gnau, 306 Dauphin Bldg., Harrisburg, Pa.

RHODE ISLAND

Pawtucket—Order of Odd Fellows. May 4. Albert E. Pike, 86 Weybosset st., Providence.

SOUTH CAROLINA

Charleston—American Legion. July 21-23. W. D. Schwartz Jr., Box 922, Charleston. Darlington—State Firemen's Assn. June. Paul E. Milburn, Box 274, Union, S. C. Greenville—Jr. Order United American Mechanics. April 23-24. C. H. Holsonback, Spartanburg, Box 965. Spartanburg—Order of Odd Fellows' Encampment. May 7. Dr. S. F. Killingsworth, Columbia, S. C. Spartanburg—Order of Odd Fellows. May 8. R. B. McCauley, Columbia. South Dakota Hurch—Royal Arch Masons. April 29-30. W. D. Swain, Sioux Falls. Hurch—Knights of Pythias. May 14-15. R. E. Owens, Box 283, Sioux Falls, S. D.

Madison—Order of Odd Fellows. June 17-21. L. L. Trotter, Box 57, Huron, S. D. Redfield—Knights of Columbus. May. John Dangel, Tulare, S. D. Watertown—A. F. A. Masons. June 11-12. W. D. Swain, Sioux Falls, S. D. Watertown—American Legion. July 29-31. Wright Tarbell, Watertown, S. D. Yankton—State Elks' Assn. June 2-3. Carl H. Nelles, Madison, S. D.

TENNESSEE

Memphis—AAON, Mystic Shrine of N. A. June 11-13. J. H. Price, Box 2028, Richmond, Va. Nashville—Un. Spanish War Veterans. June 9-11. M. B. Whetstone, 347 22d ave., N., Nashville. Nashville—Junior Order, May 14-15. Clarence Floyd, Sweetwater, Tenn.

TEXAS

Beaumont—Order of Eagles. May 21-22. Wil-13-15. P. J. Kinane, Box 975, Austin, Tex. Corpus Christi—Knights of Columbus. May 13-15. P. J. Kinane, Box 975, Austin, Tex. Dallas—Knights of Pythias. May 20-22. Theo Yarbrough, Box 314, Weatherford, Tex. Dallas—State Florists' Assn. July 8-11. Wise Adkisson, Box 576, Greenville, Tex. Galveston—Veterans of Foreign Wars. June 17-19. Al L. Giusti, 3814 Avenue R, Galveston. Galveston—Order of Red Men. Aug. 24-26. C. R. Lenke, 415 Austin ave., Waco. Laredo—American Legion. Aug. 18-20. Fred E. Young, Drawer Q, Capitol Sta., Austin.

UTAH

Logan—State Firemen's Assn. Aug. John J. Creedon, Box 25, Bingham Canyon. Ogden—American Legion. Aug. 15-17. L. Wesley Robbins.

VERMONT

Bellows Falls—American Legion. July 25-28. Philias A. Frignon, Bellows Falls. Burlington—Knights of Columbus. May. Robert G. Mulvey, Bennington, Vt. Burlington—Odd Fellows' Encampment. May 15. Gerry P. Walker, Bellows Falls, Vt. Poultney—Knights of Pythias. June 5-6. Frank Robinson, Barre, Vt.

VIRGINIA

Bristol—State Firemen's Assn. Aug. 13-18. R. B. Barker, Box 893, Newport News. Norfolk—American Legion. Aug. 25-28. John Twoby, Box 387. Petersburg—Order of Eagles. June 20-21. Ernest C. Beasley, 12 S. Craier road. Petersburg—Order of Red Men. May 15-16. O. L. Powell, Hampton, Va. Richmond—MOVP of Enchanted Realm. June 18-20. Otto F. Hildebrandt, 105 W. Madison st., Chicago. Richmond—United Spanish War Veterans. July 3-4. Jeremiah Green, 922 Green st., Portsmouth, Va. Roanoke—Order of Odd Fellows. May 28-29. T. W. Davis Jr., Natl. Theater Bldg., Richmond, Va.

WASHINGTON

Aberdeen—Sons of Union Veterans, Civil War, June. C. H. Thorp, 338 S. Chelan st., Wenatchee, Wash. Aberdeen—American Legion. Aug. 15-17. H. A. Rundell, Box 1140. Ellensburg—State Elks' Assn. June 20-22. M. H. Boyle, 5th & Main sts. Everett—Order of Red Men. Aug. 12-13. John M. Hansen, 2514 State st. Everett—Knights Templar and Royal Arch Masons. May 13-17. Wesley C. Stone, 401 Hyde Bldg., Spokane. Olympia—Knights of Columbus. Latter part of May. Al G. Schott, Box 185, Walla Walla, Wash. Olympia—P. of H., State Grange. June 11-14. Harry Cheek, 3104 Western ave., Seattle. Port Angeles—State Assn. Fire Chiefs. July 17-20. W. A. Grace, 716 Mohawk Bldg., Spokane. Port Angeles—State Firemen's Assn. July 17-20. Hugh M. Leslie, Auburn, Wash. Spokane—Grand Commandery, K. T., R. A. M. & R. S. Masons. May 13-17. W. C. Stone, 401 Hyde Bldg. Spokane—Dis. Amer. Veterans of World War. June 13-15. A. A. Waseca, 505 City Hall Bldg. Spokane—Int'l Assn. of Fire Chiefs. Aug. 5-8. James J. Mulcahey, 16 Franklin ave., Yonkers, N. Y. Tacoma—Pacific Coast Assn. of Fire Chiefs. July 31-Aug. 3. Jay W. Stevens, 1014 Merchants Exch. Bldg., San Francisco, Calif. Walla Walla—Veterans of Foreign Wars. June 19-22. Gene Loney, R. F. D. 3, Walla Walla. Yakima—Order of Odd Fellows. June 24-27. L. J. Jones, 602 Fawcett ave., Tacoma. Yakima—United Spanish War Veterans. July 11-13. W. L. Schneider, Yakima.

WEST VIRGINIA

Bluefield—80th Div. Veterans' Assn. Aug. 8-11. Mark R. Byrne, 413 Plaza Bldg., Pittsburgh, Pa. Charleston—State Elks' Assn. May 30-June 1. L. C. Purdy, 32 15th st., Wheeling. Charleston—Knights of Pythias. Aug. 28-29. J. Gibson Van Meter, Box 750, Elkins, W. Va. Charleston—Grand Commandery K. T. May 15-16. H. F. Smith, Box 336, Fairmont, W. Va. Clarksburg—Un. Spanish War Veterans. June 9-11. Fred A. McFarlin, 1500 W. Pike st., Clarksburg. Charleston—Order of Red Men. May 17. George W. Guinn, R. F. D. 1, Owens Sta., Box 453. Fairmont—G. A. R. of W. Va. June 10-13. Miss Wynnye G. Williamson, 520 Green st., Parkersburg. Huntington—Junior Order. Aug. 29-30. R. F. Lambert, Box 81.

WISCONSIN

Appleton—Knights of Pythias. Aug. 20-21. Victor E. Moser, 152 W. Wisconsin ave., Milwaukee. Chippewa Falls—Order of Odd Fellows. June 4-6. A. M. Arveson, 745 N. 10th st., Milwaukee. Green Bay—Disabled Amer. Veterans of World War. Aug. 24-Sept. 1. Vivian D. Corbly, 2840 Melrose ave., Cincinnati, O. Green Bay—State Elks' Assn. Aug. 22-24. Lou Uecker, Two Rivers, Wis. Janesville—State Moose Assn. July 19-21. Henry J. Reden Jr., Box 223, Chippewa Falls, Wis. Kenosha—American Legion. Aug. 10-13. G. H. Stordock, 225 E. Michigan st., Milwaukee.

Milwaukee—National Sojourners. May 23-25. Major George P. Unmacht, 135 Glenbrook road, Bethesda, Md. Milwaukee—Holstein-Friesian Assn. of Amer. June 4-5. H. W. Norton Jr., S. Main st., Brattleboro, Vt. Racine—Un. Spanish War Veterans. June 16-19. Sturgeon Bay—State Fire Chiefs' Assn. July 15-17. Aug. V. Simon, 623 E. Miner ave., Ladysmith.

WYOMING

Casper—State Moose Assn. July 19-21. J. H. Mantle, 913 Cedar ave., Kemmerer, Wyo. Newcastle—Un. Spanish War Veterans. June. L. J. Nelson, Box 736, Rawlins, Wyo. Rockspings—American Legion. Aug. 15-17. Norton Lee. Sheridan—R. A. Masons & Knights Templar. June 10-11. Ralph C. Howarth, Sheridan. Worland—A. F. & A. M. Aug. 26-27. J. M. Lowndes, Masonic Temple, Casper, Wyo.

CANADA

Brockville, Ont.—Knights of Columbus. May 24-25. J. W. C. Tierney, Box 368, Arnprior, Ont. Fredericton, N. B.—Knights of Pythias. Aug. 19-22. S. A. Smith, 35 Queen st., Amherst, N. S. Glace Bay, N. S.—Order of Odd Fellows. Aug. 13-15. E. H. Munro, Box 264, Windsor. Glace Bay, N. S.—A. F. & A. Masons. June 11-13. James C. Jones, Box 522, Halifax, N.S. Moose Jaw, Sask.—Order of Odd Fellows. June 12-13. F. D. Gray, 2 Black Block, Regina, Sask. Moose Jaw, Sask.—R. A. Masons. May. Francis B. Reilly, 312 Westman Chambers, Regina, Sask. Revelstoke, B. C.—Order of Odd Fellows. June 12. E. L. Webber, 144 W. Hastings st., Vancouver. Saskatoon, Sask.—Canadian Order of Foresters. June 18-20. Alf. P. vanSomeren, Brantford, Ont. Sherbrooke, Que.—Order of Odd Fellows. May 17-18. George H. Lang, Box 972, Montreal. Toronto, Ont.—Natl. Costumers' Assn. July 8-10. Lester C. Essig, 14 W. Lake st., Chicago, Ill. Winnipeg, Man.—Order of Odd Fellows. June 6-7. Robert Duff, 293 Kennedy st.

SOUTH AMERICA

Rio de Janeiro, Brazil—Rotary International. June 9-14. Chesley R. Perry, 35 E. Wacker, Chicago, Ill.

Frontier Contests

These Dates Are for a Five-Week Period

ARKANSAS

Ft. Smith—Rodeo. May 30-June 1. R. K. Rodgers.

CALIFORNIA

Cambria—Cambria Rodeo. May 26. Ray W. Shamel. Hanford—Hanford Pioneer Days. May 10. C. W. Robinson. Sonora—Mother Lode Rodeo. May 12. Al Caffodio. Visalia—Visalia Rodeo. May 28-30. M. J. Lally.

KANSAS

Dodge City—Boothill Rodeo. ausp. Fair Assn. May 17-19. Frank Dunkley.

NEVADA

Las Vegas—Elks' Rodeo. May 17-19. Oliver Goerman.

PENNSYLVANIA

Philadelphia—Rodeo at Arena. Week of May 6. Pete Tyrell.

TEXAS

Dublin—Rodeo. April 26-28. Warren Hughes. Gladewater—Roundup. May 14-17. Matador—Roundup & Rodeo. May 17-18. Henry K. Ford.

Coming Events

These dates are for a five-week period.

CALIFORNIA

Fresno—West Coast Relays. May 11. M. P. Lohse, Chamber of Commerce. Isleton—Isleton Asparagus Festival. May 18-19. A. E. Peters. Lodi—Legion Picnic. May 4-5. Dr. E. M. Follendorf. Los Banos—May Day Celebration. May 3-5. J. A. Enos. Oakland—Mills College Horse Show. May 10-11. Cornelia Cress. Oakland—Garden Show. May 1-5. A. M. Crugar. Oakland—Travel. Vacation. Playland Expo. May 4-10. Geo. C. Davis, 337 17th st. Pasadena—Southern Calif. Flower Show. April 25-28. Jane E. Craighead. Sacramento—Horse Show. May 10-11. Dr. M. A. Hopkins. San Francisco—Natl. Hobby Show. May 8-12. S. R. Geddes, 681 Market st. New Haven—K. C. Circus in Arena. 29-May 4. Alfred A. Duby.

CONNECTICUT

Ruskin—Tomato Festival. April 23-27. George Buchanan, Box 45. Webster—Tomato Festival & Carnival. May 2-4. Civic Club & American Legion.

GEORGIA

Atlanta—Horse Show. May 3-5. J. D. Henry.

ILLINOIS

Chicago—Natl. Premium Expo. April 29-May 3. H. W. Dunk, 509 Fifth ave., New York. N. Y. Rock Island—Amer. Legion Celebration. May 6-11. Mont Chambers.

INDIANA

Ft. Wayne—Food Show. April 23-27. Indianapolis—Auto Races. May 30. T. E. Myers, 444 N. Capitol ave.

IOWA

Marshalltown—Tall Corn Expo. May 19-25. M. L. Stone.

KENTUCKY

Henderson—Merchants & Mrs.' Indoor Fair. May 18-25. P. A. Bird.

Pineville—Ky. Mountain Laurel Festival. May 23-25. Mrs. Frank H. Pope.

LOUISIANA

New Orleans—Natl. Home Show. May 13-19. D. Marsiglia, 714 Union st.

MASSACHUSETTS

Boston—N. E. Drug & Health Show. April 30-May 4. William S. Orkin, 241 Stuart st. Pittsfield—Food Show. May 6-11. F. Dubinsky, 206 State st., Hartford.

MICHIGAN

Benton Harbor—St. Joseph & Benton Harbor Blossom Festival. May 5-12. James H. Pound. Holland—Tulip Time Festival. May 18-25. S. H. Houtman.

MISSISSIPPI

Como—Northwest Miss. Fair & Horse Show. April 30-May 3. S. R. Morrison. West Point—Northwest Miss. Livestock Show. April 30-May 3.

MISSOURI

Joplin—Fiesta. April 20-27. Earl Brown, 112 W. 4th st. Kansas City—Sportsmen's Horse Show & Expo. May 6-12. Frank H. Servatius, 600 Fidelity Bldg. St. Joseph—Apple Blossom Festival. May 2-4. D. H. Timmerman, 209 N. Fifth st.

NEW YORK

Buffalo—Food & Beverage Equipment Show. April 22-25. Fred J. Seames, 33 E. Ferry st., Youngstown—Home & Builders' Show. April 23-29. Leo F. Heller.

NORTH CAROLINA

Charlotte—Home Expo. May 1-4. F. E. Crawford, Charlotte Observer. Wallace—Strawberry Festival. May 27-31. Norman Y. Chambliss.

OKLAHOMA

Guymon—Pioneer Day & Panhandle Stampede. May 1-2. Merrill Kennedy. Tulsa—International Petroleum Expo. May 18-25. Wm. B. Way, 220 E. Third st.

OREGON

Cutler City—Rhododendron Festival. May 11-19. Milton—Pea Festival. May 23-25. Frederick Stevens.

PENNSYLVANIA

Confluence—Old Home Week, May 27-June 1. M. A. Beam, Windber. Ellwood City—Firemen's Jubilee, May 27-June 1. Paul G. Thornhill. Philadelphia—Devon Horse Show & Co. Fair. May 27-31. Morris Cheston, Land Title Bldg. Philadelphia—Relay Carnival at Franklin Field. April 26-27. H. Jamison. Somerset—Turnpike Celebration. May 18-25. M. A. Beam, Windber.

SOUTH CAROLINA

Charleston—Azalea Festival. April 22-26. Jennings Cauthen, 92 East Bay.

TENNESSEE

Bells—May Festival. May 23-25. C. R. Mehr Jr. Collierville—Cheese Carnival, Livestock & Dairy Show. May 2-4. Watson Kelsey. Humboldt—W. Tenn. Strawberry Festival. May 8-10. Allen B. Moore. Memphis—Cotton Makers' Jubilee. May 14-18. R. O. Venson.

TEXAS

Brenham—Malfest. May 9-10. Dan Hoffman. Gainesville—Circus Round-Up. April 24-26. Chamber of Commerce. Houston—Food Show & Home Expo. April 24-28. W. B. Addison. Plainview—Panhandle Plains Dairy Show. May 7-11. Pete H. Smith. San Antonio—Fiesta de San Jacinto. April 22-27. Jack Raybould, 207 Insurance Bldg.

UTAH

Richmond—Black & White Days. May 16-17. Milton Webb.

VIRGINIA

Bristol—Dogwood Festival. May 9-10. R. C. Boswell.

WASHINGTON

Eatonville—Community Days. May 3. Port Townsend—Rhododendron Festival. May 24-25. Spokane—Junior Live-Stock Show. May 8-10. Walla Walla—Waitsburg Days. May 18-19.

WISCONSIN

Manitowoc—Indoor Circus. May 2-4. Wm. A. Brazier, Vocational School, Milwaukee.

CANADA

Amherst, N. S.—Cumberland Motor Show. May 1-4. Frank J. Elliott. Winnipeg, Man.—Shrine Circus. May 18-25. Wm. Shenton.

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA

Beverly Hills—April 27-28. Mrs. Jack Oakie, 7243 Haskell ave., Van Nuys, Calif.

DISTRICT OF COLUMBIA

Washington—April 25-26. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

INDIANA

Ft. Wayne—May 5. A. Wilson Bow, 2806 12th st., Detroit, Mich.

Gary—May 4. E. W. Leach, 2642 University ave., St. Paul, Minn.

Terre Haute—May 19. E. W. Leach, 2642 University ave., St. Paul, Minn.

KANSAS

Leavenworth—May 1-2. Mrs. Emma Loest, 3501 Genesee st., Kansas City, Mo.

KENTUCKY

Louisville—May 18. Mrs. Evelyn G. Morris, 2203 Edgemoor rd.

MARYLAND

Pikesville—April 28. Foley, Inc., 2009 Ransstead st., Philadelphia, Pa.

MISSOURI

Joplin—May 9. Mrs. Emma Loest, 3501 Genesee st., Kansas City.

Kansas City—May 11-12. Mrs. Emma Loest, 3501 Genesee st.

Springfield—May 4-5. Mrs. Emma Loest, 3501 Genesee st., Kansas City.

NEW JERSEY

Far Hills—May 24. Foley, Inc., 2009 Ransstead st., Phila. Pa.

(See DOG SHOWS on page 55)

# Classified Advertisements

### COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

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**  
FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must be counted when figuring total number of words in copy.

### 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.

### ACTS, SONGS AND PARODIES

ARRANGING, REVISING, COPYRIGHTS, FREE instructive booklet, "How To Write Songs," mailed gladly on request. **MUSIC SERVICE**, 1234-F Broadway, New York.

### AGENTS AND DISTRIBUTORS WANTED

**ABSOLUTELY NEW! — KUT-KWIK KITCHEN** Miller, world's most useful kitchen tool. Whirlwind seller housewives, taverns, sandwich shops, restaurants, stores. Knockout demonstrator for pitchmen, fair workers. Shreds three different sizes different shapes, cuts ribbons and slices any thickness, plain or fancy sides. 100% profit. Sample, details, \$1.00. **ASSOCIATES**, 355 Santa Clara, Oakland, Calif. x

**ADVERTISING BUSINESS MADE ME \$10,000** sparetime. Start at home without capital. Free booklet tells how. **NEWMAYER**, Box 18E, Weatherly, Pa. my18x

**AGENTS—300% PROFIT SELLING GOLD LEAF** Letters for Store Windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago. x

**AGENTS, STREETMEN, CARNIVAL MEN** — Big profits. Sell new "Get Acquainted" Badges. Request sample. **DEFREES**, 1042 W. 90, Los Angeles, Calif. x

**AGENTS WANTED TO SELL OUR ORIENTAL** Perfumes—Lasting odor. Four different kinds. Sample dram 25c. Write **NATIONAL ADVERTISING SERVICE**, Herald Bldg., Syracuse, N. Y. x

**ASTONISHING PROFITS — CLICK TAKING** orders for new Summer Slip-on Stool Covers. Send fifty cents and get money-making samples. **ROCHESTER STOOL COVERS**, 15 Edmond, Rochester, N. Y.

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES.** Easiest thing today! Free samples. Also sideline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass. x

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES.** Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

**DON'T WAX OR POLISH FLOORS, AUTO,** furniture. Use Cellophane-It. Made with liquid cellophane. Eliminates rubbing and scrubbing. Lasts months; protects finishes. Guaranteed. Sells \$1.00 pint bottle. Costs you \$3.00 dozen. Send 25c for sample, full particulars. **CELLOPHANE-IT**, Creve Coeur, Ill.

**DOOR-STOP—JUST OUT. ADD THIS TO YOUR** present line. Holds door open. Comes 10 on self-selling display boards. Single sample sent for 15c. **REES & MILLER**, 116 7th St., S. W., Canton, O. x

**EARN WHILE TOURING—EXPERIENCE UN-** necessary. Sell originals, 9x11 Blue Signs, Scriptural Mottoes, Changeables. Write now. **KOHLER'S**, 335 Goetz, St. Louis, Mo. ap27x

**KEY CHECK STAMPING OUTFITS — BIG** profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 Degraw St., Brooklyn, N. Y. my18x

**LORD'S PRAYER ON A PENNY — INDIVIDU-** ally carded. Fastest 10c seller in years. \$4.50 gross. Samples 50c. **PERKINS**, 1109 Lawrence, Chicago.

**SELL MERCHANTS' WALL SIGNS — COST 1c,** sell 10c. Send 15c for samples. **RICHARDS**, 127-B East New York St., Indianapolis, Ind. ap27x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. my4

**127 WAYS TO MAKE MONEY IN HOME OR** Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. ap27x

### ANIMALS, BIRDS AND PETS

**A BIG LOT RINGTAIL AND SPIDER MON-** keys, Capybaras, Badgers, Peccaries, Agoutis, Snakes, Iguanas. Everything for shows. **SNAKE KING**, Brownsville, Texas. my11x

**AFRICAN LIONS — 2 MALES, 2 FEMALES.** \$50.00 each; 2 Leopards, Hyenas, Pumas, Monkeys and various others. **CHASE WILD ANIMAL FARM**, Egypt, Mass. ap27

**BEAR CUBS — SMALL AND TAME, READY** for immediate shipment. Canada's largest exporters of Bears. **RELIABLE BIRD COMPANY**, Winnipeg, Canada. my4x

**FOR SALE — PICK-OUT PONY, TRICK GOAT** and two Trick Dogs; two fifty for all. **HARRY WEYDT**, River Falls, Wis.

**PLENTY HEALTHY SNAKES, ALLIGATORS,** Iguanas, Boas, Gila Monsters, Armadillos. Also Armadillo Mother and Babies; Dragons, Horned Toads, Prairie Dogs, Waltzing Mice, Rhesus Monkeys, Ringtail Monkeys, Baboons, Agoutis, Rats, White Mice, Kangaroo Rats, Badgers, Wild Mice, Wildcats, Odorless Skunks, White Doves, Pigeons, Pouters, Fantails, Rabbits, Bantams, Peafowl, Pheasants, Sloths, Woodchucks, Pumas Cubs, Lion Cubs, Ringtail Cats, Pacas, Parakeets, Cockatiels, Guinea Pigs, Coatimundis, Racing Terrapins. Quality stock; no junk. Safe arrival guaranteed. Wire **OTTO MARTIN LOCKE**, New Braunfels, Texas. my11x

**SNAKES, HORNED TOADS, GILA MONSTERS,** Snake Fangs in Frame, Venom. Larger orders for your money. **SAN ANTONIO SNAKE FARM**, San Antonio, Tex. my11x

### BUSINESS OPPORTUNITIES

**AMUSEMENT BUSINESS FRANCHISE FOR** Your State or City—Make \$10,000 year up. Initial investment about \$1,500. **W. L. CASTLEMAN**, Berryville, Va.

**CORN POPPERS, GEARED KETTLES, GRIDDLES,** Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. ju1x

**JOSSERAND DRIVE-IN THEATRES—EXCLUSIVE** territorial rights to build under new Double Parking Patent. For sale on cash and royalty basis. **506 REPUBLIC BLDG.**, Houston, Tex. ap27

**MAILING SERVICE TO LARGE OR SMALL EX-** clusive Lists of Substantial Mail Buyers. Low rates on deserving offers. "SUPREME," 3335 Frederick Ave., Baltimore, Md. x

**PITCHMEN! SOLICITORS! — MAKE EXTRA** money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

**THE KNACK OF MAKING MONEY IN ANY** Job, Business or Profession. Send stamp, please. Write to **W. F. SANDERSON**, Box 135, West Trenton, N. J. my11

### 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 BARGAIN — MASTERS, SNACKS, 4-IN-1** Bingos, Challenger Ideal Card Venders, Penny Diggers; lowest price. "AJAX," 441 Elizabeth Ave., Newark, N. J. ap27

**A COMPLETE STOCK OF REBUILT 5c SELEC-** tive Candy Bar Machines; all kinds. Real bargains! **ADAIR COMPANY**, 733 South Euclid Ave., Oak Park, Ill.

**A-1 CONDITION — PENNY PHONOS, SIX** Records included. \$100.00; Mills Vest Pocket Bells, serials over 16,000, \$30.00; Mills Square Bell, used one week, 25c play, \$125.00; Mills Smoker Bell, used one week, 5c play, \$45.00; Mills Big Race, factory rebuilt console, \$50.00; Mills Q.T., 5c and 10c play, \$55.00. All prices F. O. B. Miami, Fla. **BILL FREY, INC.**, P. O. Box 4141. ap27

**A-1 SACRIFICE — SIX TOTALIZERS, PENNY** Counter Games. Practically new. Some on location. **BEN FISCH**, 809 Utica Ave., Brooklyn, N. Y. Dickens 2-2262.

**BALLY GOLDEN CUP, \$95.00; MILLS HI-BOY,** Bally Fairgrounds, Klondike, Bally Stables, Mills 1-2-3, Keeney Derby Champ, Bally Fifth Inning at \$15.00 each; Columbia Gold Award Bells, \$25.00; Mills 5c Blue Fronts, \$25.00. **GEO. F. SHAW**, Asheboro, N. C.

**BARGAIN — THREE EVANS TEN STRIKES,** 1939 Models, \$100.00 each; and two Jumpers, \$45.00 each. Perfect condition. **P. O. BOX 331**, Waco, Tex.

**BARGAINS, \$10.00 EACH. FREE PLAYS:** Multi Races, Bountys, Naturals, Plain; Ritz, Reserves, Power Plays, Palm Springs, Oscars, Beamlights, Odd Balls. Send deposit. **SEIDEN DISTRIBUTING**, Broadway, Albany, N. Y.

**CATALOG SHOWING 700 RECONDITIONED** Machine Bargains; all types. Write for free copy. **STEWART NOVELTY CO.**, 136 East 2d South, Salt Lake City, Utah. my11

**COLUMBIA CIGARETTE, \$29.50; MILLS** Chrome Quarter, \$89.50; Dime, Quarter Cherry; Nickel Bonus, Melon Bell, \$49.50; Watling Rol-A-Tops, Dime, Quarter, \$24.50. **COLEMAN NOVELTY**, Rockford, Ill.

**DIGGERS OF ALL KINDS — MUTOSCOPE** Movies, KO Fighters, Mills, Jennings Scales, all kinds Arcade Machines. **NATIONAL**, 4242 Market, Philadelphia, Pa.

**DUGRENIER GUM MACHINES — 20 USED** Monel Gray, 5 Used Chrome, 25 like new (with their original cartons). 8 Stands. Make offer. **ATLAS VENDING CO., INC.**, 410 N. Broad St., Elizabeth, N. J. x

**FIVE SEEBURG CHICKEN SAM, FIVE EVANS** Ten Strike, 1939 models, excellent condition. **P. O. BOX 361**, Montgomery, Ala.

**FOR SALE — GROETCHEN GINGERS, \$12.50;** Sparks, \$15.00; Mercurys, \$17.50. Excellent condition. Satisfaction guaranteed or your money refunded. **AMERICAN SALES CORP.**, 3070 Lincoln Ave., Chicago. ap27x

**FOR SALE — DOUBLE J. P. MILLS OR JEN-** nings, \$15.00 each, F. O. B. Also Counter Games. For particulars, **JOHNSON**, P. O. Box 1562, Baltimore, Md.

**FOR SALE — PENNY SMOKES, A-1 CONDI-** tion, \$5.50. 1/2 deposit, balance C. O. D. **EMIL SUTOR**, 547 Nepperhan Ave., Yonkers, N. Y.

**FOR SALE — ONE 616 WURLITZER, \$59.50;** 5 Seeburg Casinos, \$137.50; 5 Plazas, \$147.50; 1 Crown, \$175.00; 1 Rock-Ola '39 Standard, \$164.50; 2 Rock-Ola '39 DeLuxes, \$174.50; 2 Rock-Ola '39 Table Models, \$95.00 each. **JANES MUSIC CO.**, 341 Indiana Ave., Indianapolis, Ind.

**FOR SALE — 500 THOROUGHLY RECONDI-** tioned Machines consisting of Counter Games, Pay Tables, Free Play Games, Consoles, Phonographs, Skee Balls, Bumper, Bowling and all types of legal equipment. Special, 100 Spin-A-Packs with Cigarette Reels and Coin Divider, \$8.50 each, while they last. **GRAND NATIONAL SALES CO.**, 2306 W. Armitage Ave., Chicago, Ill. x

**FOR USED COIN MACHINES, BE UP TO** date, send for our Weekly Bulletin. **GOOD-BODY**, 1824 East Main Street, Rochester, New York. my11x

**GROETCHEN METAL TYPER, \$142.50—ALSO** several other type machines. Will trade for late model Rowe Stewart McGuire Cigarette Machines or Tri-Pack Nut Venders. **PLATTE AMUSEMENT CO.**, North Platte, Neb.

**GROETCHEN GINGERS, SPARKS, EVANS GAL-** loping Dominos, Bang Tails; Ten Strikes, 1939 model; Paces Races, Marble Tables, Bally, Exhibit, Genco, Gottlieb, Daval, Chicago Coin, Seeburg Rayolite Duck Guns, A. B. T. Rayolite Squirrel Guns and Model F Targets. Slots, Mills, Watling, Pace, Jennings. Write us what you need. We will quote you prices. **AMERICAN MACHINE SALES CO.**, 605 E. Commerce St., San Antonio, Tex. x

**INTERNATIONAL TICKET SCALES—SAME AS** used in Woolworth stores everywhere. Operate perfectly, trouble free. Reconditioned like new. New scale guarantee. Only 50 to sell at \$119.50 each. Will sell on terms to approved credit in lots of five or more. **E. O. LIKENS**, 924 Fifth St., N. W., Washington, D. C. my4x

**LATE FREE GAMES — PUNCH, \$54.50; FAN-** tasy, Variety, Big Six, Bangs, \$39.50 each; Roxy, Big Show, Big Town, Fantasy, J. P., \$69.50 each; Commodore, Oh Boy, Folly, Super Six, \$59.50 each; Scoop, Nippy, Bowling Alley, \$49.50 each; Sport, Mr. Chips, Thriller, \$37.50 each; White Sails, Lucky, Vogue, Pick 'Em, C. O. D., \$45.00 each; Ocean Park, Flash, Champion, Buckaroo, \$35.00 each. Send your order with one-third deposit. Mention second and third choice. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa. x

**LIKE NEW — 25 TOTALIZER 1c COUNTER** Skill Games, \$12.50 each; 10 Challenger 1c Pistol Machines, \$15.00 each. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. my4

**MAJORS, \$10.00; BUBBLES, \$10.00; CONTACT,** \$10.00; Tops, \$8.00; Airways, \$6.50; Beam Lite, \$6.50; Silver Flash, \$6.50; Reserve, \$5.00; Fairgrounds, \$10.00; Track Times, \$32.50; Dominos, \$32.50; '38 Domino, large odds drum, \$60.00. Will trade for Victrolas or Penny Cigarette Games. **PADGETT**, Box 285, Rt. No. 2, Augusta, Ga.

**MAKE OFFER — 89 TWO MACHINE STANDS.** Hundreds of good used Vending Machines. **C. J. FENDRICK**, 2671 Eudora St., Denver, Colo. x

**NATIONAL CASH REGISTER FOR SALE OR** Trade—Is same as new, used six months. Has detail strip on side. Price, \$90.00, or trade for 616A or two 312s or 412s. Best used Records, \$5.00 per 100. Satisfaction guaranteed. **MONROE VENDING CO.**, 2918 South Grand, Monroe, La.

**NORTHWESTERN PENNY MERCHANDISERS** \$4.50, porcelain; Northwestern No. 33 Gum Vendors \$3.00, porcelain; also metal stands, wall brackets and celluloid charms at greatly reduced prices for quick sale. Write for complete list. Send 25% deposit with order. **WARD PETERS**, Baton Rouge, La. ap27x

**PENNY ARCADES — WE ARE THE WORLD'S** Leading Headquarters for like new and used equipment. See us before you buy. **MIKE MUNFIS CORP.**, 593 Tenth Ave., New York. tfn

**PENNY ARCADE HEADQUARTERS SINCE** 1895 — Guaranteed factory reconditioned Arcade Machines. Anything to trade? Forward details and send for our latest list of reconditioned machines today. **INTERNATIONAL MUTOSCOPE REEL CO., INC.**, 4407 Eleventh St., Long Island City, N. Y. my18x

**REGULAR ROCK-OLAS — ALL IN PERFECT** condition, \$30.00 each, F. O. B. Dayton. 1/3 deposit with order. **MUTUAL SERVICE**, 1211 E. Third, Dayton, O.

**SACRIFICE — 50 MABEY-PEERLESS HOT PEA-** nut Machines, \$7.50 each; 25 Stewart-McGuire Nut Machines, \$4.00 each. **CAMEO VENDING**, 135 West 42d, New York.

**USED PHONOGRAPH RECORDS WANTED —** Small or large quantities. We give you a square deal. All replies answered promptly. **ARCO RECORDS CO.**, 98 Park Place, New York City.

**WANT ARCADE MACHINES—X-RAY POKER,** Wurlitzer Skee Balls, World Series. All other types of Arcade Machines. **ALOIS ASCHERL**, 6812 Central Ave., Ridgewood, N. Y.

**WILL BUY YOUR 312 AND 412 WURLITZER** Victrolas—Must be cheap. State number, price and condition in first letter. **MONROE VENDING CO.**, 2918 South Grand, Monroe, La. x

**WILL TRADE MILLS SMALL SCALES OR WUR-** litzer Music Machines for Columbia, Q. T., Vest Pockets, Gingers, Mills Bonus. **O'BRIEN**, 89 Thames St., Newport, R. I.

**5/8" BALL GUM, FACTORY FRESH, 12c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. my4

**3 SEEBURG "A," \$22.50; 2 SEEBURG REX,** \$99.50; 6 Wurlitzer 616-A (Lighted Grill), \$79.50; 5 Wurlitzer 600, \$185.00; 15 Rock-Ola Monarchs, \$115.00; 30 Rock-Ola Imperials, \$69.50. All just off location, in A-1 mechanical condition. Look fine. 2 Seeburg Chicken Sam with base, \$135.00. Like new, never on location. 1/3 deposit, balance C. O. D. **MUSIC SERVICE CORPORATION**, 1418 S. 16th, Omaha, Neb. x

**5c "HOT" PEANUT, PENNY PHONOS, 6-COL-** umn Cigarette, S-M Nut, Penny, Nickel, \$4.50. Lots (10), \$3.95. **MIDWAY**, 500 W. 42d, New York City.

**8 LUCKY STRIKE — F. P., THOROUGHLY RE-** conditioned and guaranteed mechanically perfect. \$40.00 each. 1/2 cash or certified check. **DELL HENEMAN**, 1417 Rugby Rd., Schenectady, N. Y.

### COSTUMES, UNIFORMS, WARDROBE

**A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES,** 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. **CONLEY**, 310 W. 47th, New York. x

**EIGHT FLASH BAND COATS, \$16.00; RED** Caps, new, \$1.50; Velvet Curtain, 12x22, \$25.00; Cellophane Hulas, Orchestra Coats, Jackets. **WALLACE**, 2416 N. Halsted, Chicago.

### FORMULAS

**THAXLY FORMULAS FOR PERFECT PROD-** ucts. Accurate Analyses Assured. Resultful Research. Catalog free. **Y. THAXLY CO.**, Washington, D. C. x

### FOR SALE—SECOND-HAND GOODS

**ALL TYPES — POPCORN MACHINES, GAS-** oline Concession Models, Burch, Star, Long-Eakins, Copper Kettles, Furnaces, Burners, Geared Kettles. **NORTHSIDE MFG. CO.**, Indianapolis, Iowa. jellx

**BINGO CLOSEOUT AT SACRIFICE—75 CHAIRS,** 100 Stools, 2 Sections of Horseshoe Counter, 58 feet to section; 2 Electric Flashers; 1 P.-A. System; 1,500 Bingo Cards. Showcase for Merchandise. Best price accepted. **BOX NY-3**, Billboard, 1564 Broadway, New York.

Additional Ads Under This Classification Will Be Found on the Next Page.

**COMPLETE CUSTARD OUTFIT — INCLUDING** Custard Machine, Trailer and Buick Sedan. Good condition. Any reasonable offer accepted. **EDGAR JOHNSON**, Waldron, Ind.

**DELUXE SHERMANITE STEEL COVERED** Wagon — Has Toilet, Mahogany, Electric Brakes, new Paint, Protaine Cooking, Duo-therm Heater, perfect, only \$240 down, balance like rent. **SELLHORN**, Sarasota, Fla. x

**FROZEN CUSTARD MACHINE — ELECTRIC** Eze-Way. Bought new in 1938. Good condition. \$750 cash. **ICEBERG**, 629 S. Burdick, Kalamazoo, Mich.

**NEW SKATING RINK EQUIPMENT FOR SALE** — Doing good business. Other business reason for selling. In industrial city on National Highway in northwestern Pennsylvania. Address **BOX C-456**, care Billboard, Cincinnati, O.

**NEW 12-QUART GEARED HAND POPPING** Kettles — 14 Gauge, aluminum, highly polished. Strongest made, rigid throughout. Guaranteed, absolutely leakproof. Order yours now, \$9.75 each. \$1.50 deposit with C. O. D. (Carnival Special) Gas Popper Trunk type complete, \$49.75. F. O. B. Chicago. Others \$24.75 up. Dept. No. 3, **ANCHOR MACHINE COMPANY**, 1351 W. Madison St., Chicago, Ill. ap27

**RECONDITIONED HENRY EASY FREEZE** Frozen Custard Machine with all accessories. Cheap. **FROZEN CUSTARD MACHINERY CO.**, 869 Thomas St., Memphis, Tenn. x

**SKEE BALL ALLEYS — 10. BEST PROVEN**, long time park game, \$95.00 each. **H. L. WHITESSELL**, 2608 E. 14th St., Tulsa, Okla. my4

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ATTRACTIVE BALL-THROWING GAMES —** Bottles, Cats, Dolls, Kids, Tenpins. Complete portable outfits and supplies. **LA MANCE**, 782 Marion, S. E., Atlanta, Ga.

**CIRCUS BLEACHER SEATS, ALL SIZES, NEW** and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa. my4

**FOR SALE—16-SEAT CHAIRPLANE AND** some Laughing Mirrors; also Tent, 30x30, khaki. **HARRY WEYDT**, River Falls, Wis.

**FOR SALE — TWENTY-FOUR SEAT CHAIR** Plane complete; Kiddie Merry-Go-Round; Aero Plane, Ferris Wheel. **CALVIN GRUNER**, Pinckneyville, Ill. my18x

**FOR SALE — 1939 ROLO FUNHOUSE, IN EX-**cellent condition. Can be booked on show. Also Tangley Calliope mounted on Chevrolet 1937 1½-ton truck. Beautiful job. Address **ART LEWIS**, Gen. Mgr., Art Lewis Shows, Norfolk, Va., until April 27; Wilmington, Del., April 29 to May 4. my4

**FOR SALE — AMERICAN FLYER, RUN SAME.** Also have Kentucky Derby, using Airplanes instead of Horses. Cost sixteen hundred dollars. In good condition. **L. KATZENMOYER**, 816 Hampden Blvd., Reading, Pa.

**HERSCHELL THREE ACREAST MERRY-GO-**Round—Jumping, Leroy Engine, Wurlitzer Organ. Good condition. Bargain. **AL SCHAEFER**, 624 Hancock St., Brooklyn, N. Y.

**KIDDIE AEROPLANE RIDE (FACTORY BUILT),** Fence, Ticket Box, Tools complete. New paint and overhaul, \$225.00. **J. MEDER**, 4320 Hodgson, Cleveland, O.

**KIDDIE AUTO RIDE — TEN CARS, PLAT-**forms, Motor, etc. Ready to run, \$200.00. \$75.00 cash down payment, balance C. O. D. **A. E. BURNELL**, Pullman, Wash.

**MANGEL'S SHOOTING GALLERY — 4 SKEE** Ball Alleys; 9 Dodg 'Em Cars with floor steel. **E. PARSONAGE**, 311 Rosedale Ave., St. Louis, Mo.

**PORTABLE SKATING FLOOR—40x110, USED** one season, A-1 condition, \$850.00 cash only. Never wet or hurt. Simple construction, easy set up. **BOX C-458**, Billboard, Cincinnati, O.

**TRAILER—7x15 FEET, EQUIPPED WITH RE-**volving ½ horsepower A.C. Shooting Gallery, 30-Foot Range, Sides and Counter, \$200.00 complete. Eight Cylinder Meteor Coach with Hitch, \$150.00. Holcomb and Hoke Six-Foot Cabinet Automatic Electric Popcorn Machine with Motor, \$50.00; \$25.00 Kicking Mule, \$5.00 Two Nine-Foot Rola-Score Alleys, \$25.00 each. Will not ship. Come and see for yourself. Am selling 20% of actual cost. **J. W. BURKET**, Roaring Spring, Pa. Phone 64M. x

**WALKING CHARLIE BALL GAME FOR SALE—** Butler Park, good condition. Write or call **ALBERT SINGLEY**, Box 187, Washington, N. J.

**100 PAIR CHICAGO FIBRE SKATES—A-1 CON-**dition. Need money, will sacrifice at \$2.00 pair. Cash only, others save your stamps. **BOX C-459**, Billboard, Cincinnati, O.

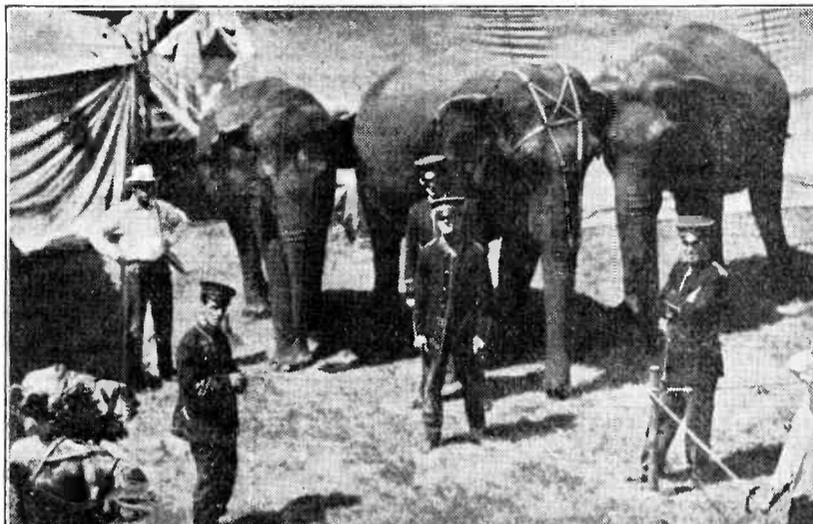
**HELP WANTED**

**ACROBAT WANTED FOR STANDARD COMEDY** act playing the East. One who can do two good routines. **GREFFLY**, 346 Valley Stream Blvd., Valley Stream, N. Y.

**AGENT FOR LATIN AMERICAN ACT (MAN** and Wife) with Sound Truck and Stage for any occasion. **MARCE LORING**, General Delivery, East Prairie, Mo.

**EXPERIENCED DANCE VIOLINIST DOUBLING** Rhythm Guitar—State qualifications, age, salary. **HOWARD KRAEMER ORCHESTRA**, Elkhart Lake, Wis.

**Show Family Album**



**THE LATE GEORGE DENMAN**, noted elephant trainer for more than 25 years, is the central figure in this picture, snapped season of 1910 at Paris, Tex., on the Ringling-owned Adam Forepaugh and Sells Bros.' United Shows managed by Al Ringling. Behind Denman and at the right are two assistants, Richard Smith and William Hayes, respectively. At the left (rear) is a show boss and in the foreground is a camel man. Their names are not remembered. The show was a 40-car organization and it is believed 1910 was the only year it made a trip to the West Coast. Denman joined the Barnum & Bailey Circus in 1888, making a four-year tour of Europe with the show. He became elephant superintendent later, retaining the position until 1933, when he retired after becoming ill during a Ringling-Barnum engagement in Madison Square Garden, New York. He died in 1937.

*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.*

**FOR CANADA — ATTRACTIONS FOR SIDE** Show. Mental Act; also Annex Feature. Route includes twenty-five fairs. **HOWARD SPECTOR**, Wallace Bros.' Shows, Wallaceburg, Ont., Canada.

**CTRLS — CAPABLE DANCING GIRLS FOR** Egyptian, Hawaiian, Oriental and Tap Dancers. Season's work, good salary. Write **OSCAR CORBIN**, Kokomo, Ind.

**GUESS YOUR WEIGHT MAN — CAN EARN** better than \$50 weekly at Asbury Park Boardwalk during season. Send qualifications and recent photo. **KENDALL LEE**, Asbury Park, N. J.

**MECHANIC FOR CONSOLES AND FREE PLAY** Games—Good salary to experienced man. Name references. Address **BOX 92**, Steubenville, O.

**MED PERFORMERS—ALL LINES. PREFERENCE** those doubling piano. State lowest. Opening May 20. **ALVIN KIRBY**, 2000 E. 52d St., Indianapolis, Ind.

**MED PERFORMERS — ALL LINES. MUSICAL.** Blackface, Producing Team, Versatile Emcee. Pay your own. **W. E. BAKER**, care J. W. Baker, Davenport, Ia.

**NOVELTY ACTS — SINGERS, DANCERS, MU-**sicians. Versatile people for Med Show. State all in first letter. **JERRY FRANTZ**, Slatington, Pa.

**SENSATIONAL FREE ACT FOR JUNE AND** July booking with **WRIGHT AMUSEMENT CO.**, Missouri Valley, Ia. Prefer Aerial Act. Give price and details first letter.

**TRICK BICYCLE RIDER WANTED AT ONCE** for several months. Good pay. Write **ROC**, Council Bluffs, Ia., today, giving full details. x

**WANT FOR BIG SIDE SHOW — REAL FRONT** Talker, Ticket Seller, Tattooer and Girl for Illusions. Experience unnecessary. **MILLER'S ODDITIES**, Norwich, N. Y.

**WANT GOOD GEEK — NO GLOM. WIRE** **STERLING**, Great Lakes Show, 2647 Cheltenham Road, Toledo, O.

**WANT FIRST-CLASS MEDICINE SHOW PER-**formers—Good Piano Player. Must read. Sobriety essential. Everybody works acts. Salary sure. Open May 11. Write full particulars. **DE GRACE**, Hoosier Herb Co., Princeton, Ind.

**WANT HAMMOND ORGANIST FOR UNIT —** Booked solid six months' theatrical tour. Don't misrepresent. Wire **CALVERT**, Gus Sun Office, Springfield, O.

**WANTED—LIFT LOMBARDO FIRST TRUMPET** and First Sax. Single, no habits, grippers or band jumpers. Singers preferred. No ideas needed, band well organized. Middle West doing best we can with other aspirations. Don't answer unless you can live up to this. Write **BOX C-455**, Billboard, Cincinnati, O.

**LOCATIONS WANTED**

**WANT TO LEASE—BUILDING OR PAVILION** suitable for Roller Skating. Good equipment. Give percentage or cash rent. **BOX 745**, Hemingford, Neb. my4

**MAGICAL APPARATUS**

**CATALOGUE OF MINDREADING — MENTAL-**ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. my18

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. my11

**LATEST 216-PAGE ILLUSTRATED PROFES-**sional Magic Catalogue—Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. **KANTER'S**, 1309 Walnut St., Philadelphia, Pa. my4

**30 NEW PUNCH FIGURES (WOOD); ALSO** Coon and Irish Vent. Stamp, please. **F. BROWN**, 8th, Missouri, Lawrence, Kan.

**MISCELLANEOUS**

**GOVERNORS TO CONTROL AUTO ENGINES** used to generate light, run mechanical concessions, etc., \$5.00 up. **CANDEE**, 127 Llewellyn St., Los Angeles. my11x

**NEW LAUGHING MIRRORS, LARGE AND** small; for parks, carnivals, fairs, giggle shows, nite clubs, arcades, etc. **C. J. MURPHY**, Elyria, Ohio. my11

**1,500-WATT FLOODLIGHTS WITH BULB,** \$8.50; regular \$39.50. Low stand 20-inch Air Circulating Fans, \$15.00; high stand, \$19.00. **MILLER SURPLUS**, 2553 Madison, Chicago. ap27x

**M. P. ACCESSORIES & FILMS**

**A REAL BARGAIN! — SEND FOR "SPRING** Roadshowmen's Special" on the rental of 16MM. Sound and Silent Films. Write today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560 Broadway, New York. my4

**ASTONISHING BARGAINS — 16MM. SOUND** Projectors dirt cheap; only nine left. Terms. Factory reconditioned. Films rented, sold, \$5.00 reel. **NO. 521 STATE THEATRE**, Pittsburgh, Pa. x

**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.

**ATTENTION, OPERATORS — MERCHANTS'** Free Movies. Biggest thing outdoor amusement world today. Talkie program, equipments rented. **NO. 711 STEUBEN BLDG.**, Chicago, Ill. x

**BARGAINS IN USED PROJECTION MACHINES,** Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. ap27

**CIRCUIT OPERATORS — WE CAN FURNISH** a few more accounts from our 35 millimeter complete service. Write **MUTUAL SUPPLIES**, Virginia, Ill. my4

**CLEAN, NEW 16MM. SOUND FILMS—WEEK-**ly Roadshow Service our specialty. Large library, attractive rates. **SWANK**, 5861 Plymouth, St. Louis, Mo. ap27

**COLOSSAL SPRING CLEARANCE SALE —** 16mm. Sound Films, Features, Shorts, \$4.50 Reel Up. Road Show Programs Rented Day or Week. Sound Projector Bargains, Supplies, Accessories. List Free. **SOUTHERN VISUAL EQUIPMENT**, Box 2404, Memphis, Tenn. ap27x

**FIRST-CLASS PROGRAMS RENTED — \$15.00** week; \$7.50 two days. Action Westerns and Ghost features. Silent and Sound Projectors reasonable. Silent Films wanted. **SIMPSON**, 1275 S. Broadway, Dayton, O.

**FOR SALE — TWO SIMPLEX PROJECTORS,** complete booth equipment, dual channel operadia amplifier. **L. H. ROBBINS**, Anderson, Ind.

**FOR SALE — PROJECTORS. POWERS 6B,** never used, and 2-7A Holmes Silent, \$175.00. **A. A. PHILLIPS**, 1554 W. Magnolia, San Antonio, Tex.

**HOLMES 35MM. MOVIE OUTFIT—COMPLETE,** lots of extras. Wire or write **H. M. PEDRICK**, 1823 E. Main, Danville, Ill.

**SOUND ON FILM—REGULAR THEATRE SIZE.** Bargain for cash sale. 1934 to 1938 issues. Free List. **BOX 422**, Cincinnati, O. x

**SPRING CLEARANCE OF SURPLUS STOCK—** Inspection Table, \$7.50; Rewinds, \$7.50; 150 Shipping Cases, assorted sizes for 1,000-ft. reels, 35c each; 9x9 Sound Screen in Trunk, \$37.50; 35MM. Sound Feature bargains from \$15.00 up; Single Reels, \$5.00. **WALDO**, Box 524, Cincinnati. x

**TWO PERFECT PRINTS WITH SHIRLEY** Temple, Bette Davis, Pat O'Brien, 8 Reels; "Skybound," 6 Reel Airplane. **GLENN NEWTON**, Center, Tex.

**WESTERN, ACTION — 35MM. COMPARE** our prices, condition. **CROSS**, 4206 Lee Highway, Arlington, Va. my4x

**WILL SELL 300 OPERA CHAIRS AND COM-**plete booth equipment for balance due on unpaid notes. **MOVIE SUPPLY CO.**, 1318 South Wabash, Chicago. my4

**WILL BUY 35MM UNCLE TOM'S CABIN** Film, silent, good condition, priced low. No junk. **THOS. FINN**, Hoosick Falls, N. Y.

**PARTNERS WANTED**

**PARTNER WITH TENT AND MOVING PIC-**ture Equipment playing small towns. **R. D. BURKE**, 49 E. 12th St., New York City, N. Y.

**PHOTO SUPPLIES AND DEVELOPING**

**ABSOLUTELY BEST DIRECT POSITIVE BUY!** New Portable Double Unit, takes both 1½x2" and 2¼x3¼" pictures. New, economical, cool fluorescent lighting system. Send for direct positive catalog. **MARKS & FULLER, INC.**, Dept. BC 440, Rochester, N. Y. ap27x

**ALL 4 FOR 10c OPERATORS—CUT PRICE ON** all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. my4

**AT LAST!—ALL YOUR SNAPSHOTS IN NATU-**ral Colors. Roll developed, 8 natural color prints, only 25c. Reprints, 3c. Amazingly beautiful. **NATURAL COLOR PHOTO**, Janesville, Wis. x

**DEVELOP AND PRINT YOUR OWN FILM** Rolls at Home—Beginners' Outfit and instructions only \$2.00 postpaid. **JOHNSON**, P. O. Box 1562, Baltimore, Md. x

**DIREX DIRECT POSITIVE PAPER—NO FAD-**ing, best gradation, highest speed. **THE POSITYPE CORP. OF AMERICA**, 244 Fifth Ave., New York, N. Y. ap27

**FOR SALE — P. D. Q. CAMERA, MODEL B.** Like new. Makes photos in one minute, \$55.00. **ISETTS COIN MACH. CO.**, Kenosha, Wis.

**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. my11x

**PHOTRAIT CAMERA WITH LIGHTING UNIT**—1 1/2x2, with F:2.6 Lens. Practically new. A bargain at \$90.00. Here's another excellent buy. Carnival Studio Outfit. Sleeve operation, temperature control, 1 3/8x1 3/4 Camera F:2.6 Lens. Complete, only \$87.50. Act at once. **PHOTRAIT CO.**, 533 E. 140th St., Cleveland, O.

**ROLLS DEVELOPED — TWO PRINTS EACH** and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo.

**4-FOR-DIME MACHINE AND CABINET — ALL** equipment, including Enlarger. **DOUGLAS ASHWORTH**, 1221 5th Ave., N., St. Petersburg, Fla.

**8x10 PHOTO REPRODUCTIONS, 12 FOR \$1.00.** Write **ARTISTS PHOTO SERVICE**, Box 1155, Cincinnati, O.

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**AMAZING SALES BOOSTER PLAN FOR** filling stations, all retail dealers. Fast seller. Big profits. Sample free. **PROFIT-MAKERS**, 160 N. La Salle, Dept. D-8, Chicago. ap27x

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**A-1 BEST ARTISTIC SHOW BANNERS — FOR** Circus-Carnivals. Strongest made. Flashy. Lowest prices. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago.

**BEST CARNIVAL SIDE-SHOW BANNERS AND** Pictorial Panels—Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. ap27

**PICTORIAL SHOW BANNERS — BEST IN** world for the money. Special 8x10, \$16.75. **SNAP WYATT STUDIOS**, 1215 Garcia, Tampa, Fla. my25x

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**TENTS—SECOND-HAND**

**SIDEWALL — 150 FT. KERR, HAND-ROPED,** 9 ft. high. Used 3 months, \$22.50 takes all. **S. BENSON**, Loda, Ill.

**SIDEWALL BARGAINS — 15,000 FEET** slightly used; seven feet high, \$16.00 per 100 feet; eight ft., \$18.00; nine ft., \$20.00; good as new, light tan. **MAIN AWNING-TENT CO.**, 230 Main, Cincinnati, O.

**SLIGHTLY USED, GOOD AS NEW. LESS THAN** half price. No rags, no mildew. State size, send stamp. Postals ignored. **SMITH TENTS**, Auburn, N. Y.

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**WINDOW CARDS—14x22, ONE COLOR, 100,** \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pennsylvania. x

**50 SHEETS AND 50 ENVELOPES PRINTED,** \$1.00; 1,000 Noteheads, Billheads, Statements, \$3.75; 1,000 Cards, Envelopes, Tickets, \$2.95. **FELTON**, 19 Fremont, San Francisco.

**100 LETTERHEADS AND 100 ENVELOPES,** \$1.00; 250 of each, \$2.00. **RELIABLE PRINT SHOP**, 901 East Jefferson, Louisville, Ky.

**WANTED TO BUY**

**LIBRARY DANCE ARRANGEMENTS — MUST** be styled, commercial. **LARRY MORELLI**, 1503 Penna. Ave., New Castle, Pa.

**PORTABLE SKATING RINK — 40x80 OR** larger, with or without tent. Give complete details and lowest cash price first letter. **ED. RING**, Hemingford, Neb. my4

**WANT FLYING EAGLE AND INDIAN HEAD** Pennies from 1856 to 1878. **LOTUS SULLIVAN**, Salem, Ind.

**THIRTEEN-PIECE ORCHESTRA** available for location or road—Cut or augment. Just finished nine successful months in North Carolina. Radio and stage experience; commercial or swing. Union, all modern equipment. State all first letter, including salary. Soliciting reliable propositions. **JIMMIE McGOWAN**, care Imperial Club Orchestra, 3742 Broadway, Kansas City, Mo. my4

**AT LIBERTY CIRCUS AND CARNIVAL**

**ANNEX ATTRACTIONS**

One of the best, wardrobe, flash, banner and blow ups. A-1, have transportation, do own talk. Reliable managers answer only. **EDDIE DARRELL**, General Delivery, Petersburg, Va. ap27

**AT LIBERTY — TICKET SELLER FOR CIRCUS** or Carnival. **GLEN HINTON**, Box 122, Edgewood, Ill.

**THE DALTONS—BLINDFOLD ROPE SPINNING,** featuring 16-year-old Slim, the only person presenting rope spinning this way. Rifle and Pistol Sharpshooting, Bull Whip Manipulating. Two people, flashy wardrobes. Circuses, fairs, etc. Mail address: Centerdale, R. 1.

**YOUNG MAN WOULD LIKE JOB ON CARNIVAL** or Circus: not any experience, but willing to learn. **DONALD COOK**, 60 New Park, Lynn, Mass.

**COLLEGE GRADUATE**—Desires work with carnival, manual or clerical. Practical experience, promotional and commissary knowledge. Join anywhere immediately. **KENNETH ARVEDON**, Y. M. C. A., Philadelphia, Pa. ap27

**MAN, 28, would like job with Carnival**—Can handle two-abreast Merry-Go-Round and 10-Car Kiddie Auto Ride. State pay. **WICKESSER**, Prospect St., Holyoke, Mass.

**RIDICULOUS TRIO**—Three Regular Clowns, best of props. Four Acts. Go anywhere. Address care The Billboard, Chicago, Ill. my18

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**COLORED ORCHESTRA AVAILABLE** — Night club, roadhouse, ballroom, resort, tavern. Eight people. Full information on request. State your terms. **ORCHESTRA LEADER**, 1424 Paseo, Kansas City, Mo. ap27

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**JOHN GARFIELD TYPE** — Closed "Volpone," Beaux Arts Theatre. Special theatre training, diction and projection good. Play comedy or strong emotional leads; also Latin heavies and character. Italian and French dialects. Read French and German. Play violin, popular or classic. Useful backstage (or front). Typist, publicity, etc. **MAURICE STOLLER**, 3511 Pomeroy Ave., Los Angeles, Calif. ap27

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**AT LIBERTY MISCELLANEOUS**

**SCENIC ARTIST AT LIBERTY — NON-UNION.** Can join on wire. Also do lettering. Write or wire **JACK PLATZER**, 105 N. Pearl St., Natchez, Miss.

**THE CAPT. MACK SMALL FRY CIRCUS** — Presented for fraternal fund raising auspices; also for fairs, parks, theatres and nite clubs. Just closed tremendous successful Philadelphia date. Our performance program sensationally presents "Mike," a huge fascinating trained Gender Act; "David," Belgian Mastiff Educated Mental Dog; "Baby Bears," snappy act of excitement; "Jocko," Trained Organ Grinder Monkey Act; "Bo and Jo," fast-stepping real Dog Act; "Dixie," beautiful Pick-Out Pony turn. Show features miniature circus cage wagons. These contain live, unusual menagerie animals. Furnish P.-A. system with musical program for entire production; two large speakers. Flashy new red and white canvas setting. Motorized, travel anywhere for right money. Personnel, equipment finest that's available. "Capt. Mack" and his boy actor, "Junior Mack," extend an invitation for your inquiries concerning this grandest Kiddie Show on earth. Booking now, open time for live-wire executives. Our unique show has definitely caught on. Write **CAPT. MACK**, R. D. 1, Paterson, N. J.

**YOUNG MAN, 21, desires reliable position in** the promoting field. Experience in boxing promoting. Good bookkeeper, office man. Wants to learn pro. No finances. Best of references. Write **JOHN MCGILL**, Kinsman, O.

**AT LIBERTY M. P. OPERATORS**

**OPERATOR, MANAGER, SIGN MAN — REAL** hustler. 15 years' experience, all equipments. Expert on sound. Go anywhere. If you want a real man, write **OPERATOR**, 2517 S. Hobson, Philadelphia, Pa.

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**STRING BASS — THOR-**oughly experienced, exceptionally good instrument. Excellent appearance, studying, unable to continue. **BLAINE TRICKEL**, 3512 Minnehaha Ave., Minneapolis, Minn. ap27

**DRUMMER, TENOR SAX**

—Two experienced men, 6 years' radio, show, large and small band experience. Tenor Sax doubles Alto and Clarinet, excellent tone, read and go. Arrange, sing and have car. Drummer, good outfit, cut shows, sing, read anything, jam, solid, good showmanship. Join immediately together or separately. Prefer Dixie but will accept reasonable offer. Union. **EDDIE EDELL**, De Kalb, Ill.

**A-1 ALTO TENOR CLARINET — FULL, BRIL-**liant tone. Recently closed Chez Ami, Buffalo. Studied with the best. Read anything, transpose, take-off, fake. Double good bass for cocktail combination, but have no instrument. Excellence appearance, make good front man. Thoroughly dependable, union. **WALTER ALLEGOOD**, 144 W. 80th St., New York, N. Y. SUsquehanna 7-7869.

**AT LIBERTY — DANCE DRUMMER. READ** and fake. Have car; can join at once. Write or wire **FRANK SCHALK**, General Delivery, Ipswich, S. D. ap27

**AT LIBERTY MAY 9 — STRING BASS. ALL** essentials, preference dance work. Twenty, union, 3 years' experience. Have Dodge car. Photo. **BOX C-460**, Billboard, Cincinnati.

**BANDMASTER, INSTRUCTOR—PROFESSIONAL** experience. Want location in town, city. Wishes to hear from live C. of C. or other organizations. **LEONARD DOTO**, Iron Mountain, Mich. ap27

**GIRL GUITARIST — YOUNG, ATTRACTIVE,** ambitious, sober. Wishes to make connections with large orchestra, or small combination. Experienced. Free to travel. Write **J. OLIVER**, 5 Woodside Terrace, New Haven, Conn.

**HAMMOND ORGANIST — OWN ORGAN.** Want to locate hotel, lounge, roller rink. Swing and dinner music, requests. **MILLER**, 555 Milwaukee, Grand Rapids, Mich. ap27

**HAMMOND ORGANIST—HAVE OWN ORGAN.** Available immediately. Hotels, cocktail lounges, clubs or orchestra work. Union, experienced. **BOB COLLINS**, 6517 22d Ave., Kenosha, Wis.

**TENOR SAXOPHONE, CLARINET — AGE 21,** union, single, sober. Read or fake. Desires steady engagement with good name band. Will travel. **VINCENT UCCELLINI**, 1561 E. 98th St., Brooklyn, N. Y. Skidmore 4-1767. ap27

**TENOR AND CLARINET—TRANSPOSE, RIDE** and arrange. Experienced, sober, reliable. Prefer full band, but will take anything. Go anywhere. **HANK MARTIN**, 875 Washington St., Boston, Mass.

**TENOR SAX, DOUBLING CLARINET, AVAIL-**able immediately. Read, jam, plenty experience. Write **MUSICIAN**, 328 W. Washington, Jackson, Mich.

**TRUMPET — READ, FAKE, GO. YOUNG. GO** anywhere. Play shows. **JOE GREEN**, 1738 Washington St., Toledo, O.

**TRUMPET AND PIANO—EXPERIENCED LARGE** or small band. Trumpet has good tone, range, modern take-off, read. Piano, read, fake, go and arrange. Both young, sober, reliable, union. Can supply library for four-piece band. **EDDIE LLOYD**, General Delivery, Rochester, Minn.

**YOUNG LADY HARPIS—AVAILABLE NOW.** Good appearance. Plays all types of music. **GEORGIA F. PETERS**, 818 N. Finch St., Springfield, Ill. my4

**3d ALTO CLARINET, 2d CORNET — EXPERI-**enced both chairs. No take-off. Single, age 32, union. **JIM CURRIE**, Murray, Ia. my4

**ACCORDIONIST** doubling Altosaxophone, Clarinet, Cello, Bass. Wide experience symphony, radio, dance. Young, reliable. Address **MUSICIAN**, care Bader, Apt. 5B, 639 W. 20th St., New York. ap27

**DRUMMER**—Many years' experience practically all lines; reliable; anything but prefer small swing band. **AL. KELBINSMITH**, 1113 N. Sixth St., Leavenworth, Kan. my4

**GIRL MUSICIAN** — Doubles on Violin, Piano, Sax. Union, attractive, college graduate. Age 22. Experience cocktail unit, dance band. Travel or locate. Available soon. **BOX C-426**, Billboard, Cincinnati, O. ap27

**GIRL TENOR, SAX, Clarinet, Violin** — Experienced, read, take-off, good tone, union. Available immediately. Don't misrepresent. **SHEILA SENARD**, 101 Cherry St., Punxsutawney, Pa.

**GUITARIST**—Available at once. Union. Prefer dance orchestra or strolling combination. Single, sober, neat young. Free to travel. Read, fake, rhythm, fill-ins, solos, etc. Cut anything required of an orchestra guitarist. Consider any reliable offer. No horns, panics. Write or wire **JOHN RECTOR**, Hickory, N. C. ap27

**HAMMOND ORGANIST, Novochordist**—Plenty on the swing side. Lotsa smooth, lotsa classic. To dance to or listen to. **ORGANIST**, 37 Seymour, Tonawanda, N. Y. ju15

**PIANIST, TEACHER, Conductor** — Conservatory graduate with years of experience. Want to locate as Teacher or Director. Prefer West. **PIANIST**, Box 47, West Palm Beach, Fla.

**RHYTHM PIANO**—Read, arrange. Can open immediately. Any reasonable offer considered. Wife sings, appearance, range F below to C in staff. **MUSICIAN**, Stephens Hotel, Jolins, Mo.

**SOLID STRING BASS**—Double sweet Trombone, sing. Read, jam. Union. No panics. Cut or no notice. Available immediately. **JOHNNIE SIMPSON**, Kickapoo Hotel, Peoria, Ill. my4

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**AT LIBERTY ACROBATS**

**TUMBLER**—First class. Do fast Flipflaps. Wants connection with good acrobatic act or troupe. Don't misrepresent. I don't. **DON ANGELO**, 1102 DeKalb Ave., Brooklyn, N. Y. my4

**AT LIBERTY AGENTS AND MANAGERS**

**RINK MANAGER — FOUR**

years' experience with both portable and stationary rinks. Know latest dance steps. Will consider all offers. Write **WM. PACE**, 07 Vine St., Kissimmee, Fla. ap27

**CARNIVAL OR CIRCUS AGENT** — Booker-Contractor, expert Publicity Director. Close Contractor; 20 years leading circuses, railroad or motorized. State salary. Join on wire. **ROBERT SAUL**, 149 N. Winter St., Adrian, Mich. ap27

**AT LIBERTY BANDS AND ORCHESTRAS**

**ATTENTION, BOOKERS, HOTELS, CLUBS, RE-**sorts—First-class Five-Piece Dance Band. Unique, different. Sounds like six or seven men. Exclusive arrangements, doubling many instruments, singing trio, novelties, commercial variety music. Band has worked together steady over six years. Union, modern equipment, large library. Present location nine months but prefer change for summer location. Photos and particulars on request. P.S.: If desired can furnish outstanding girl vocalist who is our own discovery. Write **ORCHESTRA**, 1920 S. 9th St., Terre Haute, Ind. ap27

**AT LIBERTY—WELL ORGANIZED TEN-PIECE** Union Band, looking for steady summer engagement. Novelties, complete library of special arrangements (five arrangers). Complete orchestra equipment. Lots of personality, all young, outstanding musicians. Highest references. Available beginning of June. Write **BOX C-457**, The Billboard, Cincinnati, O.

**FOUR-PIECE ENSEMBLE — 2 MEN, 2 GIRLS,** using 2 Violins, Piano, Vibraharp, Accordion, Cello. Union. Concert and popular. Want location. Address **KESHNER'S ENSEMBLE**, 315 W. Main, Olney, Ill. my4

**6-PIECE ORCHESTRA FOR CLUB, HOTEL, RE-**sort. Large library special arrangements, vocals, etc. All essentials. Write **BOX C-451**, Billboard, Cincinnati. ap27

**ALL GIRL ORCHESTRA — 3 to 6-Piece Novelty** Swing Band. Some double vocals, novelties. Large library, wardrobe. Sway and swing with **SWING-ETTES**. Write, wire General Delivery, Minneapolis, Minn.

**AVAILABLE**—Very fine Five-Piece Unit. All essentials, transportation, cut or augment. Location only. Go anywhere; reliable. **ORCHESTRA**, 173 North Kingston St., Caledonia, Minn. ap27

**AVAILABLE**—"Music With a Style," sweet or swing. Finest equipment, training and experience. Real producing unit for hotel or resort. Personnel, thirteen young men: Four Reeds, four Brass, four Rhythm and Director. Feature novelties and carry complete library of specials and all other essentials. Transportation, new seven ton semi-trailer sleeper bus. Go anywhere. **BOX 755**, Kansas City, Mo. my4

**ENTERTAINING SIX-PIECE COMBO** — Suitable for nite club, restaurant or hotel. Present engagement ends June 1. Play sweet or can push for Hep-Cats. Unique style and novelties that really go over. Completely equipped, including cuts. Non-union but will join if worthwhile. A-1 references. For more details and pictures write **CHARLES McLEAN**, Greenville, Mich.

**FAST** Large or Small Versatile Colored Orchestra and Entertainers available. Write **EDDIE HOBERTS**, care The Amsterdam Musical Association, 107 W. 130th St., New York City. my4

**HARRY STRIDER** and His Hollywood Glamour Boys—Drawing card, 7 to 11 pieces. Entertained, experienced, young, reasonable. Prefer location. 833 Second St., Manhattan Beach, Calif.

**INSTRUMENTAL TRIO** — String Bass, Guitar, Clarinet doubling Sax and Violin. Dance, novelties and vocals. Young, uniformed, union. **BOX 151**, care Billboard, 1564 Broadway, New York.

**INSTRUMENTAL QUARTETTE**—Plays sweet and swing, novelty and vocal arrangements, doubles. Uniforms, union, neat appearance. **BOX 152**, care Billboard, 1564 Broadway, New York.

**5-PIECE BAND AT LIBERTY**—Union. Novelties and entertainment of the best. Strictly business. A real drawing attraction. Write or wire **ORCHESTRA LEADER**, 310 Quaw St., Wausau, Wis.

SOUSAPHONE — Young, sober. Experienced in all types of band work. Two years' experience with the 197th Coast Artillery Band. Have large bore BB♭ Martin Sousaphone that can hold down bass section of any band, from 8 to 38. Looking for summer concert work or good class circus band. State all in first letter. H. T. CLIFFORD, Box 153, Hudson, N. H.

STRING BASS — Single, 22. union. Go any place. Total abstainer. Four years' experience, references. Head and fake. Double guitar and tire tool. DEANIE HILLINGS, 812A Broadway, Hannibal, Mo.

TEACHER — Hawaiian, Spanish Guitar, Violin, Saxophone. Married, sober, reliable. Twelve years' school experience. MUSICIAN, 2931 Brevard Ave., Pittsburgh (10), Pa. my4

TENOR OR ALTO SAXOPHONE — Want steady location with reliable band. Fifteen years' experience. Union, age 32, good reader. GENE LIMA, 76 Wallis Ave., Jersey City, N. J. my11

TROMBONE — Experienced in all lines. Read, fake and take-off. Young, neat appearance, reliable. Travel or location. Join immediately. MUSICIAN, Box 288, Fayette, Ala.

TROMBONIST Wants Job Now or Later — All essentials; read, fake, take-off, range, tone, modern. Also fine vocalist. Will cut any job; absolutely no ham, plenty experience with name bands. Distance no object if job good. Panics, lay off. Sober. TROMBONIST, General Delivery, Dallas, Tex. ap27

TROMBONIST — Well experienced all lines. Troupe or locate. Write immediately. LYLE R. COX, General Delivery, Salisbury, N. C.

TRUMPET — Read, ride, fake. Union. Do arranging. Cut the stuff. No panics. B. R. POWNELL, 404 E. Lincoln St., Findlay, O.

AT LIBERTY

PARKS AND FAIRS

AERIAL COWDENS — Descriptive Ad below. my18

BALLOON ASCENSIONS — With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 So. Dennison St., Indianapolis, Ind. my4

BALLOON ASCENSIONS — For all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. ap27

BALLOON ASCENSIONS — Old-time thrill in a modern manner. Observing all Civil Aeronautics Authority Rules. THOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY, Aurora, Ill. Established 1903.

ABOUT CAPT. MACK SMALL FRY CIRCUS — The only show of its kind in America, featuring Trained Animal Attractions; also attractive Miniature Circus Wagons. Open for a few more dates 1940. CAPT. MACK CIRCUS, R. No. 1, Paterson, N. J.

BALLOON ASCENSIONS FURNISHED FOR ALL occasions with one or more Parachute Drops. HENDERSON BALLOON CO., Haskins, O. my4

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. my18

SI, FANNY AND TRICK MULE, ABNER — Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Available for fairs. SI OTIS, care Renfro Valley Barn Dance, Mt. Vernon, Ky. my18

THREE FREE ACTS AT LIBERTY. SLACK WIRE Act, Comedy Juggling and Balancing Act, Comedy Dog Acts. Price of acts reasonable. Write for literature. CHESTER HUBER, Wabasha, Minn. my4

THE CARMENES — TWO COMPLETE AND distinct acts. Three people hand and ladder balancing equilibrist. Three people comedy acrobatic act. Price and literature on request. Address BOX 21, Williamston, Mich. ap27

AERIAL COWDENS — Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. my18

AMERICA'S OUTSTANDING — (shown at Liberty May 5th to June 15th). Produce single, double, triple or large bunch numbers. Furnish comedy for entire show. Best of everything, none better. Clubs, parks, fairs, circuses, carnivals, units, picnics. Been with all the very best. Full line of photos and flashy literature. ROY BARRETT, Billboard, 1564 Broadway, New York.

DOUBLE DOG ACT — Featuring rope walking and 50 ft. high dive. Playing New England States only. Literature on request. H. BATSON, care The Billboard, Cincinnati, O. my4

E. R. GRAY'S ATTRACTIONS — Twelve Vaudeville and Circus Acts. Six ladies, four gents. Triple Bar Act, Rolling Globes, Contortionist, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Posing Act, Comedy Riding Act (we use a mule), Singing and Dancing. (Can be booked as a unit or separately. Address Ross and Keck Ave., Evansville, Ind. my18

THRILL ACTS — Unit offering sensational and unusual acts, featuring the Flying Trapeze, America's most beautiful motorized thrill performance. Copy-righted. Open for fairs, celebrations or contract. If you can offer definite contract write or wire A.L.I. AMERICAN DAREDEVILS, care of Jack Evans, 413 Mt. Vernon Rd., Newark, O.

TWO FEATURE PLATFORM ACTS — Wire Walker and Jugglers. Each act runs fifteen minutes. Write for prices and literature. THE GRIFFITH TRIO, 316 Main, Keokuk, Ia. my27

AT LIBERTY

PIANO PLAYERS

MALE PIANIST AND ACCORDIONIST WANTS situation with any size band. White; age 25; weight, 180 pounds. Well qualified musically. Three years with nine-piece band. One year on radio program. Write to FREEMAN, Xenia, Ill. ap27

PIANIST — ACCORDION DOUBLE. UNION, experienced, reliable, capable. Prefer smaller unit. BOX C-461, care Billboard, Cincinnati, Ohio.

PIANIST — EXPERIENCED ALL LINES. UNION, young, read. MUSICIAN, 342 Center Ave., Greensburg, Pa.

PIANIST — ST. LOUISIAN. ALL ESSENTIALS. Married, 24, clean living. Formerly with Blue Steele. Prefer styled band. Join at once. BOB ANDERSON, Earl Apts., Winner, S. D.

PIANO MAN — YOUNG, EXPERIENCED, ALL essentials. Join immediately. MUSICIAN, 829 N. 15th St., Manitowoc, Wis.

PIANO AND CALLIOPE — REP. UNIT OR Girl Show. Experienced all lines. DON PHILLIPS, 406 Caroline Ave., Spencer, N. C.

PIANO OR ACCORDION — WIDELY EXPERIENCED all lines, small unit or large. Join at once. All essentials. BOB NOLAN, General Delivery, Cincinnati, O.

PIANIST — Colored. Read, fake, transpose. Fair on alto sax and clarinet. Wants location where day work is available, playing at night as sideline. Arrange some. JOHN FERGUSON, 124 W. Green St., Olean, N. Y. my4

PIANIST — Double Calliope, some Accordion. Would like to join small tent show, med. girl show. Experience in putting up and taking down. State all. HARRY MCKENNEY, General Delivery, Fredericksburg, Va.

PIANO PLAYER — Small show, club or tavern. Read, fake, transpose. Thoroughly experienced. Any proposition considered. Write, stating all. No wires. HAROLD DRAGER, Marshall, Wis. ap27

AT LIBERTY

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR AT LIBERTY — Have fairly high tenor voice; do popular and risque songs. Have nice wardrobe. RAYMOND LA MARR, 205 N. State St., Syracuse, N. Y.

ABOUT CAPT. MACK SMALL FRY CIRCUS — Investigate now, play a winner. All inquiries cheerfully answered. Full, complete details on request. Work Free Act or upon admissions. Show carries no Elephants. Write CAPT. MACK, R. D. No. 1, Paterson, N. J.

AMATEUR FEMALE — Has swell song. Smash hit at Loew's Uptown Theater. Want spot in town. Money no object. EDITH SARGENT, 216 W. 100th St., New York. my4

AT LIBERTY — Female Impersonator. Wants immediate work. Age 26. Complete wardrobe. Blues songs, deep voice. Pictures available. Write "PEPE," General Delivery, Boston, Mass.

DOG SHOWS

(Continued from page 51)

Madison — May 25. Foley, Inc., 2009 Ranstead st., Phila., Pa.

Montclair — May 24. Foley, Inc., 2009 Ranstead st., Phila., Pa.

South Orange — May 11. Foley, Inc., 2009 Ranstead st., Phila., Pa.

Trenton — May 5. Foley, Inc., 2009 Ranstead st., Phila., Pa.

Westfield — May 24. Foley, Inc., 2009 Ranstead st., Phila., Pa.

NEW MEXICO

Santa Fe — April 27-28. R. S. Weed, LaFonda, Santa Fe.

NEW YORK

Cedarhurst, L. I. — May 19. Foley, Inc., 2009 Ranstead st., Phila., Pa.

Garden City, L. I. — May 18. Foley, Inc., 2009 Ranstead st., Phila., Pa.

Port Chester — May 31. Otis A. Sibley, Rye — May 31. Foley, Inc., 2009 Ranstead st., Phila., Pa.

White Plains — May 26. Mrs. M. C. McGlone, 1422 Pelham Parkway, S., New York, N. Y.

NORTH CAROLINA

Greensboro — May 18. Edgar A. Moss, 808 Summit ave.

OHIO

Columbus — May 11-12. A. Wilson Bow, 2806 12th st., Detroit, Mich.

Youngstown — April 27-28. A. Wilson Bow, 2806 12th st., Detroit, Mich.

OKLAHOMA

Tulsa — May 7. J. W. Collins, Box 2378.

PENNSYLVANIA

Elkins Park — May 12. Foley, Inc., 2009 Ranstead st., Phila.

Overbrook — May 30. Foley, Inc., 2009 Ranstead st., Phila.

Philadelphia — May 4. Foley, Inc., 2009 Ranstead st., Phila.

Pittsburgh — May 21-22. Foley, Inc., 2009 Ranstead st., Phila.

Whitemarsh — May 26. Foley, Inc., 2009 Ranstead st., Phila.

TEXAS

Dallas — May 12. Mrs. Earl E. Watson, 826 S. Oak Cliff Blvd.

VIRGINIA

Alexandria — April 27. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa.

INJURY SUITS

(Continued from page 48)

descending one of the steepest declines, the force of the tilting and resulting jolt became more violent than ever before, causing one of the girls to be thrown forward and out of her seat, as a result of which she sustained certain personal injuries.

The injured girl sued the proprietor for damages. This court said:

"The question whether the speed, method and manner of operation and the character and force of the jolts were consistent with the exercise of due care under the circumstances, and their causative relation to appellee's injury, are questions of fact for the jury."

Also, see the case of Murphy v.

Steeplechase Amusement Co., 250 N. Y. 479, wherein recovery was denied by the higher court for injury claimed to have resulted from a voluntary ride on a sporting instrumentality designed to produce thrills, which was called The Flopper. This court said:

"The very name, above the gate, 'The Flopper,' was warning to the timid. If the name was not enough, there was warning more distinct in the experience of others. . . . The tumbling bodies and the screams and laughter supplied the merriment and fun. . . . One who takes part in such a sport accepts the dangers that inhere in it so far as they are obvious and necessary, just as a fencer accepts the risk of a thrust of his antagonist or a spectator at a ball game the chance of contact with the ball. . . . The plaintiff (injured person) was not seeking a retreat for meditation. Visitors were tumbling about the belt to the merriment of onlookers when he made his choice to join them. He took the chance of like fate, with whatever damage to his body might ensue for such a fall."

On the other hand, if for any reason the injury is caused by negligence of the proprietor or his employees, the injured person is entitled to recover damages.

For example, in O'Brien v. Freeman, 1 N. E. (2d) 582, it was shown that a patron was injured in a roller-skating rink to which she had been admitted by a ticket which she purchased. As she was skating a guard or attendant, skating backwards in the same direction in which she was going, overtook and passed another skater and bumped into the girl causing her to fall.

It is important to know that the higher court held the proprietor liable because the injury resulted from negligence of the guard. This court also held that the proprietor would not be relieved from liability altho the ticket purchased by the injured patron had printed thereon the notification, as follows:

"In purchasing this ticket you agreed to use same at your own risk. The management will not be responsible for any accident or liability whatever while on their premises. In purchasing this ticket you agree to use same at your own risk."

Inspections Avoid Liability

Under all circumstances the rule of res ipsa loquitur requires that the evidence show at least probability that the accident could not have occurred had the proprietor operated the business legally and without negligence. Moreover, where the proprietor or his employees have exclusive control over the thing which caused the injury, evidence which shows that the accident would not ordinarily have occurred without neglect of some duty owed to the patron is sufficient to justify the inference of negligence but if the proprietor proves that his negligence was not the direct or proximate cause of the injury, then he will not be held liable.

For instance, in Nabson v. Mordall Realty Corp., 15 N. Y. S. (2d) 38, the court records show that a patron of a place of amusement was seriously injured by a large splinter in a defective seat. He sued for damages and alleged that the doctrine of res ipsa loquitur was applicable. However, since the proprietor proved that two competent inspectors had inspected the premises the previous day and had failed to discover the splinter, the higher court reversed the lower court, which held the proprietor liable, and said:

"The defendant (proprietor) in this case offered evidence to show that after the close of each day's performance, two watchmen go thru the premises raising up and inspecting each seat, and reporting any visible defects. On like occasions six cleaners sweep the floors and go over each seat with dust cloths. Any defects thus discovered are reported to a carpenter employed to make repairs. The carpenter himself also makes periodical inspections. He stated that any defective condition called to his attention was promptly repaired. There was no contradiction of this proof."

Also, see Selter v. Cordes, 146 App. Div. 300, in which a patron was injured when he slipped and a splinter on the floor ran into his foot. The court refused to apply the doctrine of res ipsa loquitur, and held that because there was no proof of the existence of the splinter for any period of time before the accident, so that proper care might have afforded the proprietor an opportunity to remove it, or to show that it was of such probable origin that proper inspection could have discovered it, no negligence was shown.

Therefore, it is quite apparent that if proprietors of carnivals, circuses and

other places of amusement desire to avoid liability they must employ persons willing and competent to carefully inspect the premises, otherwise injured patrons are entitled to recover damages.

For illustration, in Lawson v. Clawson, 9 Atl. (2d) 755, it was shown that constructed "bleacher" seats collapsed, causing serious injuries to spectators. The proprietor actually proved that recently the seats had been inspected but he failed to prove that same were carefully inspected by competent inspectors. Therefore, the higher court held the injured patrons entitled to a recovery of damages, and said:

"There is no evidence that such inspection as was made by him included an inspection of the risers, which were 2 by 10 inches, with their forward ends resting upon the floor and of sufficient length to accommodate 15 rows of seats, the opposite ends of risers being about 10 feet in height."

Operator Realizes Danger

The higher courts have consistently held that an operator of a place of amusement is liable in damages for injuries sustained by patrons if the evidence indicates that the dangerous condition was known to the operator and unknown to the person who sustained the injury. This is so because, under these circumstances, the proprietor is negligent in failing to remedy a known dangerous condition, and the injured person cannot ordinarily avoid an injury if the dangerous condition is unknown to him.

For example, in Tompkins v. Gottlieb, 2 S. E. (2d) 757, it was disclosed that the operator of a swimming pool placed a large metal drum similar to drums used for the storing of gasoline in the pool. The drum was partly submerged in the water and, unanchored, was permitted to float from one part of the pool to another with no definite location.

A bather was seriously injured when she dived into the pool and on coming to the surface struck her left knee-cap against a sharp and dangerous metal edge on the drum which was unknown to the bather and could not be seen because the same was submerged in the water. However, this highly dangerous condition of the drum was known to the operator of the pool, who failed to remedy this dangerous condition, or to remove the drum with its razor-like edge and of the danger of coming into the close proximity thereof.

The bather sued the operator of the pool for damages. The lower court refused to hold the bather entitled to a recovery but the higher court reversed this verdict, and said:

"The gist of the action is negligence in the maintaining of the metal drum in the swimming pool with a razor-like edge thereon, and the petition set forth the acts of negligence complained of with legal sufficiency."

Patrons Cause Injury

Another important point of law applicable to swimming pools and other amusement injuries is that proprietors are expected by the law to use care to prevent careless patrons from effecting injuries to other patrons. Various higher courts have laid down the rule of law that a proprietor is liable in damages to a patron injured by acts of another patron if the testimony shows that by exercise of ordinary care the patron could have discovered that such acts were being done or were about to be done or could have protected the patrons by controlling the conducting of the third persons, or giving a warning adequate to enable them to avoid the harm.

For instance, in Boardman v. Ottinger, 88 Pac. (2d) 967, it was disclosed that in a swimming pool four young men were playing a game of catch with a rubber ball 15 inches in diameter and weighing a pound and a half, which was a part of the equipment provided by the operator of the pool. The game had been in progress for about 10 minutes and the players were in the shallow part of the pool when the ball was thrown by one of the players and, accidentally struck a bather in the face, knocking her head against a rough concrete wall and effecting serious injuries.

It is important to know that the higher court held the proprietor liable in damages, and quoted:

"It was the duty of said defendants (proprietor) in the operation of said pool to use all reasonable care to prevent the invitee patrons from carelessly playing in said pool, and the said defendants could have, by the exercise of reasonable care, prevented said boys from playing in the highly dangerous manner."

# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Vacation Items in Limelight As Fairs Expect Big Crowds

**Fare reduction to increase travel and demand for bags and kits—stay-at-homes are prospects for picnic items and sports equipment—prize users get busy**

CHICAGO, April 20.—With tourist travel to Europe cut off and the New York World's Fair and San Francisco expo anticipating enormous crowds, concessioners, salesboard and bingo operators, direct sellers and prize users in general are planning to cash in on this type of trade by featuring accessories which Americans will need in their travels. Railroad and bus fares have been reduced and many Americans will take to the road this summer. Publicity for the world's fair has been angled to attract more of the middle income group. With more people already planning to attend the fairs and the stay-at-homes planning picnics or fishing and camping trips, wholesale houses report that orders for vacation items are moving to those who want to get an early start which will permit several turnovers.

According to J. C. Margolis, of J. C. Margolis Co., shipments have already been made of quantities of scout knives, water jugs, thermos bottles, tourist sets, traveling bags, field glasses and cameras. Those in metropolitan areas who plan to visit seashore or mountain resorts will be lured by lines of electric fans, traveling irons, traveling clocks and kitchen sets. These were very popular last year, and alert workers and operators feel sure they will repeat.

### Luggage To Go Big

Portable radios—the pick-up-and-go battery sets—are claiming much attention, and the boys are ordering them in quantities, Joseph Holtz, of Jacob Holtz Co., reports. These sets have been improved until they suit the vacation field exactly. Luggage is showing indications of being a topnotcher on the prize lists. The entire line, from zipper bags to fitted bags, will be in demand, it was said, with many stands featuring the four-nighter, a suitcase that will hold nearly as much as a steamer trunk.

Holtz also reports that a knife set containing a knife with a five-inch blade and a knife with blades for outdoor use as well as gadgets for opening cans and doing other chores around camp is very popular. These sets are proving profitable for bingo operators, he said.

Casting outfits are reported especially popular this year, and bingo and salesboard operators are stocking them. Gellman Bros. is featuring a special outfit which contains a three-piece rod with cork grips, spool of silk line, level winding reel, red-head plug, metal wabblers, fish knife, scaler, wire leader and stringer. The set is sturdy and compact and comes packed in green enameled metal tackle box.

### Candid Camera on Market

The candid portable radio will be seen on many beaches and at mountain resorts. Early orders received by D. A. Pachter Co. indicate it will be one of the biggest items of the season. Radio comes in non-breakable plastic case 8½ by 4½ inches. Set is genuine 1.4-volt superheterodyne and has everything built in. It is easy to tune with full vision tuning dial. Uses standard batteries, has dynamic speaker and phone connections. Weight is five pounds.

The Clarion, a three-way portable with earphone, which operates on AC-DC or batteries, is a sure-fire money-maker for salesboard and bingo operators, Gold Seal Novelty Co. reports. Set has ample volume supplied by the five-tube superheterodyne circuit Aerial and ground are built-in, and the aeroplane luggage case makes it easy to transport.

Westerhaus Amusement Co. reports that the fish-o-board is already showing indications of bringing salesboard boys folding money. This set includes two No. 35 reels, two No. 199 steel rods, a No. 55C fly rod, a No. 372 fly box, two No. 262 Oreno pork rinds, two No. 2019 (See VACATION ITEMS on page 60)

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

A member of *The Billboard* staff received the following from a Southern sheriff friend:

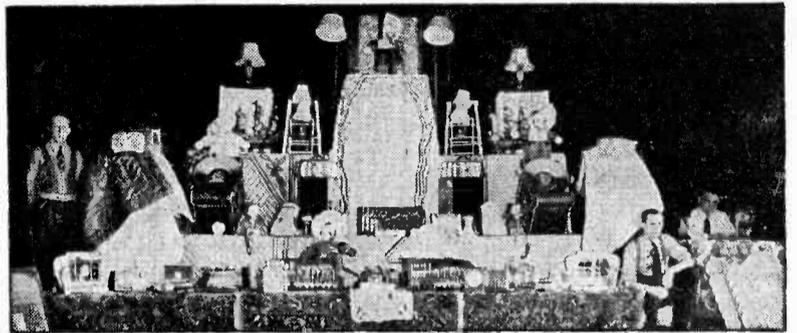
"I have been some time getting to your letter, but I don't quite understand what you mean by salesboards unless it is what we call punchboards. If it is punchboards you are speaking of, I do not look upon them with much favor at this time due to the closing orders I have put out on all the other rackets."

"All the other rackets." In these few words we have the answer to why operators are hit at times when a general crusade is on. Public officials, either because they are not fully acquainted with make-up of the salesboard business, or because they are selfishly interested in furthering their own political fortunes, will often include salesboard operators when the heat is on. Now we do not question that this sheriff is sincere in his belief that salesboards, or punchboards as he calls them—which, by the way, is not the correct term when referring to merchandise boards—is a racket instrument. Yet we feel reasonably certain that were he to take the time to study operations of the boys in his town who handle nothing else but merchandise, he would find that like any other legitimate merchandise business there is absolutely nothing of the racket about them. Experienced operators know that they cannot afford to taint their business, that as soon as they try to pull anything off color they're thru.

An operation must have repeat locations to be successful and the only way to get locations to repeat is to keep location workers and customers satisfied. Operators understand this and therefore make every effort to keep everyone happy, deliver premiums promptly when cards are completed and offer merchandise which will tempt John Public to come back for more.

Of course, a cheap chisler will crop up sometimes who will attempt to switch merchandise or skip altogether without delivering awards. You will find his type in almost any business and he is definitely in the minority in the salesboard business. He doesn't last very long and the law always catches up with him.

Since before the turn of the century salesboards have provided gainful employment to thousands of men and women who might not have been able to provide for themselves or their families in any other way. And salesboards have been one of the finest advertising (See DEALS on page 60)



MERCHANDISE BINGO CONTINUES TO CLICK. Here is a picture of a permanent merchandise set-up at a game operated seven times a week in Moose Hall, Astoria, L. I., N. Y., by Jerry Gottlieb. Since sessions are held so regularly, the display is allowed to remain, Gottlieb says. The announcer at the extreme right is Robert Perrilli.

## Many Prize Items Are Exhibited At Annual Toy Fair in New York

NEW YORK, April 20.—Optimism was the keynote of the American Toy Fair, which closed here today after a 20-day session at Hotel McAlpin and 200 Fifth avenue, where 100,000 playthings were displayed over seven acres of floor space by 435 firms, members of the Toy Manufacturers of the U. S. A., Inc. The first week was given over to wholesalers. Many items on display were considered adaptable to the prize field.

According to H. D. Clarke, assistant manager of displays, buyers are again this year demanding American-made toys. He also revealed that this was an easy situation to meet, for approximately 95 per cent of toys shown were made in this country. He also estimated that toy sales this year would exceed \$230,000,000.

### Dolls, Stuffed Toys Shown

Dolls and stuffed toys were featured at the display, with many firms bringing new items on the market. Gay Novelty and Stuffed Toy Co., headed by Phillip Budda, had an attractive line of panda bears and featured a newly designed scotty dog which it believes will be in big demand on midways and with shore resort concessioners this summer. Joy Doll Co., represented by E. M. Forster, featured Dixie Belle dolls. These range in size from 7 to 24 inches, and are priced to make them available for both bingo and salesboard awards. New rubberized washable animals were also on display. Lucky Toy Co. displayed a line of chenille balloon pants bears, and had several of its 36-inch drum majors with teddy bear heads on exhibit. Among other firms showing doll and stuffed toy lines were Benny Brachet, Ltd.; Goldberger Doll Corp., M. Hardy, Different Toys; Madame Louise Doll Co., Inc.; American Toy and Novelty Co., Artistic Toy Co., Atlas Toy Mfg. Corp.; Keeneye Products, Inc.; Natural Doll Co., Inc., and Toyland Novelty Co., Inc.

### Sees Big Season

William Rott, of William Rott Co., said that he is looking forward to the biggest season in years on games. He pointed out that back in 1923 and 1924 mah jongg was popular, and this and other tile games are again claiming attention. The same thing, he said, applies to backgammon, which was in demand around 1933. With interest revived in these two games there is every reason to believe that other games will also set new sales marks this year. Rott's firm also had on display suitcase roulette wheels, which are increasing in popularity. Metro Mfg. Co., makers of everlasting bingo ball, had tile and backgammon sets on exhibit, too. Sidney Finkelstein, representing Metro, reported that the new red everlasting bingo ball was being well received on the market.

Arthur Popper, represented by D. Heller, was among other firms showing adult games.

Sports equipment, such as footballs, dart games and quoits, was shown more this year than ever before. Noble Sports Equipment Co., represented by H. E. Noble and Jack and Michael Schiff, had on display a full line of dart boards, clown bean bag game, spinner game and quoits. A professional archery line was featured.

### Christmas Decorations Shown

Christmas decorations, a new industry rapidly growing in this country, were displayed by several firms. With the war in Europe threatening a \$4,000,000 annual business in America, factories have been set up to offset import cuts. Lines shown were as ornate as the imported ones and seemed to have better coloring than foreign products. Many of the decorations are unbreakable and prices are exceptionally low.

Firms showing balloons included Oak Rubber Co., Barr Rubber Co. and Anderson Rubber Co. Toss-ups and inflated toys depicting favorite comic characters were exhibited. Barr featured Bonnie Bossie and Porky among its toss-ups, while Oak had Pinocchio, the gypsy balloon and the new Pudgy Pig. J. F. Anderson, of the Anderson company, said his firm was again showing the silver airship balloon with paper cabin and fins that made such a hit last year. From all indications, he said, the item will be a big seller again this year. Barr was represented by William J. Canary, Fred Sichel and Arthur D. Benedict, and Oak by Walter J. Leatherow.

## BINGO BUSINESS

By JOHN CARY

ST. JOHN, N. B., is a great place for bingo, and churches and organizations of this Canadian town realize its fund-raising power. A report comes from the Catholic Youth Organization of the Cathedral parish which states, "Were it not for the weekly bingo party the CYO would be hopelessly in debt. The receipts from activities other than bingo cover only about 20 per cent of expenses. The game each Friday night allows continuance of social and recreational activities provided by the organization." (See BINGO BUSINESS on page 60)



Two Scotty Dogs, Elephant and Donkey or Men of War mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

**TWO SCOTTY DOGS**

No. B1N30 Per Gross Sets \$10.50  
Per Dozen Sets 1.00

**ELEPHANT and DONKEY**

No. B1N41 Per Gross Sets \$10.50  
Per Dozen Sets 1.00

**MEN OF WAR**

Two Soldiers Fighting. Act Same as Dogs.

No. B1N46 Per Gross Sets \$10.50  
Per Dozen Sets 1.00



**WATER FLOWER WORKERS**

HERE'S A BIG VALUE

10 Water Flowers, 2 3/4 inches high, in envelope. Each has metal weight attached to hold flower down.

BN10748 Per Gross \$4.00  
Envelopes

**N. SHURE CO.**

200 W. Adams St., CHICAGO

**GENUINE FUR CHUBBIES**  
1940 STYLES \$8.00



Genuine China Lamb looks like Real Fox... in all shades: Red, Blue, Silver, Lynx and Platinum — a real Money-Maker for Bingo, Salesboard Operators and Premium Users. Money Refunded if Not Satisfied. All merchandise shipped C. O. D. Write for Free Catalog and Price List.

**COHEN BROS. & SONS**  
145 West 28th Street, New York City  
"When You Buy From Us You Buy From the Manufacturer"

Extra Value!

\$2.25 EACH



5 for \$10.50

5 for \$10.50

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 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. "B" Chicago

**LARGEST, BUSHIEST, GENUINE**  
*Fox* **TAILS**

\$5.00 PER 100  
\$45.00 PER 1000  
A THOUSAND SAMPLES  
with 2 strong cords to tie to autos, motorcycles, bicycles, canes, etc., with silk red, white & blue streamer or "comic saying" cards.  
Genuine LAMBSKIN FUR RUG, \$1  
2x3 ft. white, black, brown, gray, 25% Dep., Bal. C.O.D.  
H.M.J. FUR CO., 150 W. 28 St., N. Y. C.

**BINGO**

Excellent Bingo location on Boardwalk, famous New Jersey Summer Resort, store 30x50 feet, summer crowd 15,000 people, good 5c play.

**Seyfried, Manasquan, N. J.**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

**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.

**Fire Protector**

Agents, house-to-house workers and others are reaping good profits from Fire Eye, a device that immediately warns of unusual heat in any part of the house or factory, Gilford Laboratory Co. reports. A simple device, Fire Eye works quickly and is not used up or spoiled in service. All that is necessary for installation is to hang this small device on a nail or wire. When the heat rises unduly, a bell rings to give the alarm. No other accessories are required, and this is said to be the first time that such an instrument has been put on the market at such a low price. Uses batteries or transformer to which door bells are connected. Full instructions are issued with each item, the firm reports.

**Mechanical Stork**

The mechanical stork is a fast seller and is making money for pitchmen and streetmen, Cohen Bros. report. Item consists of stork carrying baby in basket which hangs from its beak. When wound up, stork wobbles around as the basket in either red or blue dangles. Item has eye-appeal and good profits are offered to those who order early, the firm reports.

**Suction Flag Holder**

Displaying small American flags on automobiles is a popular trend in spring and summer. Gordon Manufacturing Co. has an item which it terms a suction flag holder. A suction cup made with sleeves or collars for holding three small American flags may be attached by

**CONFUCIUS**  
Played It!



America Loves It!

**CHOP**

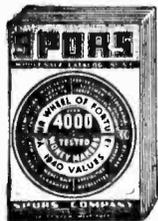
**STIX**

First, Chinese Checkers... next "Confucius Say"... now CHOP STIX is No. 1 Chinese seller—No sales talk needed... easy demonstration brings showers of quarters... wows kids... panics parents... Gross lots only \$9.00... right salesman can ride this Chinese craze to riches... we show you how... sample 25c cash... Act fast!

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BOX 285, MINNEAPOLIS, MINN.

**WHOLESALE CATALOG**  
**4,000 BARGAINS**  
FOR SALESMEN & DISTRIBUTORS



**FREE**  
It has 260 pages, check-full of unusual values. It contains selling plans; order stimulators; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. **FREE** while stock lasts. Send for your copy Today.

4-40 Superior, Le Center, Minn.

AMERICA'S LEADING MANUFACTURERS OF

**FELT RUGS**

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.



**L. G. MEYERS & ANDY INSKO**

who most of you know as successful operators in the demonstration and promotional field, are now distributing what they believe to be the best and surest little money getter ever put on the market.

AN EXACT REPRODUCTION OF A LICENSE PLATE IN MINIATURE ON KEY CHAIN To Retail At **25c**

This item has been sold during the last 6 months by most leading department stores at \$1.00. Stores took orders and customers had to wait a week to 10 days for delivery. NOW MEYERS & INSKO have made it possible for you to deliver to customer in one minute (exact color and detail) at 25c.

**OVER 200% PROFIT**

This sale can be booked in the very best stores. Deal is new. Only 3 weeks old. Now is the time. Sales have been booked in Walgreen, Kress and Kresge's. EASY TO BOOK. EASY TO OPERATE. BIG PROFIT.

Get into this lucrative business now. Plenty of open territory. Send your license or social security number today with 25c in coin for sample, full particulars and price list.

**BELIEVE US, IT'S "HOT"**



**MEYERS & INSKO**  
303 FIFTH AVE.  
NEW YORK CITY

MAIL COUPON NOW

MEYERS & INSKO, 303 5th Ave. (Dept. 120), N. Y. C.

I enclose 25c for sample and full details.

NAME .....

ADDRESS .....

CITY..... STATE.....

**BINGO OPERATORS CONCESSIONAIRES NOVELTY MEN**

Brand New and Reasonably Priced Carnival Supplies for Every Department. Save Time and Money by Ordering From Our Nearest Store. SEND FOR CATALOG.

**B. & N. SALES**

Complete Stocks on Hand in Our 3 Convenient Large Stores

HOUSTON, TEX. 707 Preston

DALLAS, TEX. 2125 Commerce

KANSAS CITY, MO. 310 West 9th

**BULOVA — GRUEN — ELGIN — WALTHAM**



POSITIVELY LOWEST PRICES

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

**NORMAN ROSEN**

801 SANSOM ST.

Wholesale Jeweler

PHILADELPHIA, PA.

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

**JUST ARRIVED!**

**OUR NEW 1940 CATALOG IS NOW READY**  
SEND FOR YOUR FREE COPY TODAY

Again we present to you a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Jammed with the "cream" of the World's Merchandise Marts! The newest and flashiest Concession items! Premium merchandise and specialties of all kinds! Send for your FREE COPY today!

**GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS, MINN.**

suction to the radiator, windshield or other parts of an automobile. Item is also used for store window decorative purposes, particularly at the present time when there is an atmosphere of patriotism. Parking spaces and other points where automobiles appear in large numbers are regarded as fertile territory for this item. The fluttering flags on automobiles hold a fascination for car owners so that the item should have strong sales appeal, the firm reports.

**Pocket Spotlight**

U. S. Electric Manufacturing Corp. reports that the new plastic-molded purse and pocket spotlight known as Usalite is a salesboard natural and irresistible in eye-appeal. Item is three inches high and 1 3/4 inches wide, throws a powerful light and is made of durable plastics. It is available in ivory, maroon, or black and comes equipped with Mazda bulb, using two Penlite batteries. Lights are available to salesboard men in lots of six mounted on display board. Samples are available and quantity prices are offered, the firm reports.

**Kitchen Miller**

Treffle R. La Senay Associates report that the Kut-Kwik Kitchen Miller is proving a money-maker with door-to-door canvassers, pitchmen and demonstrators everywhere. The miller shreds (See POPULAR ITEMS on page 60)

**MY ROUTE BUILDING PLAN**  
Starts YOU in a **BIG PAY BUSINESS**

Hundreds of men like you now make really big money week after week backed by our Money-Making "Store Route" Plan. Let me explain how your earnings should go UP the minute you take on our big-profit line of 5c-10c goods. Many products Nationally Advertised in Saturday Evening Post, Good Housekeeping and 100 other magazines.

Show storekeepers proved plan to increase sales and profits up to 50% and compete with chains. Free Goods Offers and Premium Deals make it easy to start. Experience not needed. Write TODAY.

**H. B. LAYMON, President,**  
Dept. 8-RR, Spencer, Indiana

**ELECTRIC EYE**  
**ANNUNCIATOR AND BURGLAR ALARM**

**STORES, Homes, Taverns, Shops, Garages—** score 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-4340, DES MOINES, IOWA

**THE SOUTHERN BELLE**

**THE HIT SELLER OF THE SEASON**

Featured in the movie "Gone With the Wind," the Southern Belle is known everywhere. Dressed in a flowered satin four-color evening gown. 28 inches tall. Has real eyelashes and hair, movable arms and painted finger nails. Each in corrugated box. Display stand with every doll.

No. B18X300—Southern Belle. Each Only **\$2.48**

Per Doz. **\$28.00**

SAMPLE POSTPAID \$3.00  
Catalogs 395, 396 of Other Novelty Goods sent on request. Mention your business, we do not sell retail.

**JOSEPH HAGN CO.**  
Distributors  
217 & 223 Madison St., CHICAGO, ILL.

**Just Out—**  
**EARLY BIRD**  
**CATALOG FOR EARLY BUYERS**

Write Today for **YOUR COPY!**

State Your Type of Business.

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

**NEW—NOVEL—PRACTICAL**  
**KANT-SPILL INK WELL**

Tip It, knock it over, turn it upside down. It does not spill. Sold in combination with beautiful Fountain Feed Pen having long-life, gold-plated, chrome steel point. Quick selling, profitable item. Salesmen, demonstrators, pitchmen, write for wholesale list and literature. Sample, one only, sixty cents.

**HAARER & COMPANY**  
BOX 389 MO, LANSING, MICHIGAN

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
*Today's Big Money Maker!*

**NO EXPERIENCE REQUIRED**

- Takes and finishes beautiful Black and White or Sepia Photographs.
- NO FILMS — NO DARK ROOM.
- Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES.
- Big attraction. Watch photos develop in daylight in one minute.
- Easy to operate. Simple instructions show you how.
- P. D. Q. Photos are guaranteed NOT TO FADE.
- About \$60 starts you in this interesting, Big Money business.

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—EVERYWHERE—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.

**P. D. Q. CAMERA CO.**  
109 E. 35TH ST., Dept. BN, CHICAGO, ILL.

**MAGIC DISC HEATS WATER IN 60 SECONDS**

ANY 110-VOLT LINE

MILLIONS need Speed King—gives you hot water fast and cheap. Drop into any pan of water—plug into socket—in 60 seconds you have hot water. Rush your name for sample offer for use as demonstrator. Plenty cash profits for agents. No Money. Just send name on postcard.

**NU-WAY MFG. CO.**  
Dept. 4340, Walnut Bldg., Des Moines, Iowa

Pocket Size Samples FOR Agents SEND NAME!

**ELGIN, WALTHAM, BULOVA**

Renewed Guaranteed. **STARTS AT \$2.95**

**MEN'S WRIST AND POCKET WATCHES.**

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**  
729 Walnut St., Philadelphia, Pa.

**FIREWORKS BUY DIRECT**

SAVE MONEY. Think of it! An assortment of over 605 pieces of fireworks worth \$6.15, for \$2.95, cash with order. We have the famous "ZEBRA" flashlight crackers. World's loudest. You get more for your money at BANNER. Special prices to dealers. Write for free catalog.

**BANNER FIREWORKS**  
8916 Detroit St., Toledo, Ohio.

**DOG SALE!**

LOVE PUPS, made with genuine G. E. Alnico Magnets. While they last only \$7.50 per Gross Pairs, Prepaid. Send M. O. in full, no C. O. D.

**A. M. WALZER CO.**  
736 Midland Bank Bldg., Minneapolis, Minn.

**CHEMILLE BED SPREADS**

2 New Premium Spreads, \$15.00 dozen; Beach Capes, \$13.20 dozen f. o. b. Nelson. Samples, \$1.50 each prepaid. State biz.

**GA. BED SPREAD CO., B-6, Nelson, Ga.**

**START NOW—BE FIRST WITH THE LATEST**

"ACME" — WILL PUT YOU ONE STEP AHEAD. NOW READY — WITH NEW MERCHANDISE DEALS. NEW SALESBOARD DEALS — NEW SALES PLANS. NEW CLEVER NOVELTIES — FLASH PREMIUM GOODS. ORIGINAL SALES STIMULATORS — LIVE WIRE SPECIALTIES. WRITE TODAY — GET ON OUR MAILING LIST — STATE BUSINESS.

**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST., ST. LOUIS, MO.

**NEW TURN SIGNAL**

FLASHES FROM REAR WINDOW—DASH Control AGENTS A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 8 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demonstrator sample plan. All Free! Rush.

**WATCH-MY-TURN SIGNAL CO., Dept. W-4340,**  
Walnut Bldg., Des Moines, Iowa

Colonial Pocket Knives, \$1.90 doz. up. Rebuilt Watches, \$2.90 each up. Leather Watch Bands, \$9.00 gross up. Watch Cases and Dials, all qualities and prices. Genuine Zircons, all sizes and colors. Loose or mounted. Rings, good sample dozen, \$2.00.

**D. E. HOTCHKIN**  
810 Metropolitan Bldg., 38 John R Street, Detroit, Michigan

**MINIATURAS MEXICANAS**

Genuine hand-made reproductions of Mexican Charro Saddles, Huaraches, Boxing Gloves, Catchers' Mitts, Rawhide Quirts, Sarapes, Baskets, Pottery and Dressed Fleas in miniature. Send \$2.50 for sample assortment of miniatures with lists. Many other Mexican Handicrafts. Lists only 10c; none free.

**GUS A. BECKER,**  
Mexican Imports, Mirando City, Texas

**WATCHES ELGIN OR WALTHAM REBUILT**

GUARANTEED LIKE NEW

**MEN'S WRIST AND Pocket Watches \$2.95**

20% WITH ORDER, BALANCE C. O. D. Write for Catalog of other MEN'S and LADIES' Watch Bargains.

**JOSEPH BROS., Inc.**  
59 E. MADISON STREET, CHICAGO

**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.

**WAGONMEN AGENTS**

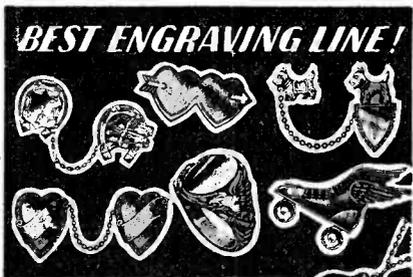
Tremendous Values in Fly Swatters, Fly Ribbon, Snake-Insect Cards, White Shoe Polish, Nipples, Carded Goods, Sideline Goods, Drug Items, Premiums.

- JUMBO MOTH CAKES — Colors — 100 for \$3.50 — Include Postage.
- ELECTRIC SHAVERS: New Waltham—75c ea. Underwood—85c ea., Include Postage.

**CHAMPION SPECIALTY CO., 814-C Central St., Kansas City, Missouri**

- LOOK! NEW U. S. GOGGLES low as 70c dozen.
- PHOTO KNIVES & PEN DEALS—CAMERAS.
- DUNHILL FAN DANCER LIGHTERS. Get new Catalog—it's FREE.

**SUBSCRIBE TO THE BILLBOARD**  
Be Ahead of the Crowd



BEST ENGRAVING LINE! New Engraving Pins with 40 year guards—styles that are clicking... timely sellers like football, basketball, roller-skating and bowling pins...

HARRY PAKULA & CO. 5 No. Wabash Ave. Chicago, Ill.



New Suction Flag Holder Instantly attached to any smooth surface. Complete with three 4"x5 1/2" American Flags with Gold Spears. Sensational seller for automobiles, parking lots, World's Fair and Election. Sells for 25c to 50c each. Sample. 15c; Dozen. \$1.50.

GORDON MANUFACTURING CO. Dept. FD9, 110 E. 23rd St., New York City

SOCIAL SECURITY PLATES \$3.00 per 100. CASES \$1.00 per 100. Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details. RELIABLE SALES CO. 1133 Broadway, Dept. BG, NEW YORK CITY

Stronger Eyes Learn all the secrets. Our \$1.00 book tells you how to strengthen and improve your eyesight in a short time. Sell it for 50c and give away three "Mystery Tricks" with each book. Agents' price, including tricks: 25 books, 20c each; 50 books, 15c each. Sample book and tricks, 35c. P. O. BOX 84, CINCINNATI, OHIO

WALTHAM New All Pearl Package Just Completed. \$26.00 PER GROSS. The Package That Gets Real Money. Write for Price List on All Type Waltham Pens. STARR PEN CO., 300 W. Adams St., Dept. B, Chicago, Ill.

GUM 23 BOX RETAILS FOR \$1.00. Each box holds 20 Cellophaned 6c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (pre-paid). GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

UNDERWOOD PENS • PENCILS • COMBOS BUY DIRECT FROM MFRS. PLUNGERS—SPECIAL \$14.00 Gross GRODIN PEN CO., 693 Broadway, New York City

4 for 10c PHOTOGRAPHERS CASH IN On Our Photo Jewelry Novelties. RINGS—BRACELETS—CHARMS THE CLASPS, Etc. Complete Line—Lowest Prices. SEND 25c FOR SAMPLES OF 2 BEST SELLERS—CATALOG FREE MEDALLION NOVELTY CO., Inc. 208 Bowery, New York City.

PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER (Cincinnati Office)

JOHNNY MORTON... just back from Florida, was spotted in St. Paul the other day, looking healthy and prosperous.

INTENTIONAL MISREPRESENTATION and deliberate falsehoods are any profession's deadliest enemies.

STANLEY NALDRETT... after finishing his fourth week in Memphis, jumped to Montgomery, Ala., April 21, for a week. He pens: "I cut up some jackpots with Buster and Marion Robertson, Wendell and Dona Heddon, Johnny Shanahan and Doc Plumstead in St. Louis."

PAT PATTERSON... is in W. T. Grant's store, Memphis, with cake decorators.

DOC H. CAPELL... pipes from McAlester, Okla.: "I worked Durant, Okla., with med last week. Several med folks were in town. All met at Jack Goodman's house, and the big dough was really cut up. Tom Wilson and wife, Red Barns and wife, Doc Moon, Soapy Williams, Pat Harris and Jack Capell sold a thousand pounds of soap on the turn, and I did a system and squared the tip with eight barrels of salt shakers, then blew before the income tax man could hear us."

HOW'S ABOUT more pipes from the old-timers, telling about the good old days?

T. D. (SENATOR) ROCKWELL... pens from Seattle under date of April 15: "Carl Leander is laid up in the King County Hospital, Seattle, with a cancer on his left leg, which is to be removed above the knee April 17. Anyone knowing Carl is requested to write to him, as he will be there for some time. Saw Joe Baker here yesterday. He seems to be doing okeh. I am leaving for Spokane for a week or so, then to San Francisco for the fair. I worked the National Housing Show here with pens, as did Carl Leander and A. R. Hill."

PENCIL WHITEY... typewrites from Danville, Va., that he is doing well with his trained dogs (Harry White's Hollywood Dogs).

ROBERT (RED) MARCUS... is now manager of the outdoor event sales department of Eye Shade Corp. of America, Cleveland. He says: "The connection I have just made is something a bit different and is going over like a house on fire. It is known as Peepers."

SATISFACTION with what you have done will never make you conspicuous for what you will do. Get out and get at 'em, boys and girls.

VIC CANNUS... with gold wire jewelry, was sighted in St. Paul recently before leaving for a Green store in Des Moines.

TWO ACE JAM MEN... Harry Corry and Marvin R. South, visited the pipes desk last week for a lengthy confab, while stopping in Cincinnati en route from St. Louis to Reynoldsville, Pa., where they will join Bantley's All-American Shows with their auction pitch. Harry, sporting a new Packard car, spent the winter in Houston, where he managed a local jewelry store.

BENNY GROSS... and Harry Lavin, jam men, are reported to have signed their pitch layout with Jack Ruback's Western States Shows for the summer.

ATTEMPTS to improve your fellow workers' discrepancies is splendid work, but why not spend more time and trouble developing your own virtues?

DONALD E. CRABB... is in Rochester, Minn., working his peeler layout until his rag package is ready. Says he's doing quite well in spite of the way he has worked that town for the past two years. "I'm practically a native

here," he declares. "After a few more days with peelers, I'll take a turn with rad and gummy for about a month, when the weather here should permit outside work. I'm anxious for summer, as I'm expecting delivery of a trailer the first of July. Haven't seen much activity among the boys up this way since the Sportsmen's Show in Minneapolis. It shouldn't be long until we see Jim Osborne's pipe about the bluebirds. I'd like to see pipes from Whitey Alm, Giles Puryear, Clarence Smith, Curly Fredrickson, George Hess Jr., Doc Morgan, Doc Murray, Carl Swanson, Eddie Kiel, Al Decker and Barney Oldfield. It seems that the only regular piper since Doc George Reed quit working is Stanley Naldrett."

JUICER WORKER JENNY sez: "Reason for most people's success is attributed to the fact that they are self-winders."

ROSTERS... and brief news notes from med shows are always welcome.

HOW'S BUSINESS... you fellows who are working the auction pitch? Tell Bill about it.

WHAT'S DOIN'... Harry Worthy and Morris Kahntroff? Haven't had a line from you fellows in some time. Pipe in.

ANYBODY ORDER... their laurel and artificial flowers for Mother's Day? Consensus seems to be that plenty of business will be done on that day with those items.

JOE I. MORRIS... tells from Kansas City, Mo., that he spent the winter in New Orleans, as he has done for the past six years. He pencils: "This winter was a tough one and to make it tougher my Gila monster bit a Negro's finger half off. I'm still out on bail and will settle it next winter when I get back there. Right now I'm jamming at sales."

BOB WOLF... Harry Rutherford, Bob Artman, Alan Weston are knee deep in jackpots in Indianapolis, according to Wolf. Rutherford is cleaning up with naphtha crystals; Artman, Marvel polish; Weston, liquid thread. "How about a pipe from Walter Meuse, Al Kleihauer, Helen Taylor, Russ Weith, Pret Evans, Harry Bernstein, Art Saffens, Paul Trexler, Albert Roberts and Lou Peters," queries Wolf.

ROBERT BELL... letters from Southern Indiana that he is making towns in that territory to fair results with novelties. Says he saw Ellis Jones several days ago in Evansville.

CLAUDE GILLIAM... blew into Ann Arbor, Mich., the other day from San Antonio. The latter city is tough, he says, but Ann Arbor seems even worse, what with ugly, cold weather. He expects to make the fair at New York this year.

Pitchdom Five Years Ago

William Payton just came out of Concord, N. H., territory, where he found things rather tough. He ran into Circus Red McMullen and Pine Tree McDonough, both of whom were working out of Burlington, Vt. The Rand-Bush Show, owned by W. A. Quackenbush and Lew Randall, closed a poor hall season in Keeneville, Pa. Randall joined Gorman Bros.' Circus band. Col. C. M. Freed was pitching around Oklahoma City and readying his Vita-

RAD WORKERS Pitchmen • Demonstrators Clear up this season. Do-All Paste for spots and stains. Today's best demonstrating item. 25c for sample can, full particulars. B. & D. PROD. CO., 45-47 Old Broadway, New York, N. Y.

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PINOCCHIO HEAD With Long Nose Sell this to cash in on the popularity of Walt Disney's new picture. In stock at leading jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.

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LOWEST PRICES 100 Social Security Plates... \$3.50 100 Colored License Plates with Chains... 3.50 Complete Stamping Outfit Letters, Figures and Gauge, \$4.00. Send for Complete List Free. Cases, Die Set and Stamping Machine. Don't delay. Send 25¢ for C. O. D. FRANK BONOMO, 65 Central Ave., Dept. BB-27, Brooklyn, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$175 7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back if Not Satisfied. OREGON CITY WATCH MATERIAL CO., 418 N. Broadway, St. Louis, Mo.

SELL SIGNS to Stores, Taverns, Gas Stations, newest 25c Sparkling GEM Signs. Cost 5c (in 100 lots). Big assortment. Novel illustrations. Also Religious Motives. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A. GEM, B-33, 4327 Harrison St., Chicago, Ill.

PHOTO MOUNTS DIRECT FROM THE FACTORY Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular... Miniature samples 25 cents, postpaid. THE GROSS PHOTO SUPPLY CO. 1501-17 W. BANCROFT ST., TOLEDO, OHIO

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ORIGINAL SLIP-NOT-TIES New SPRING Styles, \$2.50 Doz. Postpaid. Fast Sellers, Repeaters. Send for Sample Dozen and be convinced. Free Catalog. GILT-EDGE MFG. CO., 13 N. 13th St., Phila., Pa.

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Be sure to watch for the announcement of our new catalogue in a later issue of The Billboard. We will have many NEW items in Signet Jewelry. All our merchandise has a NON-COMPARABLE stand-up FINISH which guarantees perfect satisfaction. Why not buy the BEST; it costs no more. Make us a one-stop SERVICE station for the best in Signet Jewelry and Electric Engraving Equipment. A trial of our merchandise will make you a steady customer.

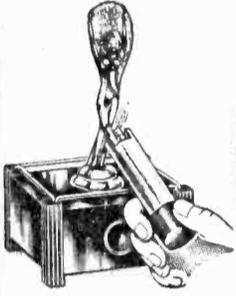
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**Sensational! Fascinating!**

The new popular Silent Flame Lighter



Operates in an entirely new principle. Base is attractively finished in dark wood grain and copper. Lighter shaft concealed in base. When withdrawn and touched to any part of nude statuette . . . the shaft tip ignites.

No. 2621 — EACH 95c. EACH (LOTS OF 12), 90c.

1940 CATALOG 1940

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**MOTHER'S DAY**

Red and White

**CARNATIONS**



Clean Up With Artificial Carnations for Mother's Day.

**BEST QUALITY CARNATIONS: \$2.00 PER 100**

Prepared Green Fern to be used with Carnations, 25c per Bunch. (4 Bunches of Fern sufficient for each 100 Carnations.) 25% Deposit With Orders, Balance C.O.D.

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Hand woven by native workman in a beautiful variety of colors, green, blue, red, etc. Exclusive territory and full particulars on request. Send \$2.49 for a prepaid sample with return privilege.

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ELGIN & WALTHAM—Second-Hand Watches as Low as . . . \$1.85  
DIAMOND RINGS—Solid Gold Mountings as Low as . . . \$2.40

Send for Descriptive Circular

**H. SPARBER & CO.**

108 North 7th St., St. Louis, Mo.

Tone Co. for its opening at Anadarko, Okla. Included in the show were G. F. Griffin and Boney, movie dog. . . Art Cox opened in Lewistown, Pa., with a new layout. His brother, Count, was working with him. . . J. D. Driskell was in Muncie, Ind., and had lunch at Mac's Lunch, owned and operated by Mac, of wire-basket note. . . Among pitchers at the Flower Show in Minneapolis the last week of March were Gene Golin, Ray Martz, peelers; Mike Lewis and wife, pens; Charley Martin, scopes; Perion and wife, gummy; Sammy Lepper, glass cutters; Harry Shettnick, paper. . . Doc W. R. Kerr worked Greer, S. C., and met Doc Jack Miles, who had been platforming in Greer for a week to good biz. . . Doc Franklin, of the Franklin Med Show, had been working lots around Spartanburg, S. C., for two weeks. . . Sam Chubich temporarily deserted pitchdom to take over the management of the Chrysler Public Ballroom, Detroit. . . Doc J. H. Ward's show just finished playing Pelham, Ala., to good biz. Roy Wyant and Pat Hamby joined. . . Doc W. F. Blair, 77, veteran med pitchman of Sherman, Tex., died at his home there April 11. . . Pencil Whitey and C. C. Sawyer, who had been working coils, rad and tricks thru the South, stopped at the Pipes desk in Cincinnati. . . That's all.

**Events for 2 Weeks**

April 22-27

- ARK.—Norman. Barbecue & Fiesta, 22-27.
- CALIF.—Beverly Hills. Dog Show, 27-28. Pasadena. Southern Calif. Flower Show, 25-28.
- D. C.—Washington. Dog Show, 25-26.
- FLA.—Ruskin. Tomato Festival, 23-27.
- IND.—Ft. Wayne. Food Show, 23-27.
- KAN.—Eureka. Spring Trade Show, 25-27.
- MD.—Pikesville. Dog Show, 28.
- MO.—Joplin. Fiesta, 20-27.
- N. M.—Albuquerque. Dog Show, 24-25.
- Santa Fe. Dog Show, 27-28.
- N. Y.—Buffalo. Food & Beverage Equipment Show, 22-25.
- O.—Youngstown. Home & Builders' Show, 23-29.
- Youngstown. Dog Show, 27-28.
- PA.—Philadelphia. Relay Carnival at Franklin Field, 26-27.
- S. C.—Charleston. Azalea Festival, 22-26.
- TEX.—Beaumont. Natl. Home Show, 22-27. Gainesville. Circus Round-Up, 24-26. Houston. Food Show & Home Expo., 24-28. San Antonio. Fiesta de San Jacinto, 22-27.
- VA.—Alexandria. Dog Show, 27.
- Richmond. Dog Show, 23-24.

April 29-May 4

- CALIF.—Lodi. Legion Picnic, 4-5. Los Banos. May Day Celebration, 3-5. Oakland. Garden Show, 1-5.

- CONN.—New Haven. K. C. Circus in Arena, 29-May 4.
- FLA.—Webster. Tomato Festival & Carnival, 2-4.
- GA.—Atlanta. Horse Show, 3-5.
- ILL.—Chicago. Natl. Premium Expo, 29-May 3.
- IND.—Indianapolis. Auto Races, 30. Ft. Wayne. Dog Show, 5. Gary. Dog Show, 4.
- KAN.—Leavenworth. Dog Show, 1-2.
- MASS.—Boston. N. E. Drug & Health Show, 30-May 4.
- MISS.—Como. Northwest Miss. Fair & Horse Show, 30-May 3. West Point. Northwest Miss. Live-Stock Show, 30-May 3.
- MO.—St. Joseph. Apple Blossom Festival, 2-4. Springfield. Dog Show, 4-5.
- N. J.—Trenton. Dog Show, 5.
- N. C.—Charlotte. Home Expo, 1-4.
- OKLA.—Guymon. Pioneer Day & Panhandle Stampede, 1-2.
- PA.—Philadelphia. Dog Show, 4.
- TENN.—Collierville. Cheese Carnival, Live-Stock & Dairy Show, 2-4.
- WASH.—Eatonville. Community Days, 3.
- WIS.—Manitowoc. Indoor Circus, 2-4.
- CAN.—Amherst. N. S. Cumberland Motor Show, 1-4.

even sizes, are offered by Nashua Slipper Co.

Since many tourists will take to the road in automobiles, the auto utility case is an item that concessioners and other prize users are finding in demand. The item, made by Bridgeport Leather Specialty Co., fits over the visor of a car and is installed by snapping two spring clamps into place. When it is not in use everything is completely inclosed and out of sight, not interfering with the sun visor. To open, turn down visor and unfasten catch. Set is equipped with large mirror, comb, nail file, compartments for cigaretts, lighter, matches, full length pocket for sun glasses, road maps, auto license, compact and shopping memos.

**DEALS**

(Continued from page 56)

mediums and one of the finest sales aids which premium manufacturers have had at their disposal.

**HAPPY LANDING.**

**POPULAR ITEMS**

(Continued from page 58)

three sizes of different shapes, cuts ribbons and slices of any thickness with plain or scalloped sides and is particularly useful for making soups, salads, garnishes of all kinds and chips for skillet and deep fat frying. Item is made of heavy cast aluminum with cutters of stainless steel. Fair workers are eyeing this number for future use, it is reported.

**MARK'S IN CLICK**

(Continued from page 41)

new rides, shows present one of the best looking midways in their history, reports Walter D. Nealand.

Opening marked the beginning of shows' 15th annual tour. Because of limited space, several shows and rides were left in quarters, but will be added to the next stand. John H. Marks, owner-manager, received numerous compliments on the shows from friends, including State, city and county officials. Shows exhibit at Petersburg Pike, South Richmond, and West Broad street and Belt Line showgrounds here before starting on the road. Among those on hand for opening were General Agent C. W. Cracraft, John Robinson IV, Al Huband, Buster Gordon and family, Charles Lenz.

**BINGO BUSINESS**

(Continued from page 56)

ization for the young people of the parish. Because of bingo, a large gymnasium is available for several spots, including swimming in the pool, which is 30 by 40 feet.

"In addition to a gymnasium on the second floor, there is a sizable auditorium for meetings and bingo parties. Overflow from the games is handled in the adjoining gymnasium. Only merchandise prizes are awarded, and winners are allowed to take their choice of prizes on the stand. Weekly notice is made from the pulpit each Sunday and also posted in the weekly bulletin at the main church entrance. Before bingo games were started, there was a big yearly deficit."

IT IS NOT NECESSARY to review the fund-raising qualities of bingo, for that has been done several times in this column and the above shows better than we could express it how some churches rely upon the proceeds from the game. The games at St. John are becoming famed for the work they support.

REPORTS ON BINGO in Cincinnati for March show that 207 parties were held and 229,601 people attended. Figures, as given by the sponsors and included in the report given by Police Chief Eugene T. Weatherly to City Manager C. O. Sherrill, showed gross receipts of \$176,284.57. Average cost was 58.4 cents per person. "Last year bingo playing for the month embracing Holy Week showed a one-fourth decrease, but this was not the case for March this year," Weatherly added.

A FEW DAYS AGO we received a letter from a sheriff in the South who reported that he had recently made a clean sweep thru the county, shutting down bingos. This letter came in answer to our letter regarding this action. The sheriff told us that the games he closed were for cash and not merchandise. Bingo, as conducted by worthwhile organizations for charities, was not molested. Those in charge were informed that as long as the church wanted to hold these games, using merchandise prizes, it was perfectly all right.

This case is typical of action against bingo. It has been stirred up by cash games. Our experience is that where games are conducted by an organization for charity and with merchandise awards, the games have the indorsement and approval of civic leaders and authorities.

**VACATION ITEMS**

(Continued from page 56)

dollar Orenos, a No. 1762 stream Oreno, two No. 880 flys, a No. 1170 fly rod reel, two No. 2360 fish stringers, two No. 1991 fish-o-bite, four fish knives and two flashlights. Fish-o-board is 16 inches wide and 32 inches high, with items mentioned attractively arranged to attract attention of anyone who intends to fish this summer.

**Comfort Paramount**

Moc-about is the name of a moccasin-styled shoe that many sportsmen will be wearing in the woods this summer. Prize users are finding this an ideal item and one that brings them increased business. Shoes are made of soft leather uppers with hard leather soles and rubber heels. Available in luggage-tan, brown, white, brown-and-white or navy, and without lacings in the Norwegian style in luggage tan only. Sizes 6 to 12,

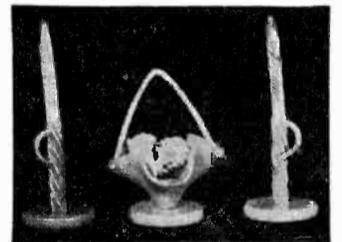
**New Items at Prices**

That will "Knock Your Eye Out." Get Our FREE New 1940 Flyer Just Out and Start Making Real Money.

Write Now to

BOX 425, The Billboard, Woods Bldg., Chicago, Ill.

**BEAUTIFUL MINIATURES**



No. 2240—Made of vitrolast (an almost unbreakable glass composition) in gorgeous colors. The fruit basket is 3/4 inch high, to top of handle 1 1/2 inch. The candlesticks are 2 inches high, and match basket in colors. Price \$4.00 per doz. sets. Come in twelve different colors, one more beautiful than the other, and when displayed have a gorgeous effect.

We have other miniatures in vitrolast, illustrated price list mailed on application.

**Leo Kaul Importing Agency**

115-119 K South Market St., Chicago.

**1940 SENSATIONS. FREE • NEW CATALOGUE.**

New Fast Sellers—Incl. New Mother of Pearl Lockets, New Cameo & Whitestone Rings, Engravers' Jewelry, Crosses, Novelties, etc. Send \$2 for samples. MAJESTIC BEAD NOV. CO., 307 5th Av., N. Y. C.

Mrs. Mabel Kidder and Willie Lewis. World's Fair—est Beauty Revue, managed by Clyde Davis, did well, as did Duke Jeanette's International Congress of Oddities, with Duke handling the front. Another feature is the Monkey Circus, with Capt. Leon Blondon in charge. Bob Edwards manages the International Casino, with Col. H. M. Thompson as director-lecturer. Bud Turner is in charge of the Wall of Death Motordrome, while Doc Anderson directs Club Chocolate revue, with Evelyn Redding Anderson as producer. Jungleland is handled by China Red Delorey.

Rides at opening were Merry-Go-Round, Roy Hildebrandt, foreman; Ferris Wheels, Leonard (Skeeter) Garrett, foreman; Rolloplane, Bert Britt, manager; Mrs. Stella Britt, cashier. Octopus, Dick Smith, manager; Ridee-O, Fred (Tex) Leatherman, foreman; Caterpillar, Blackie Edwards, foreman; Whip, Roy Harding, foreman; Auto Speedway, Ernest Davis, foreman; Baby Autos, R. C. McQueen, manager; Elephant Ride, Capt. George Thompson.

Midway Cafe is well framed and operated by Mike Roman, with Mrs. Roman as cashier. Bingo is operated by H. W. Jones, with Ralph Flannagan in command. Late arrivals for opening were Roy B. Jones, who stopped off en route to Atlanta, and Leo M. Bistany, general agent Prell's World's Fair Shows. Bert Miller did the designing and construction of new fronts, while Bob Simms and Fred Jul handled the painting and decoration job.

John Robinson's IV Military Elephants present the free circus, under Capt. George Thompson, assisted by Charles Hansen and Fred Riley. Concessioners here included Happy and Mickey Hawkins, Paul and Dave Lane, H. W. Jones and James (Turk) Laird.

Shows staff has John H. Marks, president-general manager; C. W. Cracraft, general representative; James M. Raftery, business manager; J. James Lloyd, contracting agent; Nick B. Stepp, secretary-treasurer; Thomas J. Nelson, auditor; Walter D. Nealand, publicity director; George T. Chestnut, advertising agent, and William Markwell, assistant; Bert Miller, builder; Robert Simms and Fred Jule, artists; Bert Britt, chief electrician, and Thomas J. Heath, assistant; T. A. (Red) Shulz, mail man and *The Billboard* sales agent; James Zabriske, mechanic and superintendent of motor transportation; Al Palmer, trainmaster; Mike Roman, commissary.

Show will be transported on baggage cars and trucks.

**COLD FOR SIX SHOWS**

*Continued from page 41*

blanked out. Continued cold on Wednesday and Thursday resulted in poor spending and midway was forced to remain dark on Friday. Saturday was little better, but concessions managed to do some business.

Staff includes J. Harry Six, owner; Curtis L. Bockus, general manager; Mrs. Edith Six, secretary - treasurer; H. P. Henderson, general agent; Bill Eaton, press; B. Storey, business manager; Frank Moran, lot superintendent; Ray McGuire, light department; Al Andrews, billposter, and R. C. Hasler, mail man and *The Billboard* agent.

Rides: Merry-Go-Round, Earl Scott, foreman; Will P. Roberts, second; Al Rankins, helper, and Sid Simmons, tickets. Ferris Wheel, Seymour Naveau, foreman; Ray Haslet, second; Mrs. Haslet, tickets. Chairplane, Wally Mahn, foreman; Bill Mahn, second, and Mrs. Mahn, tickets. Kiddie Ride, H. L. Sawyer, foreman; Al Springer, helper, and Mrs. Sawyer, tickets.

**Shows**

Hollywood Revue, Leo Pat Julien, man-



HOT Comic Ig. Iapel Buttons doz.	60c
Confucius say buttons 100 for	1.10
Footen Shooting Cigt. Box doz	90c
Magic Coin in Matchbox Trick	80c
Hot Folders with Glove	45c
Running Spooky Spider	90c
NEW Squirr Bloody Thumb	40c
Squirring Gert Celluloid baby	75c
Anarchist Soap red or black	40c
Money Getters	Doz
Fun Card Sets	50
Wisecrack	35
Feet Action card	35
Comic Mirrors	25
Garlic Chococlate	60
Snake Chocolates	50
Sticks Joke	30
Silk Warmers Jr.	1.20
Fiannel	90
Hot Seat Joke	60
Jumpout Cigarettes	40
Running Pat	1.60

Electric Hand Shaker—When they shake hands they get shocked. Comp. with batteries. Price \$2.50 Ea. Shooting Matches, Cigar or Cigt Plugs, Itch Powder, Sneez Powder, All 25c Doz 2.75 gr. All the Best Sellers in Stock, send 25c for Cat. Refunded with first order. Or send 2.00 for 30 best sellers and Cat. 1/3 Deposit on C. O. D.'s.

MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

ager; Ral Atkins, tickets; Thelma Emerson, Tillie Wiles, Ann Marvello, Laura House, Trixie LaMarr and Boots Satler, performers. Miss America, Tom Saunders, manager; Ashley Dorsett, tickets; Mae Anderson, Ruth Tinsley, Madeline Gould, Edith Armstrong and Hazel Boone, performers. House of Mystery, Pete Deering, manager; John Willkes, tickets. Darkness and Dawn, Al Pearson, manager; Harold Adams, tickets; Dan Dix, Roy Parson, Neil Daniels and Sailor Prue, performers.

Concessions, cookhouse, W. Canfield, manager; Tresse Canfield, cashier; Art Williams, griddle; John Pearl, Bill Sawtelle and Clide Waitt, waiters. Ball games, Mrs. Garlock and Mrs. House, photo gallery; Mr. and Mrs. Sander and son, Frank. Slum Spindle, Doc Lush and Bill Allen.

Rolldown, Bill McLaughlan, Charles Riley and Smithie. Pan store, Richard La Coste, Mrs. Steve Nail, Curley Nickson and Polack Steve.

Ham and bacon, Mach Garlock. Slum skilo, E. K. Garlock. Blower, E. H. Snyder. Pop corn, Mrs. Al Sawyer. Palmistry, Mrs. Store. Penny pitch, Robert Lamrock. Cigaret gallery, Eric Weston. Hoop-la, Mrs. Wally Mahn. Charles Siegrist and the Coodinos provide the free acts.

General Agent H. P. Henderson is on a booking tour of New England. Among visitors were I. J. Clark, Billy Winters, Mr. and Mrs. Snell, I. G. Crosley, Mell Adams, Hootch Gibbons, Ann Simpton, Dutch Glynn, Earl Gadson, Nick Donaldson, Jim Nelson, Gab Williams, Dot Singleton, Clyde Adamson, Pat Drew, Eddie Santshell and Lloyd Nolson.

**RAIN HITS PATRICK**

*Continued from page 41*

Visitors complimented Owner W. R. Patrick on the shows' appearance.

New Diesel light plant is working perfectly and show fronts feature plenty of paint and new lighting effects, designed by Nappy Olsen. Rides are in good shape. Staff includes W. R. Patrick, owner-manager; Mrs. W. R. Patrick, secretary-treasurer; S. H. Barrett, general agent; C. I. Patterson, banners and advertising agent; John (Mex) Snobar, electrician; Jack Hughes, assistant; Willard Meredith, sound truck; Wallie Steele, assisted by Red Butler and J. T. (Freezo) Graham, special promotions; W. N. (Nappy) Olsen, scenic artist; James Allen, night watchman.

**Rides**

Ferris Wheel, Jack Adams, foreman; Martin LaVelle, clutch. Merry-Go-Round, Don Meredith, foreman; Glenn Smith and Elwood Lauritzen. Loop-o-Plane, Mickey McVary, foreman. Captive Airplanes, Lewis McNabb, foreman. Chairplane, Hank Mutchall, foreman; M. B. Dodge, tickets. Octopus, Frank Hens, manager; Ralph Rudisill, clutch. Pony Express, Wilfred Peterson foreman.

Shows: Olynpe, Mrs. Beth Arnot, manager; Grace Claven, poses. Athletic, Leo Karlanko, manager and wrestler. Circus Side Show, Lawrence LaLonde, manager-openings; Paul Custer, fire eater; Emerico, magician; Ruby McCabe, sword box; Lorraine, electric chair; Vera LaLonde, mentalist; Kenneth Jones, tattooed man; Dale McCabe, tickets. Annex features a dope show and a headless illusion. Dancers of the World, Jack Anot, manager-openings; Bess Bessara, Billy Savage, Peggy Gates, dancers; Frank Gates, Joe McMullen, tickets. Darkest Africa, E. L. Kemper, manager; Mrs. E. L. Kemper, Zulu giantess; Ernestine Doe, armless wonder; Robert Slater, glass walker and fire dancer; Jack Garrity, tickets. Naughty Nudies, Patterson and Olsen, managers; Ruby Glass and Pearly Thiers, posers.

**Concessions**

Cat rack, Jerry Foster, owner; Eddie Kenski, operator. Fishpond and clothespins, Eddie Lane; Betty O'Kelly, operator. W. B. Clark has stock spindle, with George Phillips in charge; rolldown, Mr. and Mrs. Jack Conners; blower, Wilbur Higginson; Fred Baker and John O'Kelly, workers; cigaret shooting gallery, Mrs. W. B. Clark. Penny pitch, Mrs. John Snobar. Frank Evans' diggers and milk bottle game, Bob Evans; Mrs. W. E. Higginson and Mason Black, operators. Shooting gallery, Roy Peterson, owner; Dick Baumgartner, operator. Shooting gallery, Roy Peterson, owner; Dick Baumgartner, operator. Pop corn, Mrs. A. M. Derrick, owner; Mrs. Hill, operator. Cookhouse, Cy Smith, owner; J. L. Compton, superintendent of transportation; Helen Hughes, head waitress; R. T. (Red) Kelly and Harry Livemore, griddle and range. Mr. and Mrs. Sol Grant's concessions: Rolldown, Tony Lombardo,



**ATTENTION, PREMIUM USERS**  
HAMILTON—ILLINOIS—BULOVA—WALTHAM—ELGIN

We Carry the Largest Stock Ladies' and Gents' Reconditioned, Guaranteed Watches. Postal Brings Free Illustrated Catalog. Get Our Low Prices.

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**IDEAL EXPOSITION SHOWS, INC.**

*America's Best Amusements*

Can place organized Minstrel Show or Colored Revue. Have beautiful outfits for these shows. Also Life Show and Illusion Show.

Will book or buy Octopus or Rollplane.

Want to hear from Dope Show People, also Mechanical Man. Youthful Girls for Revue. Salaries paid out of office.

Can place Concessions of every description, including Wheels, Grind Stores, Ball Games, Palmistry, Penny Pitch, Guess-Your-Weight, Hoopla, Fish Pond, Glass Stores, etc.

Showing Baltimore week April 22, Belair Road and White Avenue. Write or wire WM. GLICK, Mgr.

**CLYDE'S UNITED SHOWS**

OPENING PORTAGE, PA., SATURDAY, APRIL 27TH, TO MAY 4TH.

Wanted—Candy Apple, Pitch-Tilt-You-Win, Roll-Down, Penny Arcade, Ball Games, Penny Pitch, Balloon Pitch, Grind Concessions of all kinds that work for 10 cents. Want Plantation, Crime, Illusion, Snake Show or any money-getting show with or without outfits. Wanted—Kiddie Ride, Loop-o-Plane. Will consider one Flat Ride. Address all communications to

GEORGE C. SMITH, Manager, Portage, Pa.

**BARFIELD'S SHOWS WANT**

First-class Cookhouse to join at once. Good office support. Good opening for Ball Games and Grind Stock Concessions, Side Show, Monkey Circus and Mechanical Show. Want Colored Lead Cornet, Trombone, Saxophone, Baritone and Chorus Girls for Colored Minstrel. Salary allowance for Musicians. Address: Maryville, Tenn., this week; Greenville, Tenn., next week.

**SCOTT BROS.' SHOWS WANT**

For choice Kentucky still dates and bona fide fairs starting August. Kentucky, Tennessee, Alabama and Georgia fairs want Drome, Grind Shows, Kiddie Rides, Live Pony Ride, Stock Concessions. Address BLACKIE OCELBY, Want Tuba and Sax for Colored Minstrel. Also want Ride Help. Greenville, Ky., this week; Providence, Ky., follows.

**WANT—CUNNINGHAM'S EXPO SHOW—WANT**

Opening at New Matamoras, Ohio, Saturday, April 27, with an excellent spring route to follow. WANT SHOWS—Shows with own outfit or will furnish complete outfit for capable showmen, CONCESSIONS—Cookhouse, \$25 per week, privilege in tickets; also can use any legitimate concessions not conflicting. Crash Miller, Hiram Beall, William Mespelt and all people contacted, please answer this call. WILL BUY Miniature Railway or Kiddie Auto Ride. FAIR SECRETARIES AND COMMITTEEMEN. WRITE.

JOHN F. CUNNINGHAM, Mgr., New Matamoras, Ohio.

**GREATER EXPOSITION SHOWS**

Want Manager with Riders to take over Motordrome. (Have Drome and two Motorcycles.) Want Side Show Attractions, Ride Help for all Rides and Chevrolet Truck Mechanic. All address:

GREATER EXPOSITION SHOWS, Care Maryland Hotel, St. Louis, Missouri.

**SMITH'S GREATER ATLANTIC SHOWS WANT**

Concessions of all kinds—Bingo, Rat Game, Pan Game, Diggers, Milt Camp, no Gyps, Photo Gallery, High Striker; party for Kelly Ball, Joint complete; in fact, any 10c Concessions. Shows of all kind not conflicting. Ride Help for Wheel, M. G. R., Swings, Pony Ride, Jitterbug Ride and Kiddie Swings. Don Newby wants Side Show Help and Attractions, also Talkers and Grinders. This week American Legion Celebration, China Grove, N. C.; then the big one, Legion Post No. 24 Celebration and Jubilee, Union St., Danville, Va., positively in city limits; followed by Chatham, Va.; Altavista, Va., and Lynchburg, Va. These are all bona fide dates. We are not the biggest, but are doing very nicely. All address as per route. K. F. SMITH, Mgr.

**WANT FOR HAAG BROS.' CIRCUS**

Candy Butchers, Musicians to strengthen Minstrel Band. Want Nut or Board Player. Frenchy Moore and Hobb Cole, wire. Canton, Thursday; Brevard, Friday; Henderson, Saturday; all North Carolina.

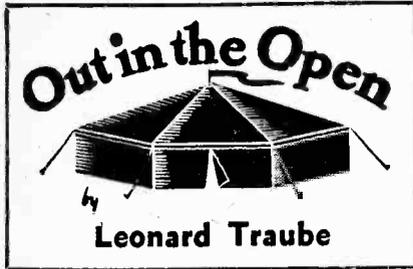
and Howard Turner, Jimmie Merrill, assistants; radio wheel, Jack Milligan; balloon dart, Mrs. Gladys Grant; ham and bacon, Sol Grant; slow freight, Bobbie Jones; Don (Lefty) Glendon, truck master.

Free acts are Capt. Eric Van DerWall's African Lions, Zerado Trio and a troupe of comedy and diving dogs. Show has a 10-cent gate and is transported on 10 semis owned by management and 10 other trucks owned by concessioners and show and ride owners.

**WORLD'S FAIR**

*(Continued from page 3)*

minimum, but Hoyt Haddock, guild executive secretary, repudiated this. Other shows at the fair, privately sponsored, such as Billy Rose's *Aquacade*, Michael Todd's *Streets of Paris* and Eastern Presidents' Conference *Railroads on Parade*, will probably sign agreements similar to the one holding for *Jubilee*.



**"What Is a Circus?"**

**I**N A RECENT issue *The New York Law Journal* devoted more than two standard-size columns to a chief editorial on the subject, *What Is a Circus?* It was prompted by the case of the old Miller Bros.' 101 Ranch Wild West Show versus the city of St. Louis, decided on February 6, 1940, by the St. Louis Court of Appeals, which had to determine whether or not the performance presented by the Ranch at the St. Louis Arena in 1930 constituted a circus under the provisions of a local ordinance for the payment of license fees. The litigation had been pending for 10 years.

The municipality, defendant, contended that the show should be classified as a circus and demanded a license fee of \$150 per day. The Ranch, plaintiff, brought suit to prevent the city from enforcing the provisions of the ordinance, claiming that "Miller Bros.' 101 Ranch Show" was a "reproduction of ranch life heretofore existing and popularly known thruout the Western States and that said exhibition was then being daily visited by thousands of people who had paid plaintiff an admission to see the same."

Upon the plaintiff's bond of \$2,000 an order granting a temporary injunction was made, and the order remained in effect until the court granted a permanent injunction, from which the appeal to the St. Louis Court of Appeals was made.

In affirming the action of the trial court in granting the permanent injunction, the Court of Appeals proceeded to define the meaning of the word circus, to wit:

"The lawmakers who enacted the ordinance involved herein did not define the word 'circus,' so we must take the word in its ordinarily accepted meaning. When we speak of a circus or menagerie, or both combined, we ordinarily have in mind performances given by traveling companies on vacant lots, within tents, or some other kind of temporary inclosure, wherein trained lions, tigers, elephants, horses, dogs and other animals, and frequently seals, are made to perform under the whip or command of a ringmaster or trainer.

"American boys and girls, as well as grown-ups, think of a circus and menagerie in terms of the never-to-be-forgotten steam calliope playing the popular tunes of the day; also the beautiful ladies in spangles and tights, doing their graceful but hazardous bareback riding; the 'marvelous' trapeze performers and other aerial artists and artistes doing their 'stunts' up at the topmost point of the main tent; the highly trained men and women acrobats, known to the average small boy as 'tumbler'; and last, but not least, the clowns, those time-honored 'knights of the sawdust ring,' to make the grown-ups as well as the children laugh.

"A circus without clowns is no circus at all, according to the traditions of American life in large cities. Then there is the inevitable 'side show' with 'freaks' of humanity from all parts of the earth, as well as freaks and strange animals of the jungle."

The court concluded, in a lengthy and interesting opinion for which space is unfortunately not available here, that the Ranch could not be interpreted as a circus, regardless of its having been advertised as such in whole or in part, and

that the ordinance in question was not applicable to the entertainment provided by the plaintiff.

Anyone interested in details of the decision, the precise legal treatment, precedents cited and such, may apply either to *The New York Law Journal*, which carried the editorial in its March 29 issue, or the chief clerk of the St. Louis Court of Appeals.

Dribbles . . . After trying for about six months to get a divorce from wretched Europe, Bob Matthews and his lion attraction, King Tuffy, at long last got their final decree and booked passage out of Belgium. They will have arrived by the time this reaches the two readers. . . . Maybe it's a free ad, but we can't get over the fact that Diesel power units are saving carnival ops plenty of greenbacks. We understand that Royal American Shows, for instance, used to consume about \$40,000 worth of current per season, but at present rate of 1 cent per kilowatt via Diesel that show is not only saving a healthy portion of that 40Gs but can use any lot regardless of availability of electric supply lines. . . . We like Fred Wolman's *Back Stage* series in *The New York World-Telegram*, especially the piece on how the NY Garden transforms itself for a particular event.

And while we are in an unusually benign mood, let's not forget Milt (Eastern States expo) Danziger's Barnum story in *The Springfield (Mass.) Republican* in which he says that "it is not generally known" that the man who laid the foundation of American showmanship "was the first to vision the possibilities of a dog show as an attraction." . . . Art Lewis Shows put out a souvenir journal to commemorate its bow as a railroad organization at its premiere in Norfolk, Va., where it is winter quartered. A picture of one of the acts (Four Stars) is printed upside down, but it looks much better than if printed correctly.

**Hartmann's Broadcast**

**T**HE letter from W. R. Patrick, owner-manager of the Patrick Shows, and S. H. Barrett, his general agent, on the question of organizing the carnival industry and our comment thereon, published in the issue of April 13, have brought responses from Mr. Barrett and Max Cohen, secretary-treasurer and general counsel of the American Carnivals Association, Inc. While Mr. Barrett had heard of and read about the activities of the ACA, he admits that he is ignorant of its aims and purposes, and believes that the same is also true of other showmen on the Pacific Coast. He says that if he and other showmen there have ever been given an opportunity to join the ACA, he does not know of it. Of course, the opportunity has been there since the ACA was formed several years ago, but it is possible that no direct solicitation for membership was made. Following is Mr. Barrett's letter (written from Spokane, Wash., April 15), in full:

"Answering for both Mr. Patrick and myself your remarks in your own 'Hartmann's Broadcast' in the Spring Special Number, I wish first of all to thank you for giving our ideas a considerate hearing, and then I want to plead guilty to the charge of a very considerable degree of ignorance in regard to the American Carnivals Association, Inc., which you mention. True it is that I have seen an article in almost every issue of *The Billboard* bearing Mr. Max Cohen's by-line. I have read many of these articles with interest, but somehow or other I never did apply them to our own case. "In this I have been remiss without question, but have or had somehow

formed the impression that the ACA was more or less a closed corporation operated by and for the large Eastern shows and therefore did not regard it as an institution of national scope. If my impression is incorrect I am willing to be instructed. During the seven years that you mention this association has been in existence, neither this show nor any of the other shows in this part of the country that I know anything about have ever been given an opportunity to join, or if we have, I have not known of it.

"Is membership open to all carnival men? If so, will you please advise us how and where to apply for membership? During the seven years of the life of the association it has doubtless accomplished much for the benefit of all of us, and I am wondering if there are not many of us out of the organization who would be glad to know of and acknowledge these accomplishments, if the officials of the association are not too modest to summarize them.

"In the officers and members of the Board of Directors of ACA there is an outstanding array of show brains and ability and resourcefulness, and it seems to me that no more wise and impressive leadership could be marshaled in our business. I wonder if they would welcome us from out here. Some of the truly great men of the carnival world are doing business on the Pacific Coast. "Perhaps Foley & Burk, Orville Crafts, Archie Clark, George Coe, Mike Krekos and Orville Hilderbrand are already in the ranks of the association, but if they are I am not aware of it. These men are showmen of prominence and first-rank ability. Some of their achievements are paramount today in the carnival world, and I feel sure that if they are members of the ACA the association is overlooking a mighty good bet in not having the benefit of their wisdom in its directing group. All of which sums up to this: There are shows out here which either should be in the ACA or have an organization of their own. Perhaps, being so far away from the seat of ACA activities, we might arrange a Pacific Coast or Far West group. At any rate, we will be glad to have the benefit of any information available and will be found in the forefront of any effort that may be undertaken out this way.

"Reverting to the text of our first letter to you, am glad to inform you that the day the Spring Special Number reached us, we received a letter from Mr. H. H. Avery, one of the partners and the general agent of American United Shows, who told us that he had made six trips to the State Capitol at Olympia, accompanied by his attorney, and that they had at least started to persuade the licensing powers that we were all entitled to the 'fixed-load' license privilege as in former years. This effort made by Mr. Avery, coinciding with our own and that of one or two others, seems to be bearing fruit and shows what benefits result when well-directed effort is made. All of us will effect major savings thru the work of Mr. Avery and similar benefits could be even more easily obtained if handled by a wisely directed group.

"There is still much to be done. We wish to identify ourselves with any well-organized and well-directed activity pointing to benefits for us all. We will gladly accept guidance and instruction. "With our thanks for your consideration."

And from Mr. Cohen came this letter, dated April 16 at Rochester, N. Y., where the office of the ACA is located in the Central Trust Building:

"It was both pleasant and interesting to read your 'Broadcast' on page 128 of the Spring Special Issue.

"It is evident from a careful reading of Messrs. Patrick and Barrett's letter that they have not been following the activities of our association. That we are on the right track is evidenced by the fact that this association is endeavoring to do substantially all of the things which Messrs. Patrick and Barrett suggest as worth while of accomplishment.

"So that these gentlemen may have more information on the subject, I am inclosing herewith a copy of our certificate of incorporation and by-laws, and would ask that you be good enough to forward it to them, since I do not have their address. If these gentlemen desire any further information, I shall be more than happy to furnish the same."

The certificate of incorporation and by-laws, giving the information requested by Mr. Barrett, has been forwarded to Messrs. Patrick and Barrett, together with a copy of Mr. Cohen's letter. We feel that we have now done our duty, and are hoping that some good will come from this.

**Notes From the Crossroads**

By NAT GREEN

**I**N THE search for new and better shows for carnival midways several carnival men have considered the idea of putting on dramatic tab shows, to be presented perhaps three times a day. So far none has had the courage to try it. Such shows, properly exploited, might get a fair play, and if bills were judiciously selected and players of fair talent were used the shows would lend tone to the midway. But chances are if they didn't show a profit after a couple of months' operation they would be ditched for something less artistic but with more commercial possibilities. Nevertheless, someone is going to try it sooner or later.

Dr. Max Thorek, chief surgeon of American Hospital, is as well known as a photographer as he is for his skill as a surgeon. *The Detroit News* of April 14 devoted two full pages of its pictorial section to Dr. Thorek's photographic work, giving him a story and reproductions of five of his best known studies, including his famous *De Profundis*.

Warren B. Irons, former circus manager, burlesque theater operator and now manager of a theater in Canton, O., was a Chicago visitor last week, here in search of a dramatic show top. Irons plans to put out a tent show this summer. . . . We'd have liked to have seen Larry Hall wading around in the mud and snow down at Cape Girardeau, Mo., at the opening of Sol's Liberty Shows. But Larry can take it! . . . Eddie Johnson was the last of the Amusement Corp. boys to leave for the front and he's now on the firing line down yonder. . . . Peejay Ringens' little mishap at Indianapolis reminds us of last year's rehearsal of the Stadium Circus. When the rehearsal had reached Peejay's spot and he was told to mount the pedestal for his bike ride down the chute and dive into the tank he refused. "I don't need any rehearsal," he told the director. "I either do the stunt or I don't; and I'll only miss once."

Ned Torti in from Louisville after a long, fast drive looked as if he could use about 10 hours' sleep. . . . That was a swell picture of Tex Cooper that adorned the cover of a recent issue of *The Los Angeles Times* magazine. In his familiar regalia Tex is shown leaning against a lamp post at the Gower-Sunset corner of Columbia Square in Hollywood reading a letter. If Tex follows his usual routine he'll be heading thru these parts soon on his way to Atlantic City to act as emcee at the famous Horseshoe Bar. . . . Al Martin left last week, without the bag, to join the Bud Anderson Circus.

Ashton Stevens, dean of columnists, devoted his entire column in *The Herald-American* one day last week to an interesting letter from Nicola, the magician who lost his entire show when the British ship on which he was leaving Singapore struck a British mine in the harbor and sank. Nicola writes that he is lucky to be alive, as inspection of the sunken ship disclosed an unexploded mine alongside Nicola's cabin. For three months Nicola has been trying to get permission to attempt to salvage some of his properties in order to get measurements that would enable him to rebuild some of his illusions without months of experimenting. But the British authorities have refused him, telling him it can't be done. "I am going to hang on for another month before giving up," he says.

Harry Mamsch, of Mutual Amusement Co., is starting his new season with a Silver Streak ride which will open this week in a suburban spot on Chicago's northwest side. . . . From World's Fair Shows and Coe Bros.' Circus Combined, West Coast outfit, comes a half-sheet herald picturing the show's circus attractions, which feature Olga Celeste and her leopards. . . . Great European Olympia Circus, which opened at the Chi Stadium on April 19, has been heavily billed. The elevated lines platforms, surface-line cars and many 24-sheet boards are being used. . . . Burt Wilson, Circus Fan, off for the Southwest on an extended trip and his first stop was the Police Circus, St. Louis.

**DICK'S PARAMOUNT SHOWS, Inc.**  
**WANT WANT WANT**  
 SHOWS: Outstanding Sideshow Acts, sure safarics. Illusion or Monkey Show, liberal terms.  
 CONCESSIONS: Legitimate Grind Stores, Photos, Frozen Custard.  
 RIDE HELP: Experienced FOREMAN for Ridee-O and the NEW Rocket. Top salary.  
 CONCESSION MANAGER: Squeek Knudson, get in touch with me.  
 April 20th to 27th, Webster, Mass. April 29th to May 4th, Naugatuck, Conn.  
 Write or Wire DICK GILSDORF, Manager.

**W. C. KAUS SHOWS, Inc.**  
 NOW PLAYING BALTIMORE & CATHERINE STS., BALTIMORE, MD.  
 Want PHOTOS, good opening for same: Arcade, Scales, Hoop-La, Pitch-Til-U-Win, Ball Games, Slum Bowling Alley, Cigarette Gallery or Fish Pond, Candy Floss, American Palmistry, Rides: Whip, new Tilt-a-Whirl or Octopus. Capable People to handle Snake Show or Jungleground. Any new or novel Show will book reasonable. For Minstrel: Drummer, Alto Sax, Trombone and Trumpet Player with own Instruments. All kinds of SIDE SHOW ACTS, FREAKS, etc. Write Cap Gordon. All communications: W. C. KAUS, write or wire, Baltimore & Catherine Sts., Baltimore, Md.

**TAFT HOTEL 208-10**  
 South Eighth St.  
**PHILADELPHIA, PA.**  
 Subway Connection to All Sections of the City.  
**DAILY AND WEEKLY RATES.**  
 Special Low Summer Rates to Professionals.  
 Inquire by Mail or Phone.

# On the Flushing Front

By LEONARD TRAUBE

NEW YORK, April 20.—All but about 8 or 10 per cent of available midway space is sold, according to George P. Smith Jr., and Frank D. Shean, chiefs of the Great White Way. Developments during the next couple days are supposed to make it a clean sweep of 100 per cent.

Back from a week's tour of the South, Southwest and Middle West, Publicity Director Leo Casey found the press and populace in a good frame of mind for the Forty Fair. With the propaganda boss back on the scene, expo staged a banquet for department heads and others on Wednesday and optimism oozed in liberal portions. Harry P. Harrison, chairman of advance ticket sale, reported a 47 per cent increase, using last year's corresponding period as a basis.

Harvey D. Gibson, board chairman and active generalissimo, likes bars more than he ever has. During the proceedings he went up against the mill in the New Yorker's Manhattan Room and picked up a conversation with one of the habitués. After an exchange of credentials the stranger gave Mr. Gibson a check for \$30 for tickets. Mr. Gibson is said to be so much impressed that he will dispatch WF men to bars all over the city.

On April 25 (next Thursday) there will begin an ambitious sale of tickets in the city's schools. On that day the drums will beat at eight high schools, the next day at 10 temples of learning, on May 1 at five in the Bronx and five in Brooklyn, on May 3 at 10 high schools and on the 6th at 10 in Queens and 3 in Richmond. The elementary, junior high and vocational high schools will be tackled May 7-9 in all the boros which compose Greater New York. Kids' 10-admission book, worth \$2.50, will sell for a buck, and a junior season ticket will go for \$3.50.

Additional executed contracts for the midway are a Girl Scouts' Chalet, Charles F. Gurney's Scenic Boat Ride, Gilbert Noon's archery range, Observation Crane Co.'s Sky Ride and United Kindergarten Mothers' Association's kiddie project. Formally signed only recently but already announced in these columns were Mike Todd's Gay New Orleans Village and the Sun Valley village of Winter Wonderland, Inc., direction of Almon R. Shaffer.

**TODD TIDBITS:** The matchless Miguel got himself a load of publicity in *The World Telegram*, with feature writer Douglas Gilbert calling him the expo's biggest pitchman. Albertina Rasch ballet has been signed for Gay New Orleans. Ditto Mark Plant, the singer.

New Bandshell, an Irving Scott creation with acoustics by Clifford Swan, will cost 50 Gs. Shell's seating area will accommodate 3,500. . . . Borden's Dairy World Restaurant opened this week. . . . Combined amusement interests of the Times Square belt, led by the Broadway Association, beat the drums on the square at noon yesterday with many celebs on hand from every phase of Broadway showbiz, including the circus. . . . Florida Pavilion restaurant will specialize in Spanish dishes, complete with Spanish ork. . . . Coca-Cola is doubling its space at a cost of more than 100 grand. . . . New intra-fair transportation system is being developed. Greyhound will have 100 busses and 30 tractor trains in operation over seven 10-cent routes with 38 stations. Shuttle service from parking fields to expo gates will be a nickel. . . . Illinois became the 10th State to join the State Zone. . . . Edison's City of Light spec is expanding. . . . Art Breese is busy as proverbial bee on fireworks for Thearle-Duffield Co. . . . Franklin J. Rees has been named resident manager, Guy Gundaker Jr. nonresident manager, Edward Comollo operating pilot and Howard Hutaff promotion chief of the Goodrich Arena and exhibit. Al Hupier returns as chief announcer, with P. C. Handerson director of advertising. Jimmie Lynch and his Death Dodgers are due in soon to tune up for the tire-testing opera. . . . Sun Valley will probably sandwich a vaude bill between ice shows. . . . Fair's human symbol is Elmer the Great, who is Leslie Ostrander in real life. He is supposed to be the average American, idea being to make

the expo appeal more to ruralists. . . . Pete Fick, champ diver, reports a contract with the Sanfran Aquacade.

Two track and field days promise much as gate possibilities. They will be staged by the Trade Union Athletic Association, representing 55 unions with 400,000 members in the AFL, CIO and indie orgs. A marathon race starting and ending at Flushing will be held June 30 with Joe Bolz one of the entries. On the same day events with 200 union clubs participating will be held. On July 7 athletes will compete in volleyball, basket ball, soccer and softball. Location, Field of Special Events.

Jack R. Brown, investigator for the Illinois Vigilance Association, has filed a \$250,000 suit in New York Supreme Court against the fair corporation. He alleges that a plan he originated in 1938 called the "New York World's Fair 1939 Guide and Escort Service" was used by the expo and that "huge sums of money" were derived from it. Scheme consisted, in part, of hiring guides from each State to direct and escort tourists around the grounds. Brown was connected with the Chi Fair, 'tis said.

## LEWIS RAIL SHOW

*Continued from page 41*

is featured on everything excepting rides and show train, which is composed of 20 steel cars.

Five light towers, each carrying 20 k.w., together with neon tri-colored fronts, added brilliance to the midway. Many local officials, merchants and socialites were on hand to congratulate Owner Art Lewis on his debut into the railroad carnival field. A prominent place on the grounds was given the advertising wagon of the Norfolk Chamber of Commerce, which will tour with the shows, known here as "Norfolk's Own Show." A huge floral horseshoe was presented Lewis by members of the organization at opening. *Norfolk Virginia-Pilot* and *The Ledger-Dispatch* were liberal with space.

Among shows are Wall of Death Drome, with Dorothy Stone; Follies Bergere and Vanities, Circus Side Show, Art Lewis' Cotton Club; Treasure Isle, featuring the Great Dantini; Wild Animal Show, Rollo Funhouse, Going With the Wind, Honeymoon Ship, Mickey Mouse Circus, Paris Show, Trip to Mars and Fun in Forest. Hailene Barkoot had his Oriental Cafe at the entrance to the midway, with Mrs. George Hamilton as cashier, and George Hamilton, headwaiter. Al (Whitey) Herzon operates a smaller restaurant at the upper end of the midway.

Rides include three Ferris Wheels, Silver Streak, Octopus, Whip, Twister, Skooter, Merry-Go-Round, Ridee-O, Chairplane, Kiddie autos and planes, Pony and twin Rolloplanes. After Thursday's cold wave, Friday was lost to snow. Saturday, with freezing weather, shows expected another blank, but were pleasantly surprised when about 3,000 came out.

Howard Ingram, master builder, and Owner Lewis were given much credit for shows' appearance. Organization's portable hospital, in charge of Dr. J. K. Bozeman and Betty Davis, attracted much attention.

Staff includes Art Lewis, owner-general manager; Charles Lewis and Eddie Delmont, assistant managers; F. Percy Morency, secretary-treasurer; Bert Spence, assistant secretary; E. B. Braden, legal adjuster; Howard Ingram, superintendent; Roy Hewitt, chief electrician; Ray Perry, assistant; Jimmie Fisher, trainmaster; Dr. J. K. Bozeman, physician; Sylvester A. (Bill) Kerr, general representative; Morris G. Stokes, special representative; Mrs. Alyne Morency, mail and *The Billboard* sales agent, and Dick Collins, press agent.

## BAD FOR LAWRENCE

*Continued from page 41*

came here from quarters in Chester, S. C., where fronts were repainted and new lighting effects and three new shows, the Casino Beautiful, Jumping Jive Revue and Expose, were added.

Ten-in-One has been enlarged and Monster Show front has been painted and redecorated. Among new shows to be added are the Water Aquacade, Darkest Africa and the Illusion Show. Merry-Go-Round was overhauled and equipped

with neon and a modernistic ticket box. Ferris Wheel has been repainted and decorated.

New lights and paint were added to the Chairplane. Whip, a new ride delivered last year, has been overhauled. General Manager Sam Lawrence purchased a new Ridee-O and Kiddie Aeroplane. A new sound truck, equipped with RCA units, also was added. Visitors included Dave Endy, owner-manager; George Krestos, Endy's Exposition Shows; Mr. Hurlong, secretary Greenville Fair; Bill Holt and members of his Hawaiian Revue; Mr. and Mrs. Johnny Tinsley, and Bob Mayard and Bob Walsh, Jimmie Lynch Death Dodgers.

### Shows

Line-up includes Midget Ape Show, Mrs. E. Swinger. Hillbilly Revue, W. J. Ballew, tickets; Jack Ballew, manager-producer; Hazel Carter, dancer; Jerry Rutherford, singer; Otis Mote, dancer-singer, and Joe Durham, comic. Casino Beautiful, Billy Woodall, manager-producer; Jimmie Watts and E. E. McLane, tickets; Reni Feathers, Alene Bigbee, Ida Griffin, Virginia Logsdon, Ola Hill and Gladys Lyons, performers. Monster, Alfred P. Compton, tickets; Robert Wagner, manager. Midget Lady and Family, Frances Marguerite, Ondra, Rose Marie and Lee Wyatt. Expose, Bob Demerest, manager; Jimmy Braswell, talker; W. D. Darlyne, tickets; Margaret Manning and Darlyne Roberts, models. Jumping Jive Revue, Jimmy Wade, talker; band, Charley Henderson, David Gann, David Hicks, James Edmonds, Ernest Montague; Virgil James, Elizabeth Henderson, Lou Wilma Pork, chorus; Sonny George, comic; Loyd Thomas, George Thomas, Julia Thomas and Johnny Lyons, stage manager-producer. Aquacade, Bill Gall and Monroe Good.

Rides: Chairplane, Jack Knuckles and Jack Shannon. Whip, Robert Young, foreman; Andy Campbell, Robert Alexander. Ridee-O, Otis Towery, foreman; Ole Moore and George Hicks. Merry-Go-Round, Louis Gueth, foreman; George (Cowboy) Wheeler, Augusta Hughes. Ferris Wheel, C. L. Moore, foreman; Eugene Chapman. Kiddie Planes, C. W. Brown.

### Concessions

Johnny Applebaum is superintendent of concessions. Rat game, H. L. (Kentuck) Archer, manager; Slim Wilson, agent. Ball game, Tony Lento, manager. Pop corn, Maxie Passink; ball game, Doris Martin; tub, Jack Lyons; ham and bacon, Jack Burke; cookhouse, Dan Edenfield, owner; Lillian Edenfield, boss; George K. Wenner, front griddle; Frank Goss, Charley Young and Dan Moran, waiters; Amos Smith, and Charley English, porter. Palmistry, Princess Anthony; penny pitch, Betty Archer, agent; bottle game, Louis Wolf; pan game, Johnny Applebaum, manager, and Jimmie Capes, agent; penny pitch, Frank Wozniak; ball game, Winnie Wozniak and La Verne Louis. razzle dazzle, Frenchy Couture, Buddy Anthony; custard, Jules and Mrs. Ollie M. Griffel and Willie Carrington; bingo, Marion McWethy, owner; Bill Meier, manager; Arthur Prebish, agent; Harold Smith, mike; Madeline Smith and Frank Herley, agents.

Captain Jack presents the free acts. Louis Gueth is lot superintendent; Bob Young, transportation master; Sy Perkins, billposter. Executives are Sam Lawrence, general manager; Shirley Lawrence, secretary-treasurer; George S. Marr, general agent; Frank Braun, special agent, and Mrs. C. W. Brown, front gate tickets.

**DANCERS AND POSING GIRLS**  
For Girl Show. Also Ticket Seller.  
Wire  
**F. W. MILLER**  
Gooding Shows, Fairmont, W. Va.,  
April 25 to May 4.

**GREAT LAKES EXPOSITION SHOWS**  
Can place legitimate Concessions of all kinds. Will sell exclusive on Rat and Pan Game to responsible party. Harry Smiley can place Grind Store Agents who are capable, also Lady Ball Game Agents. Long season; fairs start in July. Cliff Younger can place Tattoo Artist side show. Keep all. Address: AL WAGNER, Mgr., Front and Main Streets, Toledo, this week; Newark, Ohio, next week.

**CENTRAL AMUSEMENT CO.**  
Will book or buy Ferris Wheel or any Ride not conflicting with Merry-Go-Round, Loop, Chairplane, Kiddie Autos. Want Shows with own outfit. Can place Lead Gallery, Bumper, Pitch-Til-Win, Cane Rack, Ball Games, Dart, Cigarette Gallery, Candy Apples, Cotton Candy, Hoop-La, Bingo or any Concessions that work for stock and not over 10c. Extra good proposition for Grab or small Cookhouse. Want Man with sound car that can sell Banners without heat. Want to buy Snow Cone Machine. Have for Sale—Beautiful Rat Game and Pitch-Til-Win, extra flashy, new tops. Will book same on show; reasonable privilege. Want Agents for Grind Stores. All Address: SHERMAN HUSTED, Mgr., Cowpens, S. C., this week. P.S.: This Show is in no way connected with the Crescent Amusement Co.

**METRO SHOWS WANT**  
Legitimate Concessions of all kinds. Good opening for Photo Gallery, Pop Corn and Corn Game. Shows with their own outfits, come on. Want A-No. 1 Eli Operator. Annual Bar-B-Q Celebration, Norman, Arkansas, week of April 22nd.

**WANTED**  
Good-sized Carnival with Girl Show for week of June 10th-15th or June 17th-22nd, 1940. Draw from large territory.  
JOHN J. GRULA, Secy.,  
Woodside Memorial Park,  
124 So. Ridge St., Freeland, Pa.

**WANT**  
Experienced Help for Corn Game, Second Man for Rollo-Planes.  
**HARRY BEACH**  
F. E. Gooding Shows, Fairmont, W. Va.

F Smith & Smith Chair-o-Plane. 2 yrs. old. O (Bill of sale can prove.) Excellent condition, like new. Beautiful extra lighting system. \$950 Cash.  
S Also 1 1/2-ton late 1936 Chevrolet Truck. A Perfect mechanically, dual wheels, handles L ride easily. \$150 Cash.  
E BOX 155, care Billboard, 1564 B'way, N. Y.

**CARNIVAL BOOTHS, RIDES**  
Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddie Ride; 12 Booths (new canvas), 9x14, including Bingo, Ball Game, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wheels and Games of every description. SHAW & YEAGER, 1524 Chestnut St., Philadelphia, Pa. Ph.: Loc-1124.

**JIMMIE CHANOS SHOWS**  
**WANT**  
Cook House and Legitimate Concessions.  
Address: WINCHESTER, IND.

**CONVENTION SHOWS**

Dunkirk, N. Y. May 11-18 Legion Celebration	Falconer, N. Y. May 20-26 Firemen's Celebration	Wellsville, N. Y. June 2-9 L. O. O. Moose State Convention	Allegany, N. Y. June 10-15 Firemen's Celebration	Franklinville, N. Y. June 17-22 Firemen's Celebration
Opening Sat., May 11-Sat., May 18, Inclusive. Auspices AMERICAN LEGION POST 62, CHAUTAUQUA CO. ASSEMBLY.	With an unparalleled route to follow: Saturday, Fireworks, Monday, Auto given away, Tuesday, Fraternal Day, Wednesday, Parade Day, Thursday, MAJOR PARADE DAY-COUNTY ASSEMBLY AND TROPHY DAY, Friday, Auto given away, SATURDAY, FAREWELL FIREWORKS DISPLAY. CAN PLACE EXCLUSIVE FOR SEASON: ARCADE, CUSTARD, LONG RANGE GALLERY, RAT GAME and other non-conflicting Concessions. FREE ACTS NIGHTLY. WILL furnish panel front and tops for Crime, Embryo or any non-conflicting money-making Show. Want Fun House. Want Octopus and Rollo-Plane for No. 1 Unit. Want Rides for No. 2 Unit, opening 10th. Sue Rogers wants Four-Piece Band. Gerald Barker wants Grind Store Agents and Tilt-a-Whirl Foreman. Show wants Ride Help. Tommy Butler—I complied with your request, please acknowledge. Sam Burdett, wire me. Want experienced Canvas Man. Special Event Promoter. All communications to CLAY MANTLEY, 228 Russo Bldg., Fredonia, N. Y.	Depew, N. Y. June 24-July 1 Firemen's Celebration	Bath, N. Y. July 3-6 Steuben County Gala Celebration	Belmont, N. Y. July 8-13 Allegany County Firemen's Convention
9 WEEKS OF FAIRS TO FOLLOW THIRTY SOLID WEEKS OF SELECTED BOOKINGS				

# Todd-AGVA Pact At \$40 Minimum; 4A's Nix "Manual"

NEW YORK, April 20.—Mike Todd, multiple attractionist at World's Fair, pacted this week with American Guild of Variety Artists on his Opry House show, giving \$40 minimum for dancers and chorus based on 21 performances a week. Principals will receive \$60. Additional performers will be pro rata, or 1/21st of \$40. First three days' rehearsal are free, but \$15 a week thereafter, upping to \$20 when rehearsed at expo plant.

Same set-up holds for Todd's Gay New Orleans Village, but there's another class, "freaks" (side-show attractions, etc.), which get \$50. His third show, Dancing Campus, will work out about identical to the opry agreement. Village contract is based on maximum capacity of 3,000 and a 99-cent top, thus wage scale will be tilted if capacity and prices are altered upward.

Jurisdiction of Todd's other show, *Streets of Paris*, belongs to Actors' Equity Association and arrangement will probably match AGVA's.

NEW YORK, April 20.—Attitude of Associated Actors and Artists of America, parent of performer unions, on jurisdictional rights to circus-carnival-

fair workers and artists is that the AGVA, an affiliate, take in only performers and those employees who may engage in other activities as part of their work but who are essentially entertainers. AAAA position was stated today by President Frank Gillmore, and really reiterates his previous statements on the subject. He declared that the guild should maintain a "fair" jurisdiction, meaning concentration exclusively on performer coverage.

Gillmore's statement is significant in that the guild has announced extension of its spread to include manual workers as well as employees who are considered artists in the main. He said he would do everything in his power to clarify the jurisdiction.

NEW YORK, April 20.—A battle is brewing between Equity and *Railroads on Parade* spec at the World's Fair. L. G. Coleman, director of the exhibit-show sponsored by Eastern roads, indicated abandonment unless a reasonable wage scale were offered by the union. Chances are that both factions will get together on scales and conditions similar to *American Jubilee*, expo-financed patriotic production which calls for a \$40 minimum for 23 shows a week and \$1 for each additional performance.

NEW YORK, April 20.—Agreement between American Guild of Variety Artists and Ringling-Barnum circus is scheduled to be worked out for signatures by the middle of next week, according to an attache of the Guild offices in a statement made today.



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Ploski, Joseph (Brown Derby) NYC, nc.  
Pope, Glen (St. Moritz) NYC, h.  
Preston, Lols (Silver Dollar) Baltimore, nc.

**R**

Rabiner, Charlie (Cafe Society) NYC, nc.  
Ramirez, Carlos (Music Hall) NYC, t.  
Ramona (Hollywood) NYC, nc.  
Randall Sisters (Belmont Plaza) NYC, h.  
Rascha & Mirka (Le Ruban Bleu) NYC, nc.  
Ray & Naldi (Roxy) NYC, t.  
Raymon, Martini & Lee (Hollywood) NYC, nc.  
Raymonds, Bill (Hi-Hat) Bayonne, N. J., nc.  
Renna, James (Club Savoy) Bayonne, N. J., nc.  
Reynold's, Helen, Skaters (Shrine Circus) Quebec, Can., 22-27.

Rhythm Ramblers (Orpheum) Portland, Ore., t.  
Rhythm Rockets (Loew) Richmond, Va., t.  
Ricardo, Don (Village Barn) NYC, nc.  
Richard, Ed (Tower) Kansas City, Mo., t.  
Richey, Jean (Bowery) Detroit, nc.  
Richman, Harry (Versailles) NYC, nc.  
Rickson, George (Chateau Moderne) NYC, nc.  
Riggs, Tommy (State-Lake) Chi, t.  
Rios, Rosita (La Conga) NYC, nc.  
Rivera, Andree (Navarro) NYC, h.  
Roberts, Dave & June (Beacon) Winnipeg, Can., 20-26; (Brainard) Brainard, Minn., 28, t.  
Roberts, Roberta (606) Chi, nc.  
Rock & Dean (Hollywood) Gowanda, N. Y., t.  
Rodriguez (Montparnasse) NYC, nc.  
Rogers, Ray (Colosimo's) Chi, nc.  
Rollickers Trio (Sagamore) Rochester, N. Y., h.  
Ronald & Roberta (Royal Hawaiian) San Francisco, nc.  
Roner, Fred (Top Hat) Union City, N. J., nc.  
Rosalean & Seville (Ambassador) NYC, h.  
Rosales, Marco (Essex House) NYC, h.  
Rose, Jean (Sawdust Trail) NYC, nc.  
Ross, Joe (Old Fashioned) Boston, nc.  
Rose, Gypsy (Hi-Hat) Bayonne, N. J., nc.  
Roth, Lillian (Hollywood) NYC, nc.  
Roth-Verdun Jitterbugs (Hi Hat) Chi, nc.  
Russell, Mabelle (Brown Derby) NYC, nc.

**S**

St. Clair, Silvia (Le Ruban Bleu) NYC, nc.  
St. Clair, June (Hi Hat) Chi, nc.  
Saki, Marion (Panda) NYC, re.  
Salazar, Carlos (El Chico) NYC, nc.  
Salinger (Fifth Ave.) NYC, h.  
Sanborn, Pansy (Earle) Washington, D. C., t.  
Sargent, Jean (Latimer) Phila, nc.  
Sava, Marusia (Casino Russe) NYC, nc.  
Scott, Margaret (Casino Russe) NYC, nc.  
Seymour, Dan (Hi Hat) Chi, nc.  
Sharron, Olive (606) Chi, nc.  
Shaver, Buster, with Olive & George (Capitol) NYC, t.  
Shaw, Patsy (Black Cat) NYC, nc.  
Sheridan, Nora (Gay '90s) NYC, nc.  
Sherman, Murlie (Cocoanut Grove) Boston, nc.  
Shields, Peggy (Stamp's) Phila, nc.  
Shields, Ella (Sawdust Trail) NYC, nc.  
Shore, Willie (Hi Hat) Chi, nc.  
Shutta, Ethel (Chicago) Chi, t.  
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.  
Sidneys, Four (Roxy) NYC, t.  
Sl, Fanny, & Mule Abner (State) Spartanburg, N. C., 24; (State) Charlotte 25; (Rialto) Danville, Va., 26-27; (Colonial) Canton, N. C., 28-29; (Liberty) North Wilkesboro 30; (Paramount) Hickory, May 1; (Marion) Marion 2, t.  
Skelton, Red (Paramount) NYC, t.  
Slepoushkin, Stephan (Casino Russe) NYC, nc.  
Spear, Harry (Latin Quarter) Boston, nc.  
Spencer & Foreman (Cocoanut Grove) Boston, nc.  
Stacey, Lovey (Gayety) Washington, D. C., t.  
Stanley, Irene (Le Poissonier) NYC, re.  
Stewart, Sally (Sawdust Trail) NYC, nc.  
Stockwell, Harry (Village Barn) NYC, nc.  
Stuart-Morgan Dancers (Capitol) NYC, t.  
Sullivan, Ed (State) NYC, t.  
Sutherland, Ann (Hi Hat) Chi, nc.

**T**

Tanner, Dorothy (Queen Mary) NYC, nc.  
Tapps, George (Palmer House) Chi, h.  
Teeman, Eleanor (Mayfair) Boston, nc.  
Tharpe, Rosetta (Cotton) NYC, nc.  
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.  
Thornton, Larry (Casa Manana) Boston, nc.  
Thury, Iona (Hungaria) NYC, nc.  
Tisdale Trio (Coq Rouge) NYC, nc.  
Torres, Magola & Louis (Embassy) Phila, nc.  
Travis, Jimmie (Casa Grande Dude Ranch) Berwyn, Md.  
Treachner, Arthur (State) NYC, t.  
Truce, Mildred (Hi-Hat) Bayonne, N. J., nc.  
Tryon Sisters (State-Lake) Chi, t.  
Tucker, Sunny (Kelly's Stables) NYC, nc.

**V**

Valda, Countess (Silver Dollar) Baltimore, c.  
Valdez, Vida (Havana-Madrid) NYC, nc.  
Vance, Jerri (2 o'Clock) Baltimore, c.  
Varone, Joe, & Three Sparklettes (Andy's Inn) Syracuse, nc.  
Vaughn, Nancy (Barney Gallant's) NYC, nc.  
Vaughn, Grace (Belmont Plaza) NYC, h.  
Velez, Lupe (Paramount) NYC, t.  
Vera, Joe (Congress) Chi, h.  
Vernon, Evelyn & Jimmy (La Martinique) NYC, nc.  
Verrill, Virginia (Chez Paree) Chi, nc.  
Vincent, Romo (Walton) Phila, nc.  
Vine, Billy (Wonder Bar) NYC, nc.

**W**

Wade, Bill & Betty (Book-Cadillac) Detroit, h.  
Waldron, Jack (Brown Derby) NYC, nc.  
Walker, Mildred (Sawdust Trail) NYC, nc.  
Wallace, Babe (Southland) Boston, nc.  
Walz, Oscar (Fifth Ave.) NYC, h.  
Wanger, Wally, Girls (Lido) NYC, nc.  
Ware, Dick (Saks Show Bar) Detroit, c.  
Warner, Jack & Jill (Harry's New Yorker) Chi, nc.  
Watson, Eunice (Steve's) NYC, nc.  
Wayne, Myrl (Club Royale) Ashland, Ky., nc.  
Weaver, Marjorie (State) NYC, t.  
Weber Sisters (Colosimo's) Chi, nc.  
Welch, Muriel (La Marquise) NYC, nc.  
Wences, Senor (Roxy) NYC, t.  
Wencil, Ray (Paust) Peoria, Ill., nc.  
Wessel Bros. (Westminster) Boston, h.  
West, Everett (Chez Paree) Chi, nc.  
White, Danny (Delmonico's) Phila, re.  
White, Belva (Bowery) Detroit, nc.  
White, Lawrence (Ambassador) NYC, h.  
White, Eddie (Little Rathskeller) Phila, nc.  
Whitman, Bea (Hi-Hat) Bayonne, N. J., nc.  
Wicke, Gus (Gay '90s) NYC, nc.  
Wilkins, Dorothy (New Yorker) NYC, nc.  
Williams, Clara (Small's) NYC, nc.  
Willie, West & McGinty (Palladium) London, mh.

Willie, Tiny (Hi-Hat) Bayonne, N. J., nc.  
Wilson, Claire (Hi-Hat) Bayonne, N. J., nc.  
Wilson, Ray (Miller's) Conneaut, O., re.  
Winfield & Ford (Buffalo) Buffalo, t.  
Wise, Don (Fontenac) Detroit, nc.  
WLW Barn Dance (Lyric) Indianapolis, t.  
Wolf, Frank (Sterling) Greeley, Colo., 25-26; (Capitol) Grand Island, Neb., 27; (Columbus) Columbus 28-30; (Rivoli) Hastings, May 1-2, t.  
Wood, Barry (Paramount) NYC, t.  
Woodall, Harold (Weylin) NYC, h.  
Woods, Toni (Chateau Moderne) NYC, nc.  
Woodsons, Four (Jefferson) St. Louis, h.  
Wright, Carol (Kit Kat) NYC, nc.  
Wynn, Thelma (Hi-Hat) Bayonne, N. J., nc.

**Y**

Yo Yo (Earle) Washington, D. C., t.

**Z**

Zero, Jack (Brown Derby) NYC, nc.

**MISCELLANEOUS**

Alma & Roland: (Commodore Club) Detroit 22-27.  
Arthur, Magician: Oakland, Ala., 24-25; Gravelly Springs 26-27.  
Birch, Magician: Korrville, Tex., 23; Comfort 24; San Saba 25; Gatesville 26; Stephenville 29; Eastland 30; Breckenridge May 1; Graham 2; Bowie 3.  
Blossoms of Dixie: Kirbyville, Tex., 26-27.  
By-Gosh Co.: (State) Meyersdale, Pa., 25-May 4.  
California Coudens, Carnival of Fun: Charle-mont, Mass., 25.  
Campbell Bros. & Stensvad Circus (painting): Chicago, Ill., 24; Decatur 27; Evansville, Ind., May 1; Cincinnati, O., 4.  
Carlton & Juliette: (Arlington Hotel) Bing-hampton, N. Y., 22-May 2.  
Coward, Linden, Magician: Woodville, Ga., 22-27.  
Day's, C. C., Wild West Cavalcade (mythical show via mail): New York, N. Y., 23-29; Pittsburgh, Pa., May 1; Cincinnati, O., 4.  
DeCleo, Magician: Marysville, O., 22-27.  
Francols, Hypnotist: (Atoka) Atoka, Okla., 22-23; (Thompson) Healdton 24-25; (Main) Stonewall 26-27.  
Ginnivan Players: Ashley, Ind., 22-27.  
Hunter, LeRoy: (Baldwins Club) Hagerstown, Md., 22-27.  
Jaxon, Ventriloquist: (Club Ambassador) She-bogyan, Wis., 22-27.  
Kressels, Four: (Alicio Shows) Columbus, Ga., 22-May 4.  
Lewis, H. Kay, & Hollywood Varieties: Fair-field, Ill., 24-25; Herrin 26-27.  
Long, Leon, Magician: North Birmingham, Ala., 24-27; Powderly 28-30; Pratt City May 1-4.  
McClung, C. C., Show: Lowell, Kan., 23; Elk Springs, Mo., 24; Davidson, Ark., 25; Oak Hill, Okla., 26; White Rock Tex., 27; Rodessa, La., 28; Mooringsport 29.  
McNally's Variety Show: Harbeson, Del., 22-27.  
Marquis, Magician: Havana, Cuba, 26-May 10.  
Miller, Al H., Show: Hamilton, Ga., 22-27.  
Mills Troupe: Springfield, Mo., 22-27; Clinton 29-May 4.  
Nelson, Ozzie, & Orch.: (Terp Ballroom) Aus-tin, Minn., 24; (Danceland) Cedar Rapids, Ia., 25; (Turnpike Casino) Lincoln, Neb., 26; (Frogthop Ballroom) St. Joseph, Mo., 27; (Rigadon Ballroom) Sioux City, Ia., 28; (Arkota Ballroom) Sioux Falls, S. D., 29.  
Ray, Floyd, & Orch.: (Riverside Park) Phoenix, Ariz., 24-25; (Top Hat) Douglas 26-27; (Blue Moon) Tucson 28; (La Fiesta) Lordsburg, N. M., 29; (Frutas Hall) El Paso, Tex., 30.  
Ricton's Dogs: Lafayette, Ala., 22-27; Alexan-der City 29-May 18.  
Southern Sisters: (Schroeder Hotel) Milwau-kee 22-27.  
Taber's, Bob, Monkeys: Grangeville, Ida., 23; Rosalla, Wash., 25.  
Virgil, Magician: Somerset, Ky., 23; Stanford 24; Richmond 25; Irvine 26; Paris 29; Win-chester 30; Carlisle May 1; Augusta 2; Mays-ville 3.  
Wardlaw, Jack, & Orch.: (Stevenson Theater) Rock Hill, S. C., 24; (Carolina Theater) Asheville, N. C., 25; (Univ. N. C.) Greens-boro, N. C., 27; (Rotary Convention) Hick-ory 29; (Wade Hampton Hotel) Columbia, S. C., 30.  
Wright's Dogs: Rockville, Conn., 22-27.

**CIRCUS AND WILD WEST**

Anderson, Bud E.: Valley Falls, Kan., 24.  
Cole Bros.: Rochester, Ind., 4; Marion 4.  
Lewis Bros.: Jackson, Mich., 27-28; Ann Arbor May 1.  
Mills Bros.: Montrose, Ark., 23; Grady 24; Star City 25; Humphrey 26; DeValls Bluff 27; McCrory 28; Cherry Valley 29.  
Polack Bros.: (Shrine) Eugene, Ore., 25-28; Trail, B. C., Can., May 1-7.  
Ringling Bros. and Barnum & Bailey: (Mad-ison Sq. Garden) New York 5-30; (Boston Garden) Boston May 2-11.  
Wallace Bros.: Williamson, W. Va., 24.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: Sedalla, Mo.; Chillicothe 29-May 4.  
American Expo.: Bellaire, O., 25-May 4.  
American United: Ellensburg, Wash.  
Anderson-Srader: Wichita, Kan.  
Atlas: Nortonville, Ky.  
B. & H.: Prosperity, S. C.  
B. & V.: Garfield, N. J.  
Bach, O. J.: Norwich, N. Y., 25-May 4.  
Bantly's All-American: Weirton, W. Va., 25-May 4.  
Barfield's Cosmopolitan: Maryville, Tenn.; Greenville 29-May 4.  
Barker: Benton, Ill.  
Barlow's: E. St. Louis, Ill.  
Baysinger, Al: Washington, Mo.; Warrensburg 29-May 4.  
Beckmann & Gerety: East St. Louis, Ill., 25-May 4.  
Bee, F. H.: Glasgow, Ky.  
Black Diamond Expo.: Republic, Pa.  
Blue Ribbon: Jeffersonville, Ind.  
Blue Ridge: Houston, Miss.  
Bremer Tri-State: Kiowa, Kan., 29-May 4.  
Broadway Shows of America: Covington, Ky., 25-May 4.

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Wanted one Kiddle Ride, Shows with own outfit 20%. Can place Girl Show. Will book Concessions of all kinds. Can place Truck Mechanic, also Foreman for Wheel and Merry-Go-Round.

Talco, Texas, this week.

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Want Cook House, Bingo, Ball Games, Cig. Gallery, Lead Gallery, Pitch-Til-You-Win, Hoop-La, Fish Pond. All Stock and Grind joints, come on. Will book you. Will book Grind Show with your own outfit. Want Flat Rides and Baby Rides. Gen. Agent that can get banners. Diggers open. Ride Help.

**F. A. OWENS, Mgr.,** Golden Gate Shows, Russellville, Ky.

**UNITED AMERICAN SHOWS**

WANT A-1 Magician for Lecturer. (Must pitch.) Small Girls for Illusions. Mental Act strong enough to feature. Talker for Front. Write, wire or join.

**JACK HAMILTON,** Care UNITED AMERICAN SHOWS, Granite City, Ill., this week.

**SUNSET AMUSEMENT CO.**

Can place Cigarette Gallery, Fish Pond, String Game, Bowling Alley, Scales, Custard. Side Show open. Also small Top and Front. Excelsior Springs, Mo., this week; Richmond next.

**LEE UNITED SHOWS**

Opening Owosso, Mich., May 4-11, under Z. C. B. J. auspices. Want Shows with own outfit. Can place a few more Stock Concessions; reasonable privilege. The show with a route of real spots, street fairs and celebrations. **CHARLES H. LEE,** 411 Adams St., Bay City, Mich.

Buck, O. C.: Poughkeepsie, N. Y.  
 Buckeye State: Greenville, Miss.; Collierville, Tenn., 29-May 4.  
 Bullock Am. Co.: Troy, N. C.; Rockingham 29-May 4.  
 Burdick's All-Texas: Bryan, Tex.  
 Burke, Frank: Clifton, Ariz.  
 Byers Bros.: Festus, Mo.  
 Canosa, M. F.: Coney Island: Colon, Panama, April 1-May 1.  
 Central State: Ellinwood, Kan.; Hoisington 29-May 4.  
 Cetlin & Wilson: Petersburg, Va.  
 Chanos, Jimmy: Winchester, Ind.  
 Clarks' Greater: Whitwell, Tenn.  
 Coleman Bros.: Middletown, Conn.  
 Colley, J. J.: (Fair) Okemah, Okla.  
 Conklin: Hamilton, Ont., Can., 25-May 4.  
 Cotton State: Pineville, Ky.; Manchester 29-May 4.  
 Crafts, O. N.: San Fernando, Calif.  
 Crowley United: Winslow, Ariz.  
 Crystal Expo.: Albemarle, N. C.; Kannapolis 29-May 4.  
 Cumberland Valley: South Pittsburg, Tenn., 27-May 4.  
 Dick's Paramount: Webster, Mass.; Naugatuck, Conn., 29-May 4.  
 Dixie Belle: Mt. Vernon, Ind., 27-May 4.  
 Dixie Home: Centertown, Ky.  
 Dodson's World's Fair: Nashville, Tenn.  
 Dudley, D. S.: Wichita Falls, Tex., 22-May 1; Vernon 3-6.  
 Elite: Coffeyville, Kan.  
 Elk Valley: Lafayette, Tenn.  
 Endy Bros.: Chester, Pa.  
 Eudy Bros.: New Expo.: Wilmington, Del.  
 Evangeline: Abbeville, La.  
 Fidler United: (Taylor & Aaston) St. Louis, Mo.  
 Franks Greater: Douglasville, Ga.  
 Frisk Greater: Winona, Minn., 27-May 4.  
 Funland: Rome, Ga.; Dalton 29-May 4.  
 Fuzzell's United: Flat River, Mo.  
 Gibbs, W. A.: Parsons, Kan.  
 Giroud, Billy: Sayreville, N. J.  
 Gold Medal: Paragould, Ark.  
 Golden Arrow: Ironton, Mo.  
 Gooding Greater: Fairmont, W. Va., 25-May 4.  
 Goodman Wonder: Little Rock, Ark., 26-May 4.  
 Great Bright Way: McDonald, Pa., 27-May 4.  
 Great Lakes Expo.: Toledo, O.  
 Great Sutton: Blytheville, Ark.  
 Greater Expo.: (Gravois & Chippewa) St. Louis, Mo.  
 Greater United: Ada, Okla.  
 Gruber World Famous: (10th & Bigelow sts.) Philadelphia, Pa.  
 Happy Attrs.: Newark, O., 27-May 4.  
 Harris: Kokomo, Ind., 27-May 4.  
 Heller's Acme: Lawrenceville, Va.  
 Hennies Bros.: Joplin, Mo.; Ft. Smith, Ark., 29-May 4.  
 Heth, L. J.: (1st & Spring) Nashville, Tenn.; Bowling Green, Ky., 29-May 4.  
 Hilderbrand's United, No. 1: Pasadena, Calif., 22-28.  
 Horton United: Monmouth, Ill., 27-May 4.  
 Hughey & Gentsch: McComb, Miss.  
 Hyde, Eric B.: Clarksville, Va.; Chase City 29-May 4.  
 Ideal Expo.: Baltimore, Md.  
 Imperial: Moberly, Mo.; Kirksville 29-May 4.  
 Jones, Johnny J.: Expo.: Washington, D. C.  
 Joyland: (Fair) Clovis, Calif.; (Fair) Dixon 29-May 4.  
 Kaus Expo.: Coatesville, Pa.  
 Kaus, W. C.: Baltimore, Md.  
 Kaw Valley Attrs.: Rich Hill, Mo.  
 Keystone Modern: Marion, Va.  
 Kline's Greater: Cullman, Ala.; Decatur 29-May 4.  
 Landes: Junction City, Kan., 27-May 4.  
 Lang's, Dee, Famous: Taylorville, Ill.  
 Large, H. P.: Jackson, Mo.; Ziegler, Ill., 29-May 4.  
 Latip: Charleston, W. Va.  
 Lawrence Greater: Spartanburg, S. C.; Lexington, N. C., 29-May 4.  
 Lewis, Art: Norfolk, Va.; Wilmington, Del., 29-May 4.  
 McKee, John: Madison, Kan.  
 McLaughlin, P. S.: Lynchburg, N. J.  
 Magic Empire: Olathe, Kan.  
 Mac's Caravan: Winona, Mo.; Greenville 29-May 4.  
 Marks: (Petersburg Pike location) South Richmond, Va.  
 Merit: Fall River, Mass.  
 Mighty Monarch: Rogersville, Tenn.  
 Miller, Ralph R.: Ann.: Hammond, La., 23-28; Pontchatoula 29-May 4.  
 Miner Midway: Coplay, Pa., 27-May 4.  
 Miller Bros.: Culpeper, Va.; Hyattsville, Md., 29-May 4.  
 Motor City: Van Dyke, Mich., 21-23; Battle Creek May 3-12.  
 Nail, C. W.: Magnolia, Ark.  
 Ohio Valley Am. Co.: Powhatan Point, O.  
 Oliver Am. Co.: (6400 Michigan) St. Louis, Mo.  
 Ozark Am.: Van Buren, Ark.  
 Page, J. J.: Expo.: Johnson City, Tenn.; Bristol, Va., 29-May 4.  
 Parada: Chelopa, Kan.  
 Parker's United: Talco, Tex.  
 Patrick's Greater: Coeur d'Alene, Ida.  
 Pearson: Pana, Ill., 27-May 4.  
 Pryor's All-State: Peebles, O., 27-May 4.  
 Reading's: Mt. Pleasant, Tenn., 27-May 4.  
 Reynolds & Wells: Emporia, Kan.  
 Rogers Greater: Madisonville, Ky.  
 Rogers & Powell: Russellville, Ark.  
 Royal Midway: Iva, S. C.  
 Royal American: (Grand & LaCleda) St. Louis, Mo., 25-May 12.  
 Rubin & Cherry: San Antonio, Tex.  
 Scott Bros.: Greenville, Ky.  
 Sheesley Midway: Owensboro, Ky.; Louisville 29-May 11.  
 Siebrand Bros.: Roseville, Calif.  
 Sims Greater: Welland, Ont., Can., 27-May 4.  
 Six, J. Harry: Etowah, Tenn.  
 Smith Bros.: Pittsburg, Okla.  
 Smith's Greater Atlantic: China Grove, N. C.  
 Snapp Greater: Joplin, Mo.  
 Sol's Liberty: Harrisburg, Ill.  
 Southern Attrs.: Clyde, Ga.  
 Southern States: Ruskin, Fla.  
 Southland Am. Co.: Irvine, Ky., 27-May 4.  
 Sparks, J. F.: Pulaski, Tenn.  
 Speroni, P. J.: Rock Falls, Ill.  
 State Fair: Kansas City, Mo., 21-23; Leavenworth, Kan., 29-May 4.  
 Strates, James E.: Baltimore, Md.  
 Stritch, Ed: Del Rio, Tex.  
 Sunset Am. Co.: Excelsior Springs, Mo.; Richmond 29-May 4.

**QUEEN CITY AMUSEMENTS**

OPENING DATE APRIL 25 TO MAY 5, MANCHESTER, N. H.

Following With Annual Church Bazaars, Celebrations, Conventions and Fairs

Free attractions furnished by Al Martin. Wanted—Shows with own outfit for Manchester date only. You cannot miss for eleven days' doings under strong church auspices. No Girl Shows or Concessions. For Sale—One Two-Abreast Allan Herschell and one Three-Abreast Spillman Engineering Merry-Go-Round, both in perfect condition. Wanted—A-1 Eli Wheel Foreman and Ride Help. Write to Supt. Nick Paul. Dave White and Fred Kimbell, wire. **JOHN KILONIS,** Gen. Mgr., P. O. Box 143, Manchester, N. H.

**LAST CALL LAST CALL**

**BROADWAY SHOWS OF AMERICA**

SHOW OPENS THURSDAY, APRIL 25TH, AT COVINGTON, KY. Will furnish complete Ten-in-One, Girl Revue and Athletic Shows. Will book one or two Grind Shows with own outfit at 25%. Also Motor Drome 25%. Want Rides: Octopus, Loop-o-Plane and Rollo-Plane at 30%. This percentage also applies to all our Fairs and Celebrations. Have good route and long season booked. Concessions: Want Bingo, Custard, Diggers, Lead Gallery and Palmistry. Have a few choice Wheels open. Merchandise Concessions and Ball Games of all kinds, privilege \$10.00 and \$15.00. Come on, will place you. Want Foreman for Ferris Wheel, also Boss Canvas Man. Want at once—Spectacular Free Act. Address: **COL. J. F. DEHNERT,** Covington, Ky.

**WANT FOR SUMMER SEASON**

Opening in Leaksville, N. C., April 29th; then Virginia, Maryland and Pennsylvania, sensational Free Act. Also sound car. Can use two more Flat Rides and Concessions. No grift. Dare-Devil Oliver and Mrs. Townsend, write at once. This week McColl, S. C.

**BARNEY TASSELL UNIT SHOWS**

**ERIC B. HYDE SHOWS**

OPENING SATURDAY, APRIL 27TH, TO SATURDAY, MAY 4TH, CHASE CITY, VA.

WANT SHOWS—10-in-1 Show. Have complete outfit for same with 140-ft. banner line. Can place Animal or Monkey Show or any Show of merit with or without outfit. Can place one more Ride; Octopus or Rollo-Plane preferred. CONCESSIONS—Want Photos, Palmistry. Can place all Concessions except Cookhouse, Grab, Popcorn, Penny Pitches, Diggers, which are sold exclusive. Can place large Corn Game. Want Foreman for Loop-the-Loop, also Ride Help and Men to handle canvas and fronts. Address: **ERIC B. HYDE,** Clarksville, Va., until April 25th; then Chase City, Va.

**CAN PLACE**

Man to manage and operate Motordrome. Can place Penny Arcade, Diggers and Frozen Custard.

**CROWLEY UNITED SHOWS**  
Winslow, Ariz., this week; then per route.

**KING REID SHOWS**

Opening May 20 for Wonderful Route Finest New York and New England Territory

**WANT CONCESSIONS**

Grind Stores of all kinds. Also Diggers, Custard, Palmistry. Have sold Bingo, Ball Games, Popcorn, Photos.

**WANT**

For best route of celebrations, Greenville, Miss., this week, Shrine sponsorship, followed by Collierville Cheese Festival, Collierville, Tenn.; West Tennessee Strawberry Festival, Humboldt, Tenn.; Beal Street Cotton Carnival, Memphis, Tenn.; other dates to follow. Want to join on wire—Rollo-Plane, Octopus Rides. Will book one more Grind Show, with or without outfit. Want Talkers for Chimp Show and Girl Show. Can use one more Hula Dancer. Concessioners with legitimate Concessions, can place you. Albert Engesser and Wally Blair, answer this ad.

**COOKHOUSE**

Wonderful griddle territory. Show carries 80 people. All hearty eaters.

**GIRL SHOW MANAGER**

to bring in small organized unit. We have the world's finest new outfit complete.

**MONKEY SHOW MANAGER**

Man to take complete charge new outfit.

**KING REID SHOWS**  
Dorset, Vermont

**JOE GALLER, Mgr.**  
BUCKEYE STATE SHOWS

OPENING SOUTH'S LARGEST and NEWEST COLORED AMUSEMENT PARK MAY 15 WANT MERRY-GO-ROUND, KIDDIE RIDES and SKATING RINK. Rental or Percentage.

**PALACE AMUSEMENT PARK**  
SHREVEPORT, LOUISIANA

**PENN STATE SHOWS**

WANT WANT

Grind Concessions and Shows for route of proven Pennsylvania Industrial payroll region. What have you? My terms are reasonable. I play only Firemen and Legion Celebrations, starting June 17, with free gate, parades and free acts. Opening May 2 in center of steel mill town. Those that wrote before, write again. Mail was lost. Want Foreman for Tilt-a-Whirl and Loop-o-Plane. Sloppy Henry and Snow Johnson, have outfit for you. Tom Moore, write. Address: **STEWART WACHTER,** Owner and Manager, Danville, Pa.

Tassell, Barney: McColl, S. C.  
 Texas Expo.: Longview, Tex.; Kilgore 29-May 4.  
 Texas Kidd: Fairfield, Tex.  
 Tidwell's, Tommy, Midway: Carlsbad, N. M.; Hobbs 29-May 4.  
 Tilley: Champaign, Ill.; E. Peoria 29-May 4.  
 United Am. Co.: Coalport, Pa., 23-May 4.  
 United American: Granite City, Ill.  
 Wade, W. G.: Richmond, Ind.  
 Wallace Bros.: Hopkinsville, Ky.; Princeton 29-May 4.  
 Ward, John R.: West Helena, Ark.  
 West Bros.: Boonville, Mo.  
 West Coast Am. Co.: Sacramento, Calif., 23-25; (Fair) Lincoln 27-29; (Fair) Lodi May 3-5.  
 West, W. E., Motorized: El Dorado Springs, Mo.  
 West's World's Wonder: Nashville, Tenn.  
 White City: Durango, Colo.  
 Williams, Ben: South Plainfield, N. J., 29-May 4.  
 Wolfe Am. Co.: Abbeville, S. C.  
 World of Mirth: (Erie & G sts.) North Philadelphia, Pa., 26-May 4.  
 World of Fun: Inman, S. C.  
 World of Pleasure: Springfield, O.  
 Wyse Greater: Aledo, Ill., May 1-4.  
 Zaccchini Bros.: Harrisonburg, Va.; Huntington, Pa., 29-May 4.  
 Zeiger, C. F.: United: Las Cruces, N. M.  
 Zimdars: Springfield, Mo.; Clinton 29-May 4.

**LOOP-O-PLANE FOR SALE**

**\$200.00**

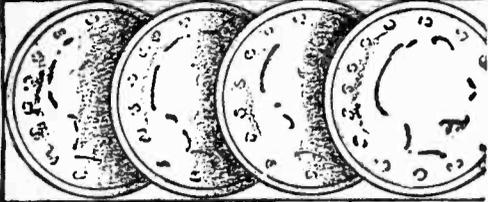
Single-car 4-passenger Loop-o-Plane using dead men. Ride complete with electric motor recently overhauled. All in good running condition. Price \$200.00 cash. Stored in Southern Kentucky. One regular truck hauls it. This is a real bargain. Address: **F. H. BEE SHOWS, Inc.**  
Glasgow, Ky., this week.

**SENSATIONAL WAR ATTRACTION AUTHENTIC DEATH-RAY**

Instantly kills rats or birds in flight 50 feet distant. Melts iron instantly. Radio controlled battleships, other sensational thrilling scientific wonders definitely associated with war. Will license complete show to managers financially responsible. Private demonstrations made confirming Death-Ray performance to interested parties.

**BELMONT INSTITUTE, TOLEDO, OHIO, U. S. A.**

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.

# Americas

See the Americas Now is a slogan to boost many lines of business this year

The slogan "See America First" is appropriately being changed to "See the Americas Now." There is no intention of adding to the woes of Europe by publicizing this slogan. Americans will continue to hold a deep interest in the cause of democracy wherever it may be in difficulties, but at the same time the cause is served best by promoting friendly business relations wherever possible.

The entire Western Hemisphere probably is the closest to friendly relations ever in the history of the continent. The war in Europe is helping to show even to the most selfish people that it may be a paying proposition to be neighborly. It is better to promote those enterprises that create business than to drift into disturbing relationships.

Accordingly, the United States is busy in promoting all those moves that mean friendship and business. The government is an active member of the Pan-American Union and really a pioneer promoter of the idea. At no time in our past history has so definite a spirit of promoting better business and political relations with neighboring nations been manifested by our government.

It is equally true that perhaps never before in history has so large a number of our neighbors shown so active an interest in closer relations in business and government.

While the spirit of democracy as expressed thru the various governments thus shows itself, business enterprise and initiative are also at work.

Travel is a preliminary to all friendly relations and it is also the foundation of continued business relations. In order to do business successfully people must get acquainted. Business relations should mean more than dollars and cents; it should also yield the returns of acquaintance and friendship.

That American business is intent on promoting travel over the entire continent can be seen by glancing at the travel pages of the big newspapers. It seems that every possible agency is busy turning out publicity to encourage travel. Places that formerly were scarcely or never mentioned now get ample promotion.

Even if there is a lot of ballyhoo in all the promotion, it is still true that back of the travel promotion is a lot of business activity. Business transactions are increasing among all the countries on the continent. This fact is one of the most encouraging things in modern times. While travel and many other lines of activity with Europe may be cut off, the Americas are steadily increasing the amount and value of their business transactions.

This is as it should be. While the United States may hold a dominant position in many ways, yet there is no reason why fear should prevail anywhere in the western world. Time is now proving that business relations can be promoted and that there is much more profit in such activity than there would be in building up walls of fear or isolation.

The United States has its great responsibilities and much of the present travel promotion will help Americans

to meet that responsibility. Because of its unusual financial position the United States must spend money in ways that will quickly help other countries, and travel is one of the quickest ways by which Americans can start the flow of cash in wide circles.

In the past it has been largely true that only the rich traveled abroad. But that is changing now and the average American is beginning to think of seeing the Americas as soon as possible. The tourist always spends freely wherever he goes.

Immense business developments are also in progress in keeping with the trends of the day. Highways are part of the vast program involving millions of dollars. The vast stretch of highway planned to reach from Alaska to Buenos Aires is said to be about half complete, and this highway is not even half the story. All modern highways mean more cars, more roadside stations and many other accessories to travel. The businesses that profit from travel are almost beyond the imagination.

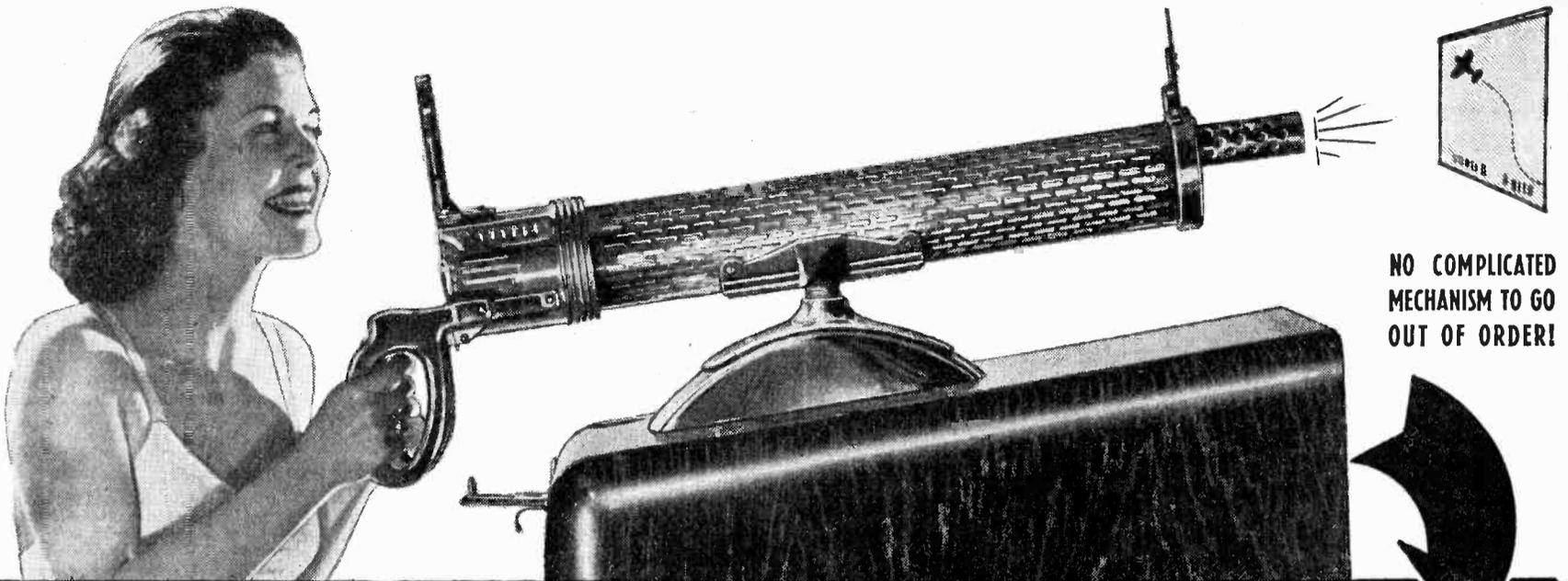
It is entirely possible that travel may mean the difference between prosperity and hard times in all the Americas. Travel can supply the necessary stimulus to keep business in general on a profitable plane in all the American countries.

This is being called an American Travel Year. Not only nations but cities and States are busy promoting travel. Forty-seven States in the United States have voted special funds to bring tourist trade into their bounds. Many cities are doing similar promotion. What is being done by the States is and can be done by nations as a whole, and all spending helps to promote many lines of business.

While major industries, such as railways, construction, hotels and food industries, may profit most from travel, the coin-operated machine industry also is a party to modern business. The traveler may never have given it any special thought, but when he begins to check the idea it is surprising at how many places he may obtain service or amusement from some coin-operated machine.

First-class hotels now welcome various types of coin-operated machines as a complement to their business of catering to the public. Some of the most modern railway stations now have many types of coin-operated machines as a convenience to the public. The public has become so accustomed to many of these machines that it is hardly conscious of how large a service such machines are rendering to the traveling public.

While coin-operated machines have already attained a large sphere in catering to the public in its travels, it is probable that the real place of coin-operated machines in the travel world is just being realized. With all the promotion that is being given to travel in 1940, it is a safe prediction that coin-operated machines will contribute to and also share in the great success of the travel movement.



NO COMPLICATED MECHANISM TO GO OUT OF ORDER!

*Keeney's Legal*

# ANTI-AIRCRAFT MACHINE GUN

**MAKING MORE MONEY** for Operators Everywhere!

REASON ENOUGH WHY IT'S AMERICA'S BIGGEST SELLER!

And KEENEY'S ANTI-AIRCRAFT MACHINE GUN IS NOW AVAILABLE TO RELIABLE OPERATORS ON A TIME PAYMENT PLAN! Your Distributor Will Gladly Give You Complete Information!

J. H. KEENEY & CO., NOT INC. "The House that Jack Built" 2001 Calumet Ave., Chicago, Ill.

## Simon Sales Party Attracts Big Crowd

NEW YORK, April 20. — Opening in typical Dave Simon manner, with a huge buffet table of delicacies of every type, a large bar and gay and gorgeous show-rooms fully decorated, Simon Sales, Inc., 437 West 42d street, made its official bow to the local coin machine trade today.

Manufacturers from Chicago flew in to meet with their many customers. Among them were George Moloney, of Bally Mfg. Co.; Sol Silverstein, Chicago Coin Machine Mfg. Co.; Mr. and Mrs. Jack Keeney, J. H. Keeney & Co.; Jimmy Johnson, Western Products, Inc.

From St. Paul, Mr. and Mrs. Sam Taran, of Mayflower Novelty Co., came in by plane. Eddie Ross trained in from Baltimore, and the General Vending Co., also of Baltimore, was represented by Irving Blumenfeld and George Goldman. Crowds of operators flocked into the new offices all day. Flowers and wires arrived from almost every spot in the

country. Entertainment was introduced at a fast pace.

It is believed that this was one of the largest coin machine openings ever held in this city. Acting as greeters were Al Simon and Jack Semel, of Savoy Vending Co., Inc., Brooklyn; Murray Simon, of West New York, N. J.; Murray Sandow, of Queens Sales Co., Woodside, L. I., and Irene McGinty, of Simon Sales offices. All the latest games were on display. The Keeney Anti-Aircraft Machine Gun was a feature.

Among those present were: Irving Blumenfeld, George Goldman, L. Gibbs, George Morano, George Braun, Murray Saposnick, Esther Lovits, Sam Seid, Al Berkowitz, Milton Rosenblum, Jack Kay, Harry Pearl, Mr. and Mrs. Sam Sroka, Al Lipskay, Irving Geltzer, Daniel Green, Max Weiss, Ben Klata, Mr. Gladstone, Jake Narnem, Mr. Koolsky, Sam Gelband, Howard Cohen, Mr. Pollack, Seymour Cohen, Eugene Marquit, Charles Lichtman, Milton Gordon, John Helfter, Johnny Christophano, Al Mack, Teddy Blatt, J. Nankoff, George M. Glassgold, B. Glasgold, A. Domenitch, M. Stoleman, Murry Weiner, Milton Weiner, Max Bloomenstein, Stanley Marko, John Marko, Ed Zasadjwiska, Al Selekkoff, Joe Schoenberg, Bob Reisler, Frank Marsici, Murry Lax, Jerry Karpman, Lou Rosenberg, Mr. Waldman, Harry Beierer, Del Sharvett, Florence Lowenthal, Ada Goodman, Lilyan Shandler, Minna Shandler, Goset Jacob Levine, Ben Haskel, J. Malone, H. W. Gowney, Bill Kapler, Jack Berger, H. Schultz, Charles Rubenstein, L. Steiner, Dave Barran, Dave Stern, Ben Ehrenberg, Tony Gasparro, Charlie E. Aaronson, Arthur Kassar, Louis Police, G. Elkin, A. Rose, I. Bullion, Sam Kresberg, Mr. Silberstein, Morris Gordon, Lenny Reiner, Herman Brothers, Irving Klein, Eddie Lane, Littman Matter, David Nankoff, Dr. Stras, William Buery, I. Weiner, L. Frankfur, Mrs. B. Simon,

### 110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.

Complete 350 Watt, 110 AC Light Plant—List. . . . . \$ 89.60  
 Complete 550 Watt, 110 AC Light Plant—List. . . . . 130.00  
 350 Watt Kato Rotary Converter—List. . . . . 61.50

**KATOLIGHTO, Mankato, Minnesota, U. S. A.**

### WEEKLY SPECIALS RECONDITIONED GUARANTEED

FREE PLAY		LEGAL EQUIPMENT	
1-2-3s . . . . . \$69.50	Jumper . . . . . \$42.50	Chicken Sams with Base . . . . . \$125.00	Metal Typers . . . . . 125.00
Roxies . . . . . 69.50	Rebound With New Mechanism . . . . . 39.50	Evans' Ten Strike, 1939 Model . . . . . 125.00	Cigarrolas . . . . . 79.50
Super Six . . . . . 59.50	Champion . . . . . 37.50	Pace All Star Comets, 5, 10 & 25c play, refinished . . . . . 24.50	Or Ten for . . . . . 200.00
Commodore . . . . . 64.50	Thriller . . . . . 37.50		
Mr. Chips . . . . . 47.50	Sports . . . . . 42.50		
Blackout . . . . . 29.50	Topper . . . . . 37.50		
4-5-6 . . . . . 37.50	Golden Gates . . . . . 29.50		
Bangs . . . . . 35.00	Spotons . . . . . 20.00		
	Cowboy . . . . . 29.50		

One-Third Deposit, Subject to Inspection. Write for Price List on Pin Ball and Counter Games.

**AUTOMATIC SALES CO. 416-A BROAD ST. NASHVILLE, TENN.**

### BARGAINS FROM DAVE MARION IMP—Jobbers, Write

Model F . . . . . \$12.50	Challengers . . . \$16.00
Zeta . . . . . 10.00	5 Bingo . . . . . 7.50
Eureka, f.p. . . . 47.50	Arrowhead, f.p. . . 27.50
Game Hunter . . . 7.50	Chicken Sam . . . 127.50
Turf Champ, f.p. . 19.50	Triple Grip . . . . 10.00
Ascot Derby, f.p. 12.50	4k-Sar-Ben, f.p. . 14.50

Free Play Table—\$10.00 Up. Write. 1/3 Deposit Required — Bargains Every Week.

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Mrs. J. Simon, M. Goldstein, Al Denver, Charles Pollack, S. Berman, George Di Bendette, William E. Vaell, Alexander Berma, Michael Wolper, Sophie Bell, Edward Glickman, Irving Blecker, Max Rubenstein, Leonard Reiner, Harry Lazar, M. Miller, Nat Lesser, Eugene Berkowitz, Harry Straier, William Levy, B. Hartnet, Esther Yovits, Bob Keiler, Harry Hymes, J. Brown, Eddie Corristen, Mrs. Jack Semel, Louis Rosenberg, Al Baker, Irving Imerman, Frank Scott, Lester Klein, Tom Hill, Manco, Max Silverstein, S. Bango, Joe Forsythe, Sam Schri, Ed Konner, Sid Abrams, Herbert Locke, E. Kushler, Joe Bloud, H. Shiffman, M. Werbtzig, P. Raisen, Joe Fishman, Cliff Bailie, Marvin Liebowitz, S. Hayman, Al Lipchay, Sol Walman, Philip Gould and many others.

## PEEK-A-BOO!

Now you see it, now you don't. See what? Those fast disappearing "quick money machine" profits! Ah, but there's a remedy . . . It's PHOTOMATIC, the machine that makes money all the time, everywhere. And it's money you can count—and count on!

**INVESTIGATE**  
 International Mutoscope Reel Co., Inc.  
 44-01 11th St., L. I. City, New York

# Summer Travel Boosts All Types of Machines

ONE fact is certain about the summer of 1940—the momentum of publicity and boosting for travel will no doubt be greater than ever before in the history of the nation. A second fact which is also true to the fullest extent—any and all movements and trends that boost travel will also boost all types of coin-operated machines. Time has proved that people on the go are in a mood receptive to the services and amusements which are offered by the various types of coin-operated machines.

If it is true that travel is being boosted this year as never before in history, then the coin machine trade will share in the greatest indirect boost it has ever had in its history. For wherever travel increases, the use and patronage of coin machines will also increase.

It has been evident for the past few years that the coin machine trade feels less of a summer slack than was formerly held to be true. But this summer the trade should get in the mood and ready for action to share in a trend that is sure to have lasting benefits for the industry.

It should be understood that the travel movement is a promotional matter and that agencies, publications, organizations and firms of all kinds are spending thousands upon thousands of dollars to boost travel. State, city and the national governments are also boosting the idea as never before. Practically every State in the Union has a special fund for boosting the State's tourist trade.

We have collected several reports from various sections of the country which suggest what operators are already doing to get ready and also what might be done in order to cash in on the travel movement. Some of these reports are published in this issue to suggest the variety of opportunities and also to suggest how almost every city and State has some special advantage by which to cater to tourists.

It is plain that far more cities, sections and States will share in the tourist trade than ever before and also that the travel movement will last longer thru the year. Winter travel is now being promoted almost as strongly as summer travel. The travel idea is also including the entire Western Hemisphere.

We will continue to publish reports and ideas during the summer as they come to us. The season is soon here and everybody should join in the parade.

## How American Cities Provide Big Opportunities for Coin Machines

Note: Every city and section has its special advantages. These reports are examples of modern trends.

### Birmingham

BIRMINGHAM, Ala., April 20.—Southern States have become "travel conscious." Until three or four years ago Florida was about the only State to spend money promoting tourist traffic, but now typical States like Alabama and Mississippi are each spending around \$50,000 a year advertising their attractions to travelers. These States particularly endeavor to induce travelers to stop a few days on their way back and forth to Florida. The promotion is definitely worthy, Gov. Frank Dixon of Alabama reports. Travel last year was up at least 25 per cent in the State.

Coin machine operators are naturally benefiting by the development of the tourist business. People who normally go to Europe are coming south. This has opened up a number of new spots for operators. Tourist camps, for instance, with eating places in connection, have become good stands.

### Room for Music

The advertising manager of one large phonograph manufacturer recently pointed out why phonographs are so popular in the South. The dance halls and taverns have more room as a rule than in the larger cities of the North and East, and there are fewer restrictions. In other words, there is dancing, drinking and music from phonographs in the same place. This is not allowed in some of the larger cities.

With tourist traffic becoming a major industry, the best paying spots are not in secluded night spots or neighborhood hang-outs, but in the taverns, tourist camps and roadhouses along the main highways. The tourists are bent on pleasure, hence they spend their money more freely than the natives.

For this reason resorts like Biloxi, New Orleans, Mobile and Florida cities have become very active coin machine centers. In fact, the whole South is improving relatively faster than other sections of the country. It is true that there is more room for improvement, but the rate of improvement is even greater than most merchandisers in the coin machine field anticipated.

### Buffalo

BUFFALO, April 20.—For Buffalo particularly, travel business during the 1940 summer season should show a substantial increase over former years. This prediction is based upon the establishment, during 1939, of a city publicity committee, formed solely for the purpose of engaging in a promotional job to draw outsiders into the Buffalo area for both vacation and convention activities.

Never before in the history of this city has there been such a thoroly organized committee whose head is employed on a full-time salaried basis and whose expenses are defrayed by a city budget of generous proportions.

There is every reason to believe that the campaign of this committee, riding on the slogan, "Buffalo, the City of Good Neighbors," will be directly responsible

for an appreciable increase in travel business, which in turn is expected to boom the coin machine play. Already hundreds of thousands of colorfully illustrated travel folders, publicizing the attributes of the Niagara Frontier, have been circularized within a 500-mile radius of this city.

### Where Business Begins

Where does the coin machine industry come in for its share? Starting as far out as 25 miles on the highways leading north, south and east into Buffalo, as well as from the west via the Great Lakes, there's going to be a steady rain of nickels into the coin slides for operators in the Buffalo area.

A major item in Buffalo's bid for out-of-town patronage is the convention hall, of gigantic proportions, now nearing its completion. Always known as an important convention city, having usually enjoyed a full schedule of convention bookings because of its fine hotel and ballroom facilities, as well as the natural interest provided by the near-by Niagara Falls, Buffalo has made ambitious plans for still greater convention activities in the near future. The erection of this marvelous new edifice with a large seating capacity and up-to-the-minute facilities will make Buffalo the first choice of numerous large organizations that may have passed it up as a consideration on former occasions.

The resulting effect-on coin machine business would obviously be commensurate with the rich returns enjoyed by other types of business enterprises in this area during convention time. To mention only a partial list, certainly amusement devices, automatic phonographs, and also vending machines in taverns, cocktail lounges, cigar stores, hotel lobbies, gas stations, railroad depots, airports, clubs and restaurants, would be direct recipients of every spare nickel in the visitors' pockets.

One glance at a sectional map, taking in that territory from the Central States to the Atlantic seaboard, gives the answer to the question: "What effects, if any, does the New York World's Fair have on business in the Niagara Frontier?" If there ever was a perfect stop-over spot for west-to-east travelers it's Buffalo for those en route to and from the World's Fair. So convinced are local operators that Buffalo is going to get a big chunk of coin machine business again this year, as a direct result of the fair, that they are making even more elaborate plans for this summer's activities. In other words, 1939 World's Fair travel did leave its footprints here, in a heavier-than-anticipated trail, and therefore operators who guessed wrong in 1939 will be there to make their "take" in the second act of the near-by extravaganza.

### New Summer Locations

Undoubtedly there will be a wealth of new summer locations this year, aside from the old, already established suburban spots. It is easy to see why these new outlets for all types of coin-operated devices would definitely be necessitated by an increase in general nation-wide travel. There is actually no limit to where the machines may be placed to accommodate travelers and also week-end

tourists. To enumerate only a few of the possibilities operators mentioned, there are first of all the various types of hot dog, soft drink, ice cream and other refreshment stands. They are located anywhere that crowds gather and travelers stop, especially around beaches, amusement parks, suburban ballrooms, cabin camps, picnic grounds and all along busy highways.

A big item also are the coin machine arcades in the various parks which get a big patronage and are getting more and more popular. Other locations which will surely get a prolific play from travelers are all kinds of summer hotels, cabins, gasoline stations, railroad depots, country clubs, suburban taverns, niteries and restaurants, set up to attract the enjoyment-thirsty vacationers and week-enders.

In the Buffalo area the most important coin machine centers should be at and near the shores of Lake Erie on the American as well as Canadian sides. Numerous amusement parks, beaches and ballrooms attract the crowds there, to mention only Crystal Beach Park, Ontario, Canada, a thriving enterprise; Grandview Dance Pavilion on the American lake shore and the scores of smaller beaches with their clubhouse facilities, which fairly stud the shoreline. Grand Island, located between Buffalo and the Falls, is another "natural" for coin machines with its Grand Island Park, Edgewater Beach and Hotel and the giant new municipal beach and main building on adjoining Beaver Island. This beautiful large administration building with its modernistic interior is the perfect set-up for modern amusement games and draws scores of thousands each week-end, all of whom are potential nickel-spenders.

Niagara Falls, which had in past years lost some of its glamour, is now entering a new era of stylishness and will certainly attract a goodly share of tourists both on American and Canadian shores. Beaches and parks on Lake Ontario, which is fairly close, are as numerous as those on Lake Erie and no less popular. There is suburban Glen Park and Glen Casino, and Dellwood Lodge Ballroom near Williamsville, N. Y., and a little further Lake Chautauqua with its educational attractions at Chautauqua grounds, its lure for dancers at Bemus Point Casino and Pier Ballroom, featuring name bands all summer, and the parks, Celeron, Midway and others. Great Lakes boats, the showboats for short lake rides, as well as the big vessels for overnight and even longer trips, are all equipped with elaborate coin machine layouts, which get a big play from the "sea-going" travelers. This is but a rough line-up of summer spots which draw city slickers on week-ends and urge cross-country travelers to stop awhile.

### The New Password

Naturally, a certain boom has always been experienced by all types of coin machines during the past summers, but the industry will thrive especially well during this ensuing season, when "See America First" is going to be practically a password of all Americans.

The most important part in the summer's coin machine drama will be enacted by the various kinds of amusement games, the payout, free play, novelty type pinball tables, the guns, etc. According to the prominent operators of Buffalo and also the district distributors, amusement games of all kinds will take (See AMERICAN CITIES on page 70)

## Mexico—A Coin Machine Frontier

By HAROLD HUMPHREY, Mexico City

Travel to Mexico and all of Central and South America is increasing and so are the uses of coin-operated machines. Mr. Humphrey formerly operated phonographs in Chicago and now resides in Mexico City. This report on Mexico may be taken as indicating the trend in all countries to the south of us.

Since World War II officially got under way there have been countless words poured out by many writers on the subject of its confining effect on pleasure travel for the peoples inhabiting the Western Hemisphere, but very few of these authors have either bothered or felt it necessary to go into a breakdown of just what is going to result along the travel lanes other than the fact that persons bent on traveling this summer will not cross the Atlantic or Pacific oceans. In other words, what are citizens in the United States going to do; that is, those in the habit of going to Europe? Maybe many feel that if Europe is temporarily closed to them they will do a little economizing, taking just short trips around their own State. But then, what about those people who were in the process of planning their first trans-oceanic trip, and those who have never considered foreign travel?

A clue to the answer of these questions, and one which casts a much more optimistic light for the coin machine industry than ever before, has been found by this writer thru the questioning of tourists already pouring into Mexico. Many of those interviewed admitted quite freely that up until this year they had never considered leaving the U. S. for pleasure or otherwise, but that all of this talk about travel increasing in the Latin Americas on account of the war had set them to thinking that it might be a very good idea. Now, no doubt this reaction springs in a sort of reverse English way from that old human trait of always wanting what we can't have. If you haven't the time or money to visit Europe you do not think of coming to Mexico, for example, because it would seem an anti-climax. But if the people with the money are forced to come to Mexico, it is certainly good enough for you.

It is just this type of thinking, added to a lot of word-of-mouth advertising by those returning home, which will boost travel this summer far above the normal tourist influx to Latin American countries, including the expected increase detoured from the European channel. Mexico naturally stands to benefit as one of the most popular travel meccas, because of its proximity and definite foreign flavor. And to the coin machine trade this trend belongs on a must list of new fields to conquer.

### Unlimited Field

The assets to be totaled up for coin machines in this country are unlimited, especially from the tourist angle. Chief among them is the present rate of exchange that the American dollar has on the Mexican money market. At this writing nearly six pesos (the Mexican dollar) are purchasable for one American dollar. To the U. S. tourist traveling in Mexico this condition is nothing

short of a bonanza with the result that his sense of values is so disturbed temporarily that he is much freer with his money than ordinarily and has something of the feeling that he is taking an unfair advantage in an extremely good bargain for himself every time he spends a peso. This condition certainly spells profits to the Mexican operator, who is after all living on the peso standard.

Secondly, the location field in this country is as rich as a virgin forest. The ripest area for coin-operated machines is best shown by taking a map of Mexico and with pencil drawing an inverted cross starting at Laredo, Tex., and tracing it south thru Mexico City to the coast city of Acapulco; then, from Guadalajara across thru Mexico City again to Vera Cruz on the East Coast. This "cross" marks the best and most traveled highways in Mexico and touches or comes close to the chief cities on all tourist itineraries in the country.

Types of locations along these routes for coin-operated equipment are almost too numerous to classify. Gasoline filling stations are among the ace locations for all kinds of coin machines. In Mexico they are much more than just a place to have your car serviced. Usually there is a sort of general store and quite often a tourist camp in connection, and tourists stopping at these highway spots always find it expedient to spend from a half-hour to an hour just checking their road maps and refreshing themselves generally. Mexico is a place where even the tourist finds himself taking his time, and this is a native psychology which is

definitely a boon to coin machine patronage.

**Filling Stations**

These combination filling stations, overnight camps and eateries are also marvelous experimental grounds for new types of coin machines and, to theorize a little bit, the operator and manufacturer might well use these locations as guide posts or hints for helping him to judge the new requirements for coin-operated stuff in different countries. For example, a coin machine of any type is the one thing in Mexico at which the traveler does not have to whisk out an English-Spanish dictionary in order to converse fluently. All he needs are the Mexican coins which he has already obtained at the border. Why then, just as an example, wouldn't a machine dispensing cards with a list of pertinent Spanish phrases for foreigners be something that would catch a lot of coins? Or perhaps any one of a dozen different souvenir machines.

Operators or manufacturers shouldn't get the idea that because Americans or people from other countries are visiting Mexico they will not want to do some of the things they do at home, such as playing automatic phonographs or getting candy out of a dispenser. This writer has seen too many Americanos go into Mexican cafes and feel hurt because they couldn't get ham-and-eggs for breakfast, to be a follower of that notion. In Mexico City, for instance, it is an established saying that if you want to find an American there whose address you have lost all you have to do is eat lunch at Sanborns, the leading English restaurant.

Getting back again to our highway "cross" and the locations thereupon, it is a good idea to examine the hotels as about the next best bet for coin machines. On the paved Pan-American Highway of 614 miles from Laredo to Mexico City, tourists motoring thru usually only make one overnight stop and that at Sabinas Hidalgo or Monterrey, so this stretch is not nearly so rich in hotel locations as the southern part of Mexico east and west of Mexico City and south. It is this part of Mexico which at present offers the most to the coin machine trade. Hotels in this area are plentiful in all of the larger cities, of which there are many, and the lobby of a Mexican hotel, in the evening especially, always looks as if it were the first day of a convention. Machines in these spots and the inevitable bar adjoining are naturals.

**Daytime Sight-Seeing**

All sight-seeing to speak of is done in the daytime, of course, and the typical tourist's gregarious instinct always draws him into the hotel lobby at night. All Mexican towns close down more or less early in the evenings, so the result is that the hotels are headquarters for the diversion-seeking tourists. In coast towns like Acapulco and Vera Cruz, which are more resorts than cities, this characteristic is even more true. Hence the hotel is another must when considering locations catering to the travel business.

As the reader can soon see from this, locations available and those desired do not vary greatly from the list in the U. S., and especially is this true when it comes to serving tourist travel. The number of shops, large stores, taverns, etc., are just as numerous on the travel

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FREE GAME (Convertible)

lanes mentioned here in Mexico as you will find in any country. But there is an added feature in Mexico which can definitely be figured upon to lift the level of the coins in the coin box, and that is the native Mexican himself. It is a common sight here when an automatic phonograph or some other type vending machine is installed in a fresh location to see such a crowd of Mexicans around it that the machine itself is completely concealed from sight. This is not only true in the so-called "hinterlands," but something you will find also in the large cities, including Mexico City. In other words, a machine installed in a location to tap the influxed tourist market will invariably net almost if not more play from the natives as from the tourists.

**Tourists' Increase**

These potentialities, coupled with the big news that Mexico is and will get more than its share of the traveling hordes, makes this country the high spot in the international scene for the entire coin machine trade. A conserva-

tive estimate released this month put the number of Americans in Mexico City alone during the month of January at 13,000. That this figure will be tripled during the months of June, July and August is a prophecy that Lloyds of London would no doubt give very short odds on. And these people will be touring over all roads open to them. Not only is this one of the brightest present prospects for the coin machine industry, but one which holds ever greater things in the near future, not only as a money-maker for the industry but as a great experimental boost and linking of all the Americas for trade.

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UNITED AMUSEMENT CO., Rock-Ola distributor in San Antonio, is proud of its facilities and set-up for handling Rock-Ola's phonographs. They recently said in a letter: "We are proud to represent Rock-Ola in South and West Texas and operators dealing with us are proud to operate the great products made possible by the greatest factory in the world. Chic Sale made 'The Specialist' popular all over the world. The Rock-Ola specialist is also becoming a famous person and almost without exception you will find him to be the topnotch operator in his territory—and you will find him in command of the very best locations."

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**METAL TYPER NAME PLATE MACHINE**  
good for 20 years of continuous profits.

Not a "get-rich-quick" novelty, but a time tested sound merchandising machine.

Metal Typer will repay its purchase price in 5 to 6 months, earns large profits forever.

Vends attractive Aluminum Medal, stamped by customer with 32 letters maximum.

Ideal for Amusement parks, Arcades, Bus and Rail Terminals, Hotels, 10¢ Stores.

Solid Walnut Cabinet, Blue Hammeroid and Chromium Trim, a beautiful attraction.

Supplied with 5¢ or 10¢ Coin chute, can also be had with NEON Sign.

SAVE YOUR MONEY AWAY, MAKE SURE OF PRESENT AND FUTURE WITH METAL TYPER. IT LASTS LONGEST.

Write for illustrated circular in full colors.  
GROETCHEN TOPI CO., 130 N. Union St., Chicago.

**AMERICAN CITIES**

(Continued from page 68)

the biggest upward swing of any coin-operated device on the market. Inasmuch as games have their best and biggest drawing power when moved around at intervals so as to provide variety for the patrons of all locations, the natural set-up is the moving of these games from city to suburban locations with the beginning of summer. In this manner new games may be purchased for the city spots, while the slightly older games still draw good money in the country locations where they're new.

**Good Music Benefits**

Phonographs are also a big item which is gaining practically daily in importance to the general social and recreational life of our people. They like games, are in for added takes with the increase of travel. With phonographs, however, the initial cost and servicing expense are a bigger problem than with games. Thus, really profitable phono locations aren't as abundant as pin table spots and operators have to be sure of top earnings before they buy expensive new equipment for a comparatively short season.

Merchandising and vending machines also reach their peaks in popularity during warm-weather months and, altho they are ordinarily not as big an item as phonos and games with localities in the trade, they will share the limelight during the travel season. Cigaret machines, Coca-Cola, soft drink, nut, candy and other vendors are welcome friends of the weary thirsty tourists for a refreshing little pause along their way.

Local tradesmen pretty well agree in their optimism for the coming travel months, but as in any other important development there are some "cons" along with the enthusiastic "pros."

Distributors readily agree to the wide scope of possibilities opened up by more travel and increased traffic. They all expect the biggest sales during April, May and June, when operators get set for the season. Such generally important conditions as business stability and employment status, as well as weather, etc., will naturally determine the amount of nickels ultimately spent, distributors say. On the whole, however, the season ahead looks very bright indeed for the distribution of more machines than ever.

**Operators Hopeful**

Operators are very hopeful of a record summer. The amusement games, it was said by practically every operator and especially the leading ones, should come in for a new all high, and the possibilities of placing them in entirely new locations are very fine. With a greater number of well-visited stops, which will boast games, a big flow of nickels is anticipated. Needless to mention, operators will be wary and will pick their location carefully so as to avoid the annexation of any "White Elephants" along their routes. The majority of busy tourist emporiums will, however, be "natural" for coin machine receipts.

**Philadelphia**

PHILADELPHIA, April 20.—It's a double vacation season that breaks for the local amusement machine fraternity this summer, and the theme song for the more enterprising operators and distributors will be that happy days are really here again. Ordinarily the hot months mean a lull for the amusement business here, but with the Republican National Convention being held here in June, there is no question but that the pinball and music machine will be sought-out diversions while national issues are being formulated.

In addition to this and other convention business being brought to town, there's a double take for the operators and distributors taking advantage of the thousand and one roadside locations to the neighboring seashore and mountain resorts. And it's all a radius that takes in less than 100 miles in either direction.

**Bus Travel High**

To the Southern New Jersey ocean resorts auto and bus travel on the pikes exceeds train travel by far. And with the roads dotted with eating, gas and rest stations, some form of amusement for the motorist is continually sought by the location owners. At any one of these spots an excellent location for pinball, vending or music, and all three types of machine for that matter, can be built up. The choicer locations are the rest spots used by the bus lines and the tourist cabin camps.

The same holds thru for the Lancaster pike that takes the auto traveler to Central Pennsylvania and the Old York road that leads to the Delaware Water Gap and the Pocono Mountains. There is no limit to the number of locations that can be developed—and profitably—in either direction.

The wiser operator knows that comes the hotter weather and this city becomes a deserted village, locations paying well during the winter simmering down to a trickle when the summer sets in. By catching the traveler en route to a resort at these roadside spots it doesn't allow a slack season to set in for any of the machines. The only trouble, say operators concentrating on these summer locations, is to be able to service the spots with enough various types of machines, the demand being so great.

**Atlantic City**

ATLANTIC CITY, April 20.—Over a period of a few summers the amusement and music machine has become as important an amusement feature here and the neighboring South Jersey resorts as the ocean itself. With Boardwalk auctions coming into ill repute for some reason or the other, stores selling merchandise as amusement machine prizes have mushroomed here and elsewhere. And that source has only been tapped.

The swanky Boardwalk hotels have also proved fertile spots, a "bagatelle" being the motif of practically every cocktail bar and lounge. Since vacationers here, coming from all parts of the country, are anxious to get in as much as possible in the shortest time, all resort men are ever on the lookout for some sort of device that will keep a patron under his roof for a few minutes longer. And to that demand the automatic music machine has been nothing short of manna from heaven.

The extent of the business is such that many Philadelphia operators have found it profitable to open branches here, the summer take alone meeting the year-round overhead with better than pennies for the profit.

**All Resort Cities**

While practically every conceivable type of location has been developed here, South Jersey still represents fertile fields at the dozen or so neighboring resorts. Each year vacation business has been on the increase at Sea Isle City, Ocean City, Wildwood, Cape May, Avalon, Anglesia and the many others. Those resorts are continually providing new attractions and spending more money to attract the tourists, and it is here that the amusement machine operator can get in on the ground floor, as many are already doing.

For instance, it was only a few summers ago that an amusement machine was nothing short of a novelty at Wildwood until Engle and Spector, of the Automatic Amusement Machine Co. in Philadelphia stepped in. They flooded the resort with every type of machine and in short order they found that their missionary work in that direction paid excellent profits.

**Sugar King in Many Coin Models**

CHICAGO, April 20.—"Popularity of the Groetchen Sugar King Console is greatly enhanced by its interchangeability from nickels, to dimes or quarters, according to reports received at the factory," report Groetchen Co. officials.

"Operators can take advantage of varying spending conditions at their locations by operating their Sugar King Consoles at the coin denominations best suited to the income level of each particular spot. Change from one coin to another can be made right on location, as only two parts are involved.

"De luxe walnut cabinet of latest type, Sugar King is receiving warm praise from operators because of its dignified appearance. Foot-pedal operation is said to be a most intriguing attraction to players because its foot pedal releases a lot of playing energy, transmuting it into flashing lights speeding over the magic mirror surface."

**PAYOUT TABLES**

Grandstand	.74.50	Mills Flasher	\$19.50
Gold Medal	74.50	Across the Board	19.50
Thistledown	65.00	Feed Bag	17.50
Hawthorne	60.00	Fairgrounds	12.50
Winning Tkt.	49.50	Klondike	12.50
Sport Page	44.50	Ak Sar Ben	12.50
StepperUpper	59.50	Fleetwood	12.50
Keeney		Preakness	10.00
Pot Shot	32.50	Derby King	29.50
Derby Time	24.50		

**CONSOLES**

Galloping Domino, J.P.	\$129.50
1939 C. Domino	109.50
King Pin	59.50
Jennings Mult. Racer	49.50
Buckley Riviera	34.50
Track Time (Red Cab.)	27.50
Paddock Club	24.50
Chuckalette	22.50
Mills Rio	22.50
Derby Day (Slant Top)	17.50
Liberty Bell	15.00

**MISCELLANEOUS**

Ten Strike (1939 Model)	\$119.50
Bally Alley (Used a Few Weeks)	109.50
Tom Mix Gun	39.50
1940 Western Baseball, F.S.	149.50
Skee Jump (New)	99.50

**NOVELTY GAMES (Free Play)**

Fantasy Jack-pot (New)	\$59.50	Golden Gate	\$39.50
Jumper	54.50	Spottem	29.50
Lucky Strike	49.50	Western Sun	
Rebound	39.50	Bow (New)	15.00

**PHONOGRAPHS**

Wurl. 24	\$119.50	Seeburg Sym-phonola	\$30.00
Mills Studio	39.50	Mills	
Wurlitzer 61	52.50	Do-Re-Mi	27.50
Rockola No.1	30.00		

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1507 University Ave., ST. PAUL, MINN.

**\$1,000 CASH TAKES ALL**

OR BUY THESE AMAZING BARGAINS PIECE BY PIECE

- 6 1939 Ten Strikes .....\$135.00 Each (Note: These machines have been used comparative little and kept clean while in use. The alleys have been waxed weekly so show little signs of wear.)
- 1 Exhibit Zip (Free Play) .....\$30.00
- 1 Exhibit Contact (Free Play) ..... 27.50
- 1 Exhibit Chief (Free Play) ..... 18.50
- 1 Chi Coin Miami (Free Play) ..... 22.50
- 1 Exhibit Avalon (Free Play) ..... 42.50
- 1 1940 Golden Gate (Free Play) ..... 47.50
- 1 Hi-Ball (Novelty) ..... 25.00
- 1 Shoot-a-Lite ..... 27.50
- 1 Chevron (Free Play) ..... 32.50
- 2 Turf Champs (Ticket Mod.) Each 12.50

All machines are in excellent condition. You can't miss on them. WRITE, WIRE OR PHONE. 1/3 Cash, Balance C. O. D.

**MIDWEST AMUSEMENT CO.**  
530 HODGE STREET, NEWPORT, KY.



JACK RAVREBY, OF THE OWL MINT MACHINE CO., and Art Cooley (right), Mills Novelty Co. Eastern manager, pictured at the Mayfair Club, Boston. Ravreby is a distributor of Mills phonographs.

# EASTERN FLASHES

NEW YORK, April 20.—Morris Hankin, of Atlanta, flew into town last week-end. He spent some time at the Mutoscope factory and reported he was impressed with the production line-up on the firm's anti-aircraft machine gun, Sky Fighter. . . . Nat Cohn, of Modern Vending, pushed off for Miami, Fla., upon the return of Harry Rosen, who will oversee activities at the Modern offices until May 5, when Nat will return with Irving Sommer. Nat stated before leaving that the three musketeers will have a big surprise for the trade soon after their May 5 reunion. . . . Morris Kahn, live-wire Brooklyn op, is set to take the marriage plunge in June. . . . Vincent Sweeney, manager of Reliance Amusement, reports he's spotted over 75 new locations in the past 30 days. "There are plenty of good spots left in New York," he says. . . . Al Bodkin is having his new Man Friday serve his apprenticeship in the Brooklyn Amusement Co.'s repair department to learn the mechanical ins and outs of coin games. . . . Milt Soffer was seen visiting distribs on Coinrow last week. . . . Joe Forsyth maintains the cardinal rule for success in the operating biz is to keep the route stocked with the latest machines.

### OFF TO CHI

George Ponser flew to Chicago this week to visit with the manufacturers he represents. Before pushing off he stated that his firm is busier than ever supplying the demand for Mills Empress and Throne of Music. "These phonos are getting more popular every day," he said. "not only with operators here in New York but in New Jersey and up-State regions, too. Managers of our Newark, Albany and Syracuse offices are constantly demanding speedier delivery."

### FAST FLASHES

Sammy Kave, the swing and sway orchestra leader, and the Smoothies, popular vocal trio, entertained music ops at the Modern Vending offices last Friday. Ops present reported they enjoyed discussing records made by these artists with them in person. Also present were Joe Janowska, Phil Kaplan, Phil Schulman, Elmer Deutch, Al Rothstein, Sam Berger, T. J. Truex and many more. Lillian Schoenberger, head of Modern's record department, received many compliments on her knowledge of the record business. . . . Al Simon, of Savoy Vending Co., Brooklyn, reports the firm is swamped with orders for the new Chicago Coin game, Jolly. . . . Hymie Budin is all keyed up over Stoner's new game, Brite Spot. He says it's going to be one of the big hits of the year. . . . Murray Sandow opened the doors of Queens Sales Co. in Elmhurst with the announcement that he has all the latest games in stock, as well as a large number of reconditioned buys. "And," he says, "we also have facilities for the boys to get some real relaxation while here." . . . Earle C. Backe, of National Novelty Co., gets more pleased every day with the way his export business is growing. . . . Tho Joe Ash, of Active Amusement, Philly, is still in the hospital recuperating from his recent operation, his office staff is being kept busy following out orders given from his hospital cot.

### UPSTATE

Bill Alberg, of Brooklyn Amusement, is telling up-State ops about Evans' products. Meanwhile Charley Aronson reports his firm has over 130 Ten Strikes on location. "These games," he says, "are doing better for us than any other equipment we are operating."

### HARD-PRESSED

"We've been receiving larger shipments on Blondie from the Genco factory than on any other game we've ever handled," reports Bert Lane, of Seaboard Sales, "but still we can't seem to fill the demand. There has been a 100 per cent repeat on this game."

### STILL TALKING

The New Jersey boys are still talking about the Amusement Board of Trade affair at the Top Hat, Union City, a few Sundays ago. Highlights being discussed are: Harry Pearl's masterful job as emcee; Dave Stern's memorable performance; Jack Kay attired in one of those Fifth avenue tailored tuxes; orchid corsage Irving Orenstein's wife wore; crowds of ops who stopped to talk with Mr. and Mrs. Joe Fishman and Mr. and Mrs. Ed Corristen, who had a table all to them-

## Coming Events

Convention of American Newspaper Publishers' Association, Waldorf-Astoria Hotel, New York, April 23-25.

Tenth Annual National Premium Exposition, Chicago, at the Palmer House, April 29 to May 3.

National Restaurant Week, May 6 to 12.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

Eighth Annual Convention of the Retail Tobacco Dealers of America, New York, May 16 to 18.

National Governors' Conference, St. Paul, June 2 to 5.

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

Twenty-fourth Annual Convention of the Associated Retail Confectioners, New York, at the Pennsylvania Hotel, June 2 to 5.

selves; the short-short speech of LeRoy Stein; George Ponser and Bert Lane drawing the lucky numbers; the Jack Berger table, where sat George Ponser, Irv Morris, Bill Gersh, Dave Stern, Bernard Sugarman and their wives; Mr. and Mrs. Everett Masterson enjoying themselves at Dave Engel's table; the big birthday cake given Frankie Russo, vice-president of the association; Harry Wichansky, who acted as kibitzer for the Wichansky family, which turned out en masse; Max Russoff having a swell time, ditto Mr. and Mrs. Harry Radler.

### MEN AND MACHINES

Jack Fitzgibbons was well pleased with the reception ops gave Bally Beauty. "With Triumph still going great, we believe that Bally Beauty will now give every operator the chance to double his profits on every location," he says. . . . Bill Rabkin, of International Mutoscope Reel Co., Inc., has been elected vice-president of the Concessioners' Association of the New York World's Fair. . . . Mike Munves reports that there will be a boom in new arcades in Coney Island this year. "If the rush we're enjoying is any indication," Mike says, "this is going to be the biggest arcade year of them all." . . . From the International Mutoscope factory comes the news that, due to greater production facilities and new machinery, price on Photoframes for Photomatics has been reduced to a new low. . . . "When it comes to producing machines with sales appeal, give the honors to Chicago Coin Machine Mfg. Co. They certainly deserve them." This is the way Al Simon, of Savoy Vending Co., expressed his opinion of the new Chicago Coin free game, Jolly. "Chicago Coin sure knows how to build machines that operators like. And why do they like them? There's one big answer—bigger earnings."

### A SENSATION

Sam Sachs, of Acme Sales Co., Brooklyn, reports: "Our music stimulator is a sensation. Ever since announcing it we've been besieged with orders. Many ops are ordering this stimulator because it will keep junk off the tops of their machines."

## Atlas Entertains Ops at Rockford

ROCKFORD, Ill., April 20.—Eddie Ginsburg, Bob Van Weiss and Irving Ovitz, of the Atlas Novelty Co., Chicago, entertained a large group of operators here over the week-end. The operators were from Northern Illinois and have coin-operated machines in many parts of the State. The Atlas Novelty Co. is a large distributor of coin machines.

The entertaining was done at the Faust Hotel here. While the occasion was a festive one, there were also on display the latest model Seeburg phonographs, games of various makes and other products distributed by the Atlas firm. Guests of the company reported a wonderful time.

## New Reports of Movie Machines

CHICAGO, April 20.—Latest reports from the West Coast now indicate there are probably three movie machines getting on the market actively. One recently announced to the trade is called Phonovision, which is said to be selective and offers 10 sound-on-film pieces. Application for music licenses has also been made by a manufacturer of a third movie machine, also in Los Angeles.

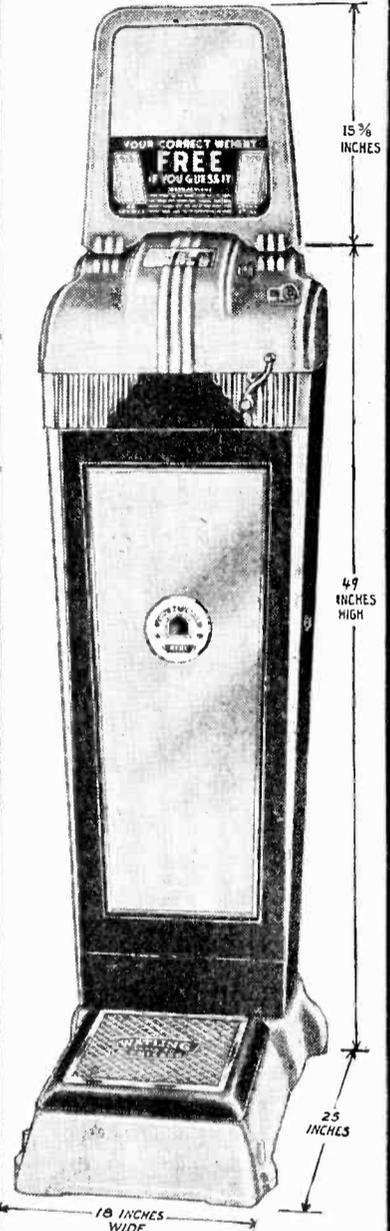
A new wrinkle was given to the movie machine business April 19, when *The Chicago Tribune* on its front page published its usual political cartoon showing Jimmie Roosevelt seated on a throne of money bags. One of these bags of gold was marked "Slot Machine Rake-Off." This is *The Tribune's* way of referring to Roosevelt's recent entry into the movie machine field.

*The Tribune* recently agitated the phonograph tribbles in Chicago and in a lengthy editorial suggested a "slot machine tinge" to even the phonographs.



JACK RAVINE, OF UNITED MACHINE CO., MINNEAPOLIS, presented tangible proof that he believes "Wurlitzer's the Winner" when he signed the order for 1940 Wurlitzer models. Ravine placed the order with Acme Novelty Co., Wurlitzer distributor in Minneapolis. Above, Ravine signs while Acme's sales manager, O. R. Trappman, looks on.

**\$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

## RECONDITIONED SLOT MACHINES

10-Cent Mills Extraordinary	\$20.00
50-Cent Mills Blue Front	75.00
5-Cent Mills War Eagle	20.00
10-Cent Mills War Eagle	20.00
5-Cent Mills Gold Award	20.00
5-Cent Mills All Star Comet	30.00
10-Cent Pace All Star Comet	30.00
5-Cent Pace Kitty	40.00
10-Cent Pace Kitty	40.00
5-Cent Jennings Chief	35.00
10-Cent Jennings Chief	35.00
25-Cent Jennings Chief	35.00

One-Third Deposit.  
Write for Our Complete List.

## Automatic Coin Machine Corporation

338 Chestnut St., SPRINGFIELD, MASS.

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED WITH RESULTS.

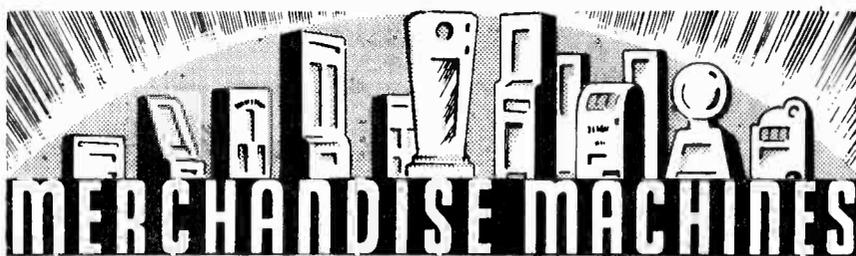


**THE NEW ESQUIRE**  
THE LAST WORD IN VENDING PERFECTION

Truly a great vendor — it is universal — vends all types of bulk merchandise and vends them accurately — no additional parts necessary. Standard Finish ESQUIRE (single unit) Sample \$6.95. Porcelain Finish 50c extra.

For further details and QUANTITY PRICES contact your nearest distributor or write direct.

**VICTOR VENDING CORP.**  
4203 Fullerton Avenue, Chicago



## Vending Machines a Necessity in Catering to Traveling Public

By H. F. REVES, Detroit

Mr. Reeves, who has been a student of the vending machine trade for many years, discusses how the travel and tourist trade calls for wider use of vending machines to give full service to the public.

The coming of the tourist season this year is expected to produce a huge field of revenue to vending machine operators, due to greater interest in travel. Not only the traveler, but the steady resorter as well, offers a ready market for the vending machine operator who will adapt his operations to the needs of his territory.

America is becoming more travel-minded every day. How much tourist spending amounts to is indicated by figures just compiled on the State of Michigan. Visitors to Detroit number about 500,000 annually and spend about \$75 each—a total of \$37,500,000. Taking the State as a whole, its permanent population of 5,000,000 is augmented during the year by 7,000,000 tourists. Cutting this average spending down to \$40 each, a conservative figure, this means \$280,000,000 annually.

This means big money for tourist and resort areas. Two typical resort towns show the tremendous increase in population that means manifold expansion of local businesses during the resort season. Mackinac Island has a year-round population of 400—in summer it averages 12,000. Bayview has a permanent population of 350—and its summer visitors average 4,000 for the season.

Here lies the opportunity for the judicious placement of vending machines. The type of place that will be patronized by travelers and visitors is obviously the best location. The primary needs of travelers, most of whom travel by car, are for gasoline and food, with lodging a secondary need. People eat at least three times a day but they will search for lodging for a night only once. Gasoline stations and restaurants are the best general classes of locations for machines to attract the motorist. Machines must be placed in locations where traffic stops in sufficient volume to make the machine profitable. The average party will stop for five minutes or so in a gasoline station, giving enough time for playing the various vending machines and one-play amusement games of various types. However, it does not allow much play for the usual novelty table, inasmuch as the members of the party will be busy with the needs of the car and themselves during part of the time. The average service station, badly crowded for space, offers little room for the typical game machine and could not afford to encourage visitors to remain with their cars in the valuable driveway space just to play a few games.

Vending and service machines fit into such locations excellently. The needs of travelers along the highway are many, and they do not like to stop too often. All types of candy machines, ball gum, nut venders, even sandwich machines and the newer types of beverage venders are logical machines for such locations. Travelers like to have a snack at these stops and the properly serviced route of machines can maintain a fresher stock of goods than the location owner could do otherwise.

Personal service machines find an important field in the gas station and could be developed even more. Railroad stations have long been one of the best types of locations for the coin-controlled toilet door lock, but these are rarely, if ever, seen in gas stations. It's a service to attract customers and couldn't very well be commercialized.

Other specialty service machines, including venders of seat covers, towels, soap, hot air driers, pocket combs and various sanitary needs find their uses here.

The essential business requirement in such operation is that the machines and the products they sell must be selected with a view toward what the

gasoline station patron will want and can be induced to buy. Flashlight batteries, for instance, are a logical item to be sold this way. Travelers as a rule will not buy things which cannot be consumed unless it may be a souvenir. In this latter field there is a great deal of virgin territory for the enterprising operator. The average gas station has not gone into the souvenir business. Selecting the most popular souvenir items in the territory, the operator could adapt them to one of the existing types of vending machines and build up a nice trade. The items need not be the most expensive—the popular-priced souvenirs usually sell best. Selective venders are best adapted for this type of location.

Eating places are the next best locations. Vending machines find their uses here again, the candy, gum and nut venders are among the better types. Cigaret venders, as in gas stations, are among the most profitable of all types. Food venders must be selected to tie in closely with the policy of the place itself.

Tourist camps, hotels and roadside stands of various types offer further opportunity for the operator. However, machines should be selected with consideration of what the travelers can be induced to buy in the spot. For instance, tourist camps, auto courts, cabin groups and so on should be good places for drug items, razor blades, etc.

Railroad and bus depots are topnotchers for tourist trade. Train and bus travelers are more apt to appreciate the quick service given by a vending machine. These classes of locations, however, are fairly thoroly covered and offer little opportunity to expansion of present machines, except for different types of venders and games from those now on location.

Resort areas offer another field for the operator who is seeking to expand his operations, altho it's largely a seasonal business. For this reason, machines must be selected with a view toward the extent of the season. They must either be kept on location the year around, at low returns for the off-season months, or stored or moved in dull times to better locations.

The resort's general store serves as an ideal location. It is usually the gossip center of the community, and space is usually on a fairly generous scale. Game and music machines also find a good location here to help bolster the vending machine set-up.

### Time for Vender Clean-Up, Says Pan

CHICAGO, April 20.—"Let's take a lesson from the busy housewife," says the Pan Confection Co., Chicago. "At this time of the year she's hustling and bustling around the house, cleaning out the corners that haven't been gone over for the past several months."

"How can we apply that to our business? Like this—let's start by getting your machines out of the basement or storeroom and reconditioning them so that they can go to work. Then let's work a rotating process and, one by one, bring them into the shop and thoroly clean them—not only on the outside—but the inside, too. Clean the old merchandise out and refill them with fresh colorful, tasty Pan candies. It'll pep up your sales."

"Clean machines with fresh and tasty Pan candies will pick up many extra pennies, and those pennies mean dollars in the long run."

IF YOU WANT THE BEST IN BULK VENDING—BUY

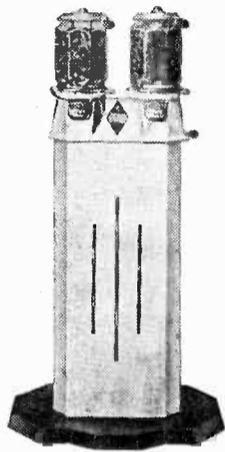


**Northwestern**

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

### 2 WAY PROFITS



**RAKE**

• Columbus Model "39" Bi-Mor Merchandiser Venders will make you larger profits per dollar invested.

• Liberal trade - in offer on your old machines.

• Order a Bi-Mor. If not satisfied return within 10 days pre-paid and your money will be refunded.

• **LOW PRICE ONLY \$20.85**

Send for Catalog of Other Columbus Models.

1/3 Dep., Bal. C.O.D.

3 S. 22nd St., Philadelphia, Pa.

**Northwestern**  
**Model 40 - \$4.95**  
IN 100 LOTS  
SAMPLE \$5.45

**RECONDITIONED BARGAINS!**

1c Pnut. Machines, 1 1/2 lb. capacity	\$1.95
1c Pnut. Machines, 4-lb. capacity	2.95
1c Pnut. Machines, 6-lb. capacity	3.45
1c-5c Pnut. Machines, 5-lb. capacity	3.95
1c Ball Gum, 250 capacity	1.95
1c Ball Gum, 400 capacity	2.95
1c Hershey Bar Vender	2.95
5c Hershey Bar Vender	3.95
1c Four-Column Vender	4.95
1c Two-Column Vender	3.95

Cash With Order, F. O. B. Newark, N. J.  
**WRITE FOR COMPLETE LIST!!**  
ASCO, 383 Hawthorne Ave., Newark, N. J.

### SILVER KING \$5.50 Each in lots of 10

PROFITS GALORE WITH

**IMP-**

Radio Type Gum Vender.

A Natural for Every Operator.

Cigarette or Cherry Reels only 5 1/2 x 5 1/2 x 6.

IMP has finest Coin Chute.

Will never clog. Price Only

**\$12.50**

Carton of Six, \$67.50, F.O.B. Factory, 1/3 Cash With Order.

**TORR 2047A-50.68 PHILA.**

EASTERN FACTORY DISTRIBUTOR

### EXTRA PROFITS

GET YOUR SHARE WITH AMERICA'S LOWEST PRICE PRECISION BUILT VENDORS

Thousands of operators have accepted Tom Thumb as a NECESSITY—its compactness opens up new profit possibilities—They replace bulky machines on bars, counters, etc.—Fill in your route with 1 1/2 or 3-pound machines—Sold on money-back guarantee.



**NOW**

is the time to start a route of these money makers. INVESTIGATE this wonderful opportunity AT ONCE.

Not a toy... but a compact Die cast machine. Just the right size for booths, bars, tables. Write Dept. 68 for low quantity prices and bulletin on finest line of vendors for every purpose. Some choice territories still open for jobbers and salesmen.

**FIELDING MANUFACTURING CO.**  
CLINTON STREET JACKSON MICH

### MUST SELL!

Manufacturer must sell brand new 5c Package Nut Vendors and large stock of attractive 5c Peanut Cartons. No reasonable offer will be refused. This is an unusual opportunity. You must act fast. Write for details.  
P. O. BOX 285 B, MINNEAPOLIS, MINN.

**MAKE MONEY NIGHT AND DAY**  
WITHOUT SELLING "Silver King." Beautifully designed. Place in taverns, stores, filling stations, waiting rooms, etc. Vends candy, gum or peanuts. All you do is collect profits. Start small—full or spare time, and grow. Best locations prefer "Silver King." Get FREE facts today. **AUTOMATIC GAMES.**  
2425K Fullerton, Chicago, Ill.

### Jack Kelner Has Unusual Experience

CHICAGO, April 20.—Jack Kelner, of the Rowe Mfg. Corp., makers of cigaret machines, returned from a long trip recently with a most interesting tale of an unusual happening. Kelner trekked to one town, called Chichicastenango, located in the Mayan Mountains, and while there took in some of the entertainment offered.

Kelner relates that he was in such a spot one night and was much interested in the band which was playing. The band was the Quiche Vanak Marimba Band led by Vapak. Kelner relates that he attempted to speak to the orchestra leader, who listened to him and without saying a word went back to the band and jabbered away in Spanish to members of the band.

Kelner did not understand what was going on, but waited to see what it was all about. Finally the orchestra leader came back with a copy of *The Billboard* and pointed to a picture of Jack Kelner therein. He had recognized Kelner from the picture. "From then on we had a swell time," declares Kelner.

"The business end of the trip was just as interesting," declared Kelner. "I received many favorable comments on the excellent conditions of our rebuilt cigaret venders—considered remarkable by operators in view of price."

# CIGARET VENDORS

PERFECTLY RECONDITIONED

9-col. Super Streamline DuGrenier . . . . . \$55.00	12-col. U-Need-A-Pak . . . \$40.00
7-col. Streamline DuGrenier. 40.00	8-col. U-Need-A-Pak Late.. 30.00
6-col. DuGrenier "H" Model 15.00	6-col. U-Need-A-Pak Late.. 25.00
9-col. National 9-30 . . . . . 50.00	8-col. Rowe Imperial . . . . . 55.00
6-col. National 6-30 . . . . . 25.00	6-col. Rowe Aristocrat . . . 15.00
10-col. Dualway Stewart McGuire . . . . . 35.00	6-col. Master . . . . . 10.00
	6-col. Mills V-12 . . . . . 25.00
	7-col. Gorretta . . . . . 20.00

Terms: 1/4 cash, balance C. O. D., F. O. B. Chicago.

## JACK KELNER

540 Lake Shore Drive Chicago, Ill. Phone: Superior 6738

## Cigaret Ops For Resorts

Discuss new business ideas for venders during the coming season

NEW YORK, April 20.—Summer resort business this year is expected to be the largest in the history of Cigaret Merchandisers' Associations. Matthew Forbes, manager of the New York CMA, reported, since some members of Forbes' organization will set up machines at seashore and mountain resorts, the group has discussed this type of operation at recent meetings.

Mountain resorts, it was pointed out, are separate communities and operation and servicing is worked on a sort of circuit system. When possible, service men who live within the area served are employed. This cuts down on mileage and enables quicker service on emergency calls.

Seashore resort areas are not separated as the mountain ones and the strip may run for miles. To accommodate the location owners here, auxiliary machines are supplied where the demand justifies it. Extra stocks are sometimes left with the location owner and the machines are kept filled at all hours. This is necessary, for in some spots the cigarette machines do business in spurts. Some operators maintain night service shifts to take care of their machines in the best spots.

One of the headaches in operating machines at seashore resorts that the mountain resort operators do not have to contend with is corrosion. While these problems have been reduced to a minimum by the engineering staffs, there is still necessity of more frequent checking to see if the machines are working correctly. Salt air is still responsible for minor adjustments that have to be made frequently on machines. This problem, coupled with that of keeping stock available in strategic points, keep the operators busy during the hot months.

Several New Jersey operators serve the resort sections of this State and increase their forces during the summer. The staff is keyed to meet the problems of seashore cigarette machine activity and the service men, in many instances, use their own initiative in reaching solutions. During special week-ends, some operators set up emergency supply houses in different sections of their territory to give better service and to cut down on the cost of rendering it.

## New Stand for In-a-Bag Vender

CHICAGO, April 20.—O. D. Jennings & Co. are featuring a new-type pedestal stand, to be used with their In-a-Bag bulk vender. In-a-Bag is the vender which is best known for its sanitary feature, the vending of nuts and bulk confections in sanitary glassine bags.

"The new stand," explained Jerry Haley, official of O. D. Jennings & Co., "simplifies the question of weighting the stand. With the old-type stand the operator had the choice of having the stand weighted with cement at the factory and then paying the shipping charges on this dead weight, or he could order the stand unweighted and then put in the cement himself. However, the latter is not a very easy or pleasant task, as any

operator who has actually done the job will readily tell you.

"Now the new Jennings stand has been so designed that the operator can order the stand unweighted and then weight it himself by simply adding loose sand. The operation can be done quickly and easily and furnishes as solid a foundation as the cement.

"The convenience and economy of this feature is obvious and we are certain it will be welcomed by all operators of bulk vending equipment."

## CMA of New England Dissolves; Mass., R. I. Set-Up Anew

BOSTON, April 20.—Highlight of the 10th meeting of the Interstate Cigaret Merchandisers' Association held in Hotel Statler here Saturday (13) was the dissolution of the CMA of New England and the formation of specific State organizations by Rhode Island and Massachusetts. Delegates attending the meeting were also present at the first annual banquet of the CMA of New England Sunday (14).

When the delegates were informed that Rhode Island and Massachusetts had broken from the New England group a vote was taken to receive these individual organizations as members of the Interstate. This organization now embodies New York, New Jersey, Pennsylvania, Connecticut, Massachusetts and Rhode Island.

While no date was set for the next meeting, Atlantic City and the outing were mentioned. If a joint outing is arranged it is probable the organization will hold its mid-summer session at this time, it was said.

Attending were R. K. Hawthorne, Aaron Gosch, Matthew Forbes, Sam Yolen from New York; John Sharenow, Sam Malkin, Jacob Breidt, Harry Malkin, I. Gordon, James Cherry, C. W. Stangs, P. K. Davis, Sol Kesselman, New Jersey; Anthony Masone, Morris Zimmerman, Anthony Nastri, Connecticut; Walter W. King, Pennsylvania; Sam Goldstein, Louis Risman, Al Sharenow, Walter Guild, Mr. Gerson, Massachusetts, and Messrs. Hanna and Hussey, Rhode Island.

## Lehman Signs Bill for Cigaret Tax Continuance

ALBANY, N. Y., April 20.—Governor Herbert H. Lehman has signed a bill which continues for another year a tax on cigarettes, and authorizes the Tax Commissioner to appoint any cigarette dealer as agent to buy or affix stamps, and to prescribe schedule of commissions, not exceeding 5 per cent, for each agent. The bill provides that seized cigarettes, vending machines or receptacles shall be forfeited to the State upon failure to affix stamps and that the seized cigarettes be sold only to an agent, permitting owner, however, to redeem cigarettes or machine by payment of tax with penalty of 50 per cent and costs.

The Governor made no comment with his approval of this legislation. It becomes Chapter 489 of the Laws of 1940. It was introduced by Senator William Bewley, Rep. of Erie County.

## Candy Sales Up 12%

WASHINGTON, April 20.—Sales of confectionery and competitive chocolate products during February increased 12.3 per cent as compared with those of February of last year, according to the reports received from 230 identical firms and released by Director William L. Auston, of the Bureau of the Census of the Department of Commerce.

## FOR BULK VENDING MACHINES

Something New . . . Something Different



## RAINBOW VIRGINIA PEANUTS

(Sugar Coated)

\* Write for Price List \*



## PAN CONFECTIONS-CHICAGO

345 W. ERIE ST.

Since 1900

ORIGINATORS OF HARD SHELL CANDIES

345 W. ERIE ST.

CHICAGO, ILLINOIS

## Summer Traveling Providing More Vender Locations

By W. R. GREINER

Spring—the very word makes you think of a reawakening of nature, new life and activity, dusting cobwebs out of your mind and your business, turning your back on the bleak, dreary siege of winter and getting out into the great outdoors with renewed vigor and energy.

We don't mean to be getting poetic, but you are a very unusual person if you don't see a distinct change about you at this time of year. The bulk vending operator can be mighty thankful for this rejuvenation, glad that Americans turn to new diversions and don't stay in the same rut month in and month out.

Now is the time to make a thoro survey of the territory your route covers, with an eye to the future months. Let's really get down to facts and figures. List the places that will be frequented by your customers—is there a race track, baseball diamond, zoo, park, swimming pool, dance pavilion, golf course, drive-in, riding stables that should be covered by your machines? How about service stations, they are always good spots for summer patronage. If you just use these few locations as a starter you'll have excellent prospects for a profitable summer.

### Start Out at Once

Every part of the country has its own unique pastimes—get all the information you can as to where your prospective customers will spend their leisure time, then don't lose any time in getting permission to install your machines. Be one step ahead of them this year.

Let's have a look at your present locations. A good many of them will go right on bringing in big profits all thru the summer, but there are some that could be improved by moving the machines to summer locations. Make a list of these spots and you will have something you can really work from.

By a little figuring with paper and pencil you can arrange the machines so they will give you the best results during the coming months. You can readily determine the most logical spots for your present machines and what new equipment you will require.

The general move is out of doors, you can count on that, so be on your toes and cinch those locations early so you will be ready to serve the first customers who make their appearance on the scene.—THE NORTHWESTERNER.

## New York City Cigaret Tax Ends on July 1

ALBANY, N. Y., April 20.—Altho New York State's cigarette tax of 2 cents a package will continue unaffected, New York City smokers will no longer have to pay the municipal tax of a cent a package after June 30. The State Legislature, just before the adjournment of its present session, specifically revoked the right of the city council to levy the impost after that date.

The city's cigarette tax has been in effect since May, 1938, and has yielded nearly \$9,000,000 a year to the city treasury, tho this slumped when sales dropped after the State added a 2-cent tax last July. Repercussions of the impending tax scale revision in New York City were felt already this week when the chain stores put into effect a price reduction on two-pack purchases.

## OPERATORS A REAL BUY FOR QUICK SALE 50 PERFUME BARS

Stewart-McGuire 100% Slug Proof Original Cost \$49.50

WILL SACRIFICE, \$12.50 PER UNIT

Re-Fill Mdsc. Half Price

WRITE FOR FULL PARTICULARS

AUTOMATIC AMUSEMENT CO.

919-21 N. Broad St., Philadelphia, Pa. 5 E. Mt. Royal Ave., Baltimore, Md.

## Hankin Commends DuGrenier Champ

NEW YORK, April 20.—Morris Hankin, well-known Atlanta coinman, has been in New York the past several days visiting with officials of the DuGrenier Sales Corp., manufacturer of the Champion cigarette merchandiser. "Champion is champion by a big margin," he declares.

"Take it from me—and I'm operating plenty of cigarette machines—the Champion is the outstanding cigarette machine. It's got everything. We received our first sample and within three days we wired for more. Storekeepers who saw it on location in Atlanta phoned us, asking that the same machine be installed in their place of business.

"That's why I'm here now. I want as many Champion cigarette machines as I can get and I want them quick. My route manager tells me that mechanically it is one of the finest machines he has ever seen.

"As far as I'm concerned, and I believe that I speak for many cigarette machine operators, Champion is the champion cigarette machine."

DuGrenier executives were pleased with the compliments paid their new Champion cigarette merchandiser and stated that all of their troubles have been to get greater delivery to the trade.

## Court Upholds Penn Cigaret Tax

HARRISBURG, Pa., April 20.—Pennsylvania's 2-cents-a-package tax on cigarettes, levied to help finance relief, has been upheld as constitutional in the county court at Dauphin.

Judge Karl E. Richards dismissed the suit brought by Stephano Brothers, Philadelphia manufacturers of a brand made to retail at 10 cents a pack.

Company attorneys contended the flat tax fell unequally upon manufacturers and venders of cigarettes which differ in quality and value. They said the company had to increase its price to 12 cents as a result of the tax.

Judge Richards took the position it was the value of the right or privilege of manufacturers that was taxed, and not tangible property. He ruled also that the State may impose a tax at a flat rate without regard to the extent of business.

# MUSIC MERCHANDISING

## MUSIC FOR TOURIST TRADE

### Sees Phonos Gain in Mexico

MEXICO CITY, April 20.—Automatic phonograph operators in Mexico are looking toward expansion now into the smaller towns in this country, and it is this new outlet which has already tilted this country's import figure on phonographs from the United States.

The Mexican operator's chief problem in small towns heretofore has been the electric current supplied. Usually the smaller cities, especially those quite distant from Mexico City, turn their current off after midnight, and there are also some places where the power is not consistently strong enough to supply an automatic phonograph.

However, at the present time many of these towns are now keeping the "juice" on until 4 a.m. and those having trouble getting sufficient power are in the process of remedying the difficulty. The result is that operators are rushing madly now to get into the small towns before they are spoken for. Places of from 10,000 to 25,000 population in Mexico are ordinarily not good for more than 20 to 30 locations, so for the operator working out of Mexico City it is not a paying proposition unless he can contract for all the phonographs in the town.

With new territory such as this being opened up steadily, operators are becoming more enthusiastic about coin phonograph possibilities in Mexico than ever before.

### Miraben Taking Larger Quarters

CHICAGO, April 20.—More space has been the crying need of his firm for the past several months, confides Ben Lutske, head of the Miraben Co., Chicago, manufacturer of phonograph modernization parts. He reports that the firm is now in the process of moving to new and larger quarters at 2037-41 Carroll avenue, Chicago.

"We have been pressed for space due to the rapid growth of our business. Demand for the Miraben Glamour Light-up changeover parts has exceeded production, necessitating this change. At our new address we will have over 7,500 square feet of space—enough for a while to supply the demand. We have, however, made provisions for future expansion. This enormous new layout will be devoted to the manufacture of our easily installed phonograph modernization parts. We will also have enlarged departments for the modernization of phonographs for operators desiring us to do the work of assembling the modernized phonographs.

"Miraben modernization parts are easily installed with no cutting of the cabinets necessary. While we do the work when desired, any operator can do this work himself if he so desires. Add glamour to your phonographs—and, of course, money-earning potentialities with Miraben Light-up parts."

### London

LONDON, April 1.—An ingenious method of stimulating play has been hit on by a sportland operator in a provincial town where the giving of prizes on marble games is prohibited. Every time a player passes a certain score he receives a voucher. Twelve of them entitle him to nominate someone in the armed forces to whom the operator will send 100 cigarettes.

First wartime gathering of the Slot Club drew a decent number of manu-  
(See LONDON on opposite page)

### Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**HILLBILLY RECORDINGS:** Cow-boy Swing, Hank Penny; Sunset Trail to Texas, Bill Boyd and his Ramblers; Let's Have Another One, Cliff Bruner.

**INTERNATIONAL RECORDINGS:** Woodpecker, The Iceman, Goodbye, Johnny Puszt.

**FOREIGN RECORDINGS:** German, Gruen ist die Heide, Dorfschmiede; Hungarian, Az a szep, Az a szep, Huzd cigany; Polish, Dziadinu, Moja mila; Swedish, Balalaika, Briggen Maria, Kalas-Hambo; Scandinavian, Kalrinet Polka, Bolge Valsen; Italian, Il violento, Reginella campagnola; Jewish, Yidel Mit Fidel, Zol Zein Freilach; Greek, Elli-Sirto, Davelis; Bohemian, Az Zavolan.

### Vaughan Speakers In Several Finishes

CHICAGO, April 20.—The Vaughan Co., maker of extension speakers for use with automatic phonographs, is now offering several finishes on its 6 and 10-inch speakers. One finish is a beautiful two-color cabinet in cream and red, designed to harmonize with the finest locations. Another is a natural walnut finish, which will blend harmoniously with surroundings.

"Not only are these speakers good looking," said a Vaughan spokesman, but they are the finest available. Perfect reproduction of tone, so desirable in any location, can be had when Vaughan extension speakers are used. These speaker units are of the permanent magnet type and are entirely capable of handling the output of the latest phonographs."

### N. A. Music Popular In S. A. and Vice Versa

CHICAGO, April 20.—Carlos Molina, orchestra leader, who plans soon to make

### Liquor Men Take Stand

Convention makes plans to look into ASCAP fees and find remedy

CHICAGO, April 20.—The second annual convention of the National Council of State Liquor Dealers' Associations was held at the Sherman Hotel here April 16-18. The exhibits covered the convention and mezzanine floors of the hotel. A significant part of the exhibits was two displays of automatic phonographs. Mills and Wurlitzer machines were shown by distributors representing these firms. Tavern owners and proprietors were much in evidence and the business sessions were devoted to their problems. The actions of ASCAP (American Society of Composers, Authors and Publishers) in relation to music used in taverns was one of the important topics. Tavern owners in a few States have been prosecuted by the music organization for the use of copyrighted music without paying the license fee. Tavern owners have reported to their organization that they have been "pushed around" by ASCAP.

The liquor group passed a strong resolution during the convention and appointed a committee to study the "arbitrary and unreasonable fees" asked by ASCAP, and to formulate plans to remedy "such inequities."

It was also reported that the National Council had laid tentative plans before Congress asking for a repeal or amendment of that section of the copyright laws which allows ASCAP to "charge inequitable fees and collect exorbitant damages." (Tavern Weekly News, April 15, 1940.)

a trip to Rio de Janeiro with his band, says he intends to feature North American music with Spanish lyrics.

"Just as the people of the United States like rumba, tango and other Spanish music, the South Americans prefer music of the North American type," says Molina. "But, of course, we will have to use Spanish lyrics."

### New Hotel Opened In Mexico City by Phonograph Operator

MEXICO CITY, April 20.—Jorge Alducin, owner of the Alducin Radio Co. here and distributor for Mills automatic phonographs, added another milestone to his career this week with the opening of the Diana Hotel, of which he is president.

Jorge, known to many of the coin machine industry in the U. S., makes no claim to modesty when he states that the new Diana is the finest residential hotel in Mexico City.

Alducin is also operating 60 of the new Mills phonographs in and around Mexico City and says he is expanding daily.

### Pfanstiehl Names Eastern Distrib

NEW YORK, April 20.—Nat Cohn, president of Modern Vending, has just announced the appointment of his firm



NAT COHN, whose Modern Vending Co., New York, has just been appointed distributor for the new Pfanstiehl phono needle.

as a distributor for the new 4,000-play Pfanstiehl Needle. Final arrangements for the distributorship were worked out by Cohn and W. F. (Bill) Hemminger, sales manager of Pfanstiehl Chemical Co., manufacturer of the needle. Hemminger made a special trip to the East to consummate the deal.

In commenting on the new appointment, Cohn said: "Probably one of the most important factors directly responsible for the rapid growth of Modern Vending has been our consistency in being the first to introduce new products and new developments to operators in our territory. This is our way of proving to the operator that we are continually striving to help him make his operations more profitable.

"The shaft of this needle has purposely been made flat on one side to prevent turning. Think what the elimination of this normal service requirement will mean in a saving of time. In addition the point of the needle is made round and of the exclusive Pfanstiehl Metal. Because of the round point the needle has a truer tone quality and causes less wear to the record. Exhaustive tests have proved that it is practically impossible to break off the point of the needle. This in itself will eliminate a large percentage of the average operator's service calls."



WURLITZER'S DISTRICT MANAGERS report high enthusiasm for the 1940 models to the boss in North Tonawanda, N. Y. Above, Mike Hammergren (seated second from right), general sales manager, and Ernie Petering (seated, left), hear the good news from W. R. Deaton (second from left), district manager for North Carolina and parts of Virginia, and M. H. Rosenberg, district manager for Iowa, Nebraska, Kansas and Western Missouri.

**We Manufacture and Guarantee Our Products 100% Modern Illumination**

**FOR 616-716-412-P12 WITH SIDE LOUVRES AND SILHOUETTES AS ILLUSTRATED**

**\$13.66**

COMPLETE

P12 and 412 made with 3 Col. Plastic only.



WURLITZER 500 ..... \$195.00  
 ROCKOLA MONARCH, Remod. 129.50  
 WURLITZER 616, Illuminated. 69.50  
 412 ..... \$32.50 P-30 ..... \$22.50  
 Do-Re-Mi. 32.50 ROCKOLA  
 P-12 ..... 27.50 Regular. 22.50

Reconditioned Photomatics ..... \$545.00  
 Evans Ten Strikes, 1939 Models,  
 Late Serials ..... 124.50

**GERBER & GLASS**

914 Diversey Blvd., CHICAGO

*Mississippi*

NATCHEZ, Miss., April 20.—Business is much improved in the State, operators report. Good pay rolls and building of a new \$4,000,000 Mississippi River bridge, now half finished, is adding many dollars to the bank rolls of operators.

Shamp Rogers, op, has left here to return to Gloster, Miss., where he will resume operation of machines in Amite and near-by counties.

Whatley Craig, owner of Pilgrimage Inn, is back in the coin machine business after taking a flyer in a wholesale business. Says it is good to be back in field again.

Sam McCabe, of Sermac Co., is back on job after a vacation on Mississippi Gulf Coast and to New Orleans.

Sam Serio, of Sermac Co., is enjoying a week's fishing outing to Jackson Point on the Mississippi River with his brother, Chief of Police Joseph P. Serio of Natchez.

Bill Eldt, operator, and brother, John, have been on several successful fishing expeditions recently. Bill says they are biting well. Some "big ones" got away but they brought back some nice ones to show friends.

Jake Hudson is now operating Silver Cottage on U. S. Highway 61. Place is owned by Jake's brother-in-law, Bill Eldt, who also owns the Windmill night club and other spots.

*Des Moines*

DES MOINES, April 20.—Sam Taran, of the Mayflower Novelty Co., St. Paul, stopped off in Des Moines long enough to describe conditions as very good in Iowa, with new operators coming in almost every day.

Taran is enthused with the favorable reaction in the State and pointed out the State is improving for legal machines. "Phonograph business is on the upgrade, pinball machines are working fine and target outfits are getting a nice play," Taran said. He has developed a slug ejector and plans to put it on the market soon.

Chick Devore, of the Iowa Amusement Co., is sold on the new Short Stop baseball game. "Best to hit the market in a long time," Chick claims.

Don Buckroyd, of the S. & B. Amusement Co., reports business up after a slight slump the last few months. Buckroyd said March was 10 per cent better than February and so far April is still better.

Paul Nelson, of the Nelson Music Co., likes Blondie. Claims it is one of the best machines now on the market. Nelson also reports business on the upgrade, with a nice pick-up in convention business.

**LONDON**

(Continued from opposite page)

facturers, dealers and operators from all parts, under chairmanship of club's father, J. G. Brenner.

Serenade, first of Britain's own wartime marble games, combining phonograph action with bumper play, now comes out with a new cabinet not unlike those used for payout tables. Result is greater steadiness and luxurious finish, exterior being veneered. Speaker is located behind metal grill on front below cash door. Manufacturers have decided to place a limited number on market, this a reversal of original decision to keep all for own operating chain.

**OVER 4,000 PLAYS**

with the Amazing New

**PFANSTIEHL NEEDLE**

Coin Machine

Not just another needle . . . look at these true and proven features you can have for less cost per thousand plays.

NEEDLE MUST NEVER BE TURNED

One side of staff is purposely made flat for easy permanent insertion. Reduces time and cost of servicing.

POINT WILL NOT BREAK OFF

Eliminates a large percentage of service calls.

POINT IS ROUND AND MADE OF PFANSTIEHL METAL

Assures truer tone quality and less record wear.

Investigate this sensational needle today. Try it on a few of your machines. You'll be amazed with its operating superiority. See your distributor or write



**PFANSTIEHL CHEMICAL COMPANY METAL DIVISION**

Waukegan, Illinois

**OVER 785 SOLD IN 2 WEEKS**

ACME MUSIC STIMULATOR

**\$6.45** EACH

1 or 100

Sold Only to Operators



ACME REMODELED SEEBURG REX



The greatest play stimulator in all history! Boosts collections 20% to 50% on any location! Brilliantly beautiful, blinker light-up flashing "PLAY YOUR FAVORITE MUSIC" on and off actually PULLS the public to spend money in your phonos! Place on top of your machine; on the bar; on the wall near speaker—in fact—anywhere in the location—it GETS THE NICKELS FOR YOU! RUSH YOUR ORDER QUICK!!

SEEBURG REX PARTS \$22.95 Complete (Includes Brand New Frame Door Around Grille as Shown).

WRITE for parts Price Lists on Wurlitzer 412, 616 and 24. We remodel your old phonos—BRING THEM IN! FOR SALE—Brand-New Remodeled Phonos Never on Location!

**ACME SALES CO.**

New Address, 1775 CONEY ISLAND AVE., B'KLYN., N.Y. N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

**MODERNIZE FOR PROFITS!**

Turn your counter Rock-Olas and Wurlitzer 61s and 71s into flashy consoles with RELIABLE Cabinet Stands. All wood construction in light and dark walnut finish with chrome trim. DeLuxe models with beautifully illuminated louvers.



Reliable DeLuxe Auxiliary Speakers will increase your profits! Handsome walnut finish with flashy illuminated louvers. Fits any type phonograph.

Write for Information on Phonograph Conversions



**RELIABLE SPECIALTY CO.**

Headquarters for All Phonograph Supplies  
 2920 Prospect Court, CLEVELAND, OHIO

**EXTENSION SPEAKERS**  
 Beautiful two-color cabinet, cream and red or Natural Walnut Finish, designed to harmonize with your finest location. Perfect reproduction of tone.



**PRICE \$6.95**

with 6 in. Speaker

9.95 with 10 in. UNIT

Speaker units; perm. magnet type capable of handling output of latest Phonographs. Double your earnings with these Speakers. Order a sample and be convinced.

Ten Day Money Back Trial.

Additional Literature Gladly Furnished.

**VAUGHAN CO.**

3924 N. Clark St. CHICAGO

**KY. SPRINGLESS SCALE CO.**

516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.

When Writing to Advertisers Mention The Billboard.

**Here Are AVON'S Weekly Specials!**

**GUARANTEED RECONDITIONED PHONOGRAPHS**

Seeburg Regal, 20 Records, Marbleglo ..... \$169.50  
 Wurlitzer 616, Fully Illum., Including Dome and Marbleglo. . 119.50  
 Wurlitzer 412, Light-Up Grille and Marbleglo ..... 62.50

Full Line of Used and New Novelty and Free Play Games, Pay Tables, Consoles and Counter Games.

1/3 Deposit — Balance C. O. D. Write in for Price List. **WE BUY—TRADE—SELL**

**AVON NOVELTY SALES CO., INC.**

2923 PROSPECT AVE.,

CLEVELAND, OHIO



Here come the HITS...



# RIDE 'EM AND REAP!

## COLUMBIA 50c

**BENNY GOODMAN**  
35404 Gone With "What" Wind  
Till Tom Special

A New Smash Hit by  
**ORRIN TUCKER and BONNIE BAKER**  
35452 Not Yet  
Where Do I Go From You?

## VOCALION 35c

**FRANKIE MASTERS**  
5443 Woodpecker Song  
Lover's Lullaby

Fletcher Henderson Conducts  
**HORACE HENDERSON and his ORCHESTRA**  
5433 Oh Boy, I'm In The Groove  
Kitty On Toast



**COLUMBIA RECORDS**



JUST OFF THE PRESS  
—AND A HIT

# A LOVER'S LULLABY



Frankie Carle, composer of Sunrise Serenade and featured pianist with Horace Heidt's Orchestra.

Frankie Carle's Smash Song for 1940



The Billboard's Comprehensive Guide To Song  
Popularity ranks it

- 11th in the Nation
- 10th in the South
- 12th in the East (15th Last Week)
- 12th in the Midwest

Recorded By

- GLEN GRAY**  
for Decca
- JOHNNY McGEE**  
for Varsity
- CHICK BULLOCK**  
for Vocalion
- CHARLIE BARNET**  
for Bluebird

- SAMMY KAYE**  
for Victor
- GENE KRUPA**  
for Columbia
- BERT STEVENS**  
for Nocturne
- JOHNNY JOHNSON**  
for Nocturne
- FRANKIE MASTERS**  
for Vocalion

**HORACE HEIDT**  
ON COLUMBIA

(to be released soon)



**JEWEL MUSIC PUBLISHING CO., INC.**

1674 Broadway

New York City

# 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.

**The Singing Hills.** The rate of speed with which this traveled since it first started to move ahead only a few weeks ago presaged a jump into this exclusive section without too much effort. This week it makes it, and in such a way that operators cannot afford to be without it. Two vocal disks have the edge on all the others—Bing Crosby's and Dick Todd's keeping step nicely—and Horace Heidt supplies the dance rhythms that the customers seem to be going for.

**In the Mood** (21st week) Glenn Miller.

**Tuxedo Junction.** (6th week) Glenn Miller, Erskine Hawkins, Jan Savitt.

**When You Wish Upon a Star.** (3d week) Glenn Miller, Guy Lombardo, Horace Heidt.

**On the Isle of May.** (3d week) Connie Boswell, Dick Jurgens, Kay Kyser, Woody Herman, Blue Barron.

**Say Si Si.** (3d week) Andrews Sisters, Glenn Miller.

## 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.

**Leanin' on the Ole Top Rail.** Tho this shot up the ladder at a pace almost equal to that of *Singing Hills*, it's not quite keeping pace with that one now. It didn't do a great deal to warrant any cheering this week, altho it didn't slip any. It's a good item for the machines without doubt, but its performance this week makes one wonder for the first time if making the "Going Strong" category will be as easy for it as it seemed to be a week ago. Bob Crosby, Ozzie Nelson and Wayne King have dance versions popular in the boxes, with Barry Wood doing the vocal honors for the machines.

**With the Wind and the Rain in Your Hair.** Climbing very nicely is this ballad, which had its beginnings several years ago as a more or less semi-classic composition. In its Tin Pan Alley reincarnation it's a good radio performance and sheet-music selling number, and it's repeating its success along those lines by making good in the phonos. Bob Crosby is way out front on the fox-trot rhythms in the music boxes, with Bob Chseter trailing him, while Dick Todd captures the vocal attention of the nickel droppers. Henry Russell's vocal disk is being fairly well received.

**I've Got My Eyes on You.** Only fair is the verdict (according to reports) on this Cole Porter ballad this week. This seems to be another example of the sort of phono item that reaches a certain peak some distance from the actual heights of hitdom and then can go no further. Bob Crosby, Tommy Dorsey and Frankie Masters supply the dance arrangements most popular in the machines.

**The Starlit Hour.** The slow progress being made by this particularly lovely ballad song is surprising in the light of the fact that it is out of the same mold as last season's big hit, *Deep Purple*, and is by the same writers. But despite its ancestry, it doesn't mean a very great deal to operators, not at the moment, anyway. The past week saw little improvement in its standing in the boxes, and it's currently an item that is not exactly a "must." Glenn Miller and Ella Fitzgerald are the record stars on this one.

**It's a Blue World.** Beginning to fade a bit from the up-and-coming prominence it has enjoyed for some weeks, this picture song seems to be heading in a downward direction now. It's still more or less popular in the machines, but the reports are less unanimous in its favor than before. Tony Martin's disk has been particularly well liked, with another vocal record, Barry Wood's, also in favor. Glenn Miller, Tommy Dorsey and Horace Heidt have had the say on the dance versions.

**Tumbling Tumbleweeds.** Slow but pretty steady is the climb of this Western ballad toward universal popularity. It has some distance to go before it makes it, but enough ops are finding it profitable in the Bing Crosby version, with a couple of mentions for Glen Gray's record.

**Alice Blue Gown.** Not surprising is the fact that this 20-year-old favorite is starting to make a comeback. Featured in the new picture version of the original musical comedy *Irene*, it's been getting radio plugs, and since it has always been well liked, the public is going for it again. Frankie Masters and Ozzie Nelson are meeting with fair enough success in the phonos.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into the "Going Strong" bracket.

**Sweet Potato Piper.** (6th week) Means next to nothing now. Bing Crosby.  
**Too Romantic.** (5th week) Likewise, Crosby.

## 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.

**Cecilia.** Probably one more week will see this assume proportions whereby it will have to be included among the "Coming Up" tunes. Dick Jurgens' disk is doing a good job already. You'll probably be needing this soon.

**Playmates.** Kay Kyser has a record here that ops are starting to become interested in. Like the above-mentioned number, another week may find this beginning its career as an established phono item.

**Polka Dots and Moonbeams.** A ballad with an attractive title, this has possibilities as a music machine number. Watch this one carefully; something may happen here.

**Curly Hair in a High Chair.** From Eddie Cantor's new film, *40 Little Mothers*, comes this *Baby* ballad, which certain people who should know think may turn into another *Sonny Boy*. It would be well for ops to keep an eye on this, because it has plenty of potentialities.

**Say It.** Prospects are pretty bright for this one, another film tune, this time from Jack Benny's new picture, *Buck Benny Rides Again*. A sweet ballad, it may do well along the phonograph network.

(Double-meaning records are purposely omitted from this column)

## The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

### VICTOR POPULAR RELEASE NO. 368

- 26575 Ten Mile Hop  
"The Lady Said "Yes"  
Larry Clinton and his Orchestra
- 26576 "Where Do I Go From You?  
"I Can't Love You Any More  
Hal Kemp and his Orchestra
- 26577 Ko-Ko  
Conga Brava  
Duke Ellington & his Famous Orch.
- 26578 "Georgia on My Mind  
In the Still of the Night  
Quintet of the Hot Club of France

### BLUEBIRD POPULAR RELEASE NO. 274

- B-10677 Cecilia  
Polka Dots and Moonbeams  
Dick Todd, Baritone, with Orchestra
- B-10673 "Speak Easy  
Easy To Love  
Freddy Martin and his Orchestra

- B-10679 "Let's Have Another One  
Alegre Conga  
Tony Pastor and his Orchestra
- B-10680 Remember  
Blue Skies  
Benny Goodman and his Orchestra
- B-10681 With Me Gloves In Me 'and and  
Me 'at on One Side  
My Lord, the Carriage Awaits  
Cyril Smith, Recitation, with Orch.
- B-10682 "Dinah  
(What Did I Do To Be So) Black  
and Blue  
Muggsy Spanier & his Ragtime Band
- B-10683 She Shall Have Music  
"Let Me Dream  
Red Nichols and his Five Pennies
- B-10684 "Hear My Song, Violetta  
"Starlight and Music  
Glenn Miller and his Orchestra

\*Vocal Refrain

\*Vocal Refrain



ORDER THESE RECORDS FROM YOUR RCA VICTOR RECORD DISTRIBUTOR TODAY!

### A SOCK HIT!

If it's "Look Down My Rain Barr'l" they ask for, If it's "Slide Down My Cellar Door" they want, don't be fooled. What they really want is

# PLAYMATES

The new novelty tune sensation written by the same man who gave you Three Little Fishes

#### RECORDED BY:

- |                          |                            |                               |
|--------------------------|----------------------------|-------------------------------|
| KAY KYSER<br>on Columbia | DICK ROBERTSON<br>on Decca | MITCHELL AYRES<br>on Bluebird |
| HAL KEMP<br>on Victor    | RAY HERBECK<br>on Vocalion | JOHNNY MCGEE<br>on Varsity    |

## JOIN THE PROFIT PARADE with THE SINGING HILLS

Says The Billboard's Record Buying Guide (April 20): " . . . It is no overstatement to say that it is far and away the hottest tune among the newer crop of numbers . . . Bing Crosby is leading the phono list."

### ANOTHER NATIONWIDE FAVORITE

## SWEET POTATO PIPER

as recorded by BING CROSBY

## SANTLY-JOY-SELECT, Inc.

1619 Broadway New York City

## Detroit

DETROIT, April 20.—Holly Mfg. Co. is increasing production on its new grip scale to keep up to the pace being set by orders from operators and distributors, Stuart A. Howard, sales manager, reports.

Eddie Clemons, of Modern Music Co., has opened a new store on Woodward avenue, taking over the location formerly occupied by the B. J. Marshall Co.

Ben Robinson, of the Robinson Sales Co., was in Chicago on a business trip last week, following opening of his new store.

Parking meters have brought a profit of \$2,528 to Highland Park, Detroit suburb, in five months of trial installation. A total of 1,486 service calls was made.

New firm operating nut venders has adopted the unusual name of Adler Pnut Vending. Headquarters are at 3280 Cortland avenue. Partners in the new venture are Max S. Adler and Carl Adler.

Tom Agmey, Highland Park operator, is buying some of the new Twin Adapter wall boxes.

Louis Markovich and Harry Green are forming the H & L Vending Co., with headquarters on Broad street.

Frank Noble and Anthony Zaurotny are buying new phonographs for their routes.

New suburban operating firm of Patterson Vending Co. has been announced by William J. Patterson, of Dearborn, Mich.

Ben J. Marshall, of the B. J. Marshall Co., flew back into town Wednesday following an extended busness trip.

Charles C. Huff has formed the Puritan Sales to operate a route of venders, with headquarters on Crawford avenue. He was formerly a partner with his brother-in-law, A. N. Gaspard, of the Detroit Automatic Sales, under the old firm name of Gaspard & Huff.

Mechanical Candy Sales Corp. has bought a large quantity of new venders from Coan-Sletteland Co.

Louis S. Greenberg has started in the operating field with a route of gum ball and candy venders. He is making headquarters at 565 Belmont avenue.

Joe Reich, head of the Reich Coin Machine Exchange, is flying to Dallas, April 18 for the national convention of the Variety Clubs of America.

Max Lipin, of the Brilliant Music Co., has returned from his honeymoon to

## THE Newest Hits

### SMARTLY STYLED BY

- Harry James · Van Alexander
- Jack Teagarden · Jan Garber
- Phil Harris · Lang Thompson
- Johnny Messner · Rex Irving
- Will Osborne · Johnny McGee
- Lou Breese · John Ryan
- Stuff Smith

Sh! We're not saying a thing about Frank Trumbauer's "Laziest Gal In Town" 8223

ON **VARSITY** RECORDS

VARSITY RECORDS DOUBLE YOUR TAKE!

United States Record Corp.  
1780 BROADWAY, NEW YORK, N. Y.

Up your TAKE with these LATEST HITS by

# WOODY HERMAN

AND HIS ORCHESTRA

The band that plays the Blues

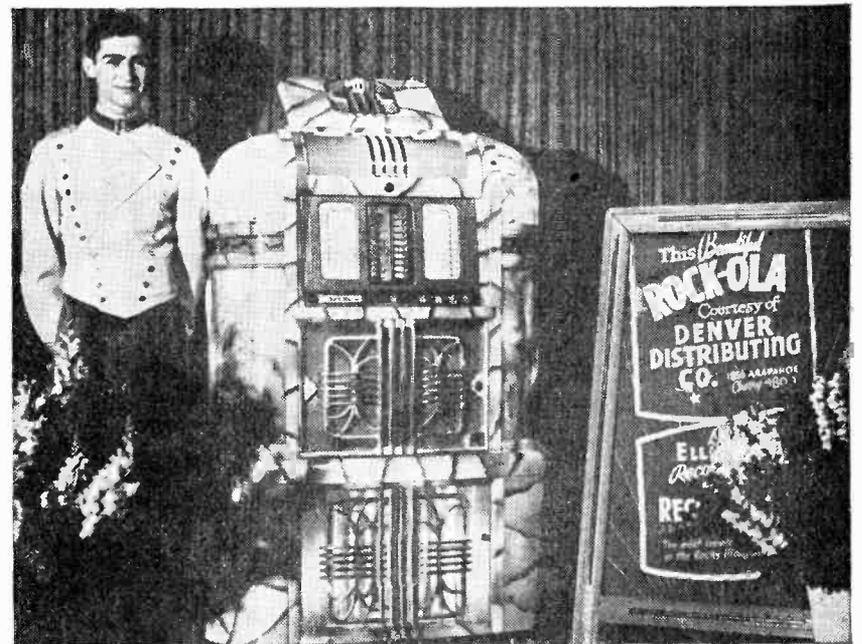


Blues on Parade  
★  
on the  
Isle of May  
★  
Say Si Si

ON **DECCA** RECORDS

Miami Beach, Fla. Joseph Brilliant was in New York last week, joining his other partner, Louis Berman, on a business trip.

David Goldberg, of Peerless Automatic Sales Co., has a novel idea in "treasure chest" boxes.



ONCE A YEAR THE DENVER DISTRIBUTING CO., in collaboration with the Denver Theater, Denver, displays its new phonographs in the beautiful lobby of the theater. Theater passes are given to all operators in the surrounding territory. Over 200,000 people stopped, looked and listened to the 1940 Rock-Ola phonograph while it was on display recently. The phonograph played continuously while on display, according to Gibson Bradshaw, president of the Denver Distributing Co., without a single service call or the changing of a needle.

## CLOSE OUT DEAL

# 500

PHONOGRAPHS  
ON LOCATION

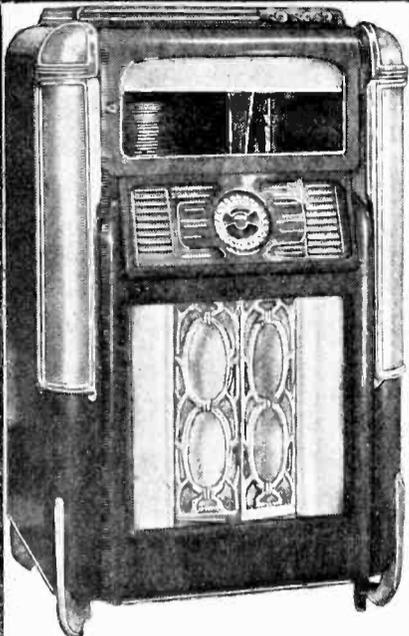
WILL SPLIT INTO UNITS OF 50 MACHINES. LOCATIONS IN PENN., NEW JERSEY, NEW YORK (BROOKLYN & MANHATTAN)

PRICE VERY LOW—EXCEPTIONAL OPPORTUNITY

## BABE KAUFMAN

250 WEST 54TH ST. (CIRCLE 6-1642) NEW YORK, N. Y.

**MIRABEN LIGHT-UPS**  
 ADD *Glamour* TO YOUR  
**OLD PHONOGRAPHS!**



NO CUTTING, EASY TO INSTALL Light-Up Materials as above for Wurlitzer 24. Job No. 24 M-2 ..... **\$21.50**  
 Also Light-Up Materials for Wurlitzer 616 and Rockola Phonographs. Write for Prices.

**MIRABEN COMPANY**

829 MILWAUKEE CHICAGO, ILL. TELEPHONE HAYMARKET 2883

**Buy Direct From Manufacturer Light-Ups For**



616 GRILLE \$ 6.85  
 CORNERS .. 6.85  
 COMPLETE.. 13.25  
 412 GRILLE \$ 7.25  
 LONG CORNERS.. 7.25  
 COMPLETE.. 13.90  
 24 MODEL GRILLE....\$7.25  
 616 DOME..\$8.95

All Parts Easily Installed. Comes With Complete Instructions. Thousands in Use.

**JACOBS NOVELTY CO.**  
 STEVENS POINT, WIS.

**PRICES SLASHED**  
 ON MACHINES RECONDITIONED BY FACTORY TRAINED SERVICE MEN

Wurlitzer 500	\$189.50
Wurlitzer 24	119.50
Wurlitzer 616	69.50
Wurlitzer 61	109.50
Wurlitzer 51	59.50
Wurlitzer 412, 312 & 400	34.50
Rockola 12 Record	24.50
Rockola Imperial, 20 Record	69.50
Chicken Sam Ray Gun with Bases	99.50

Terms: 1/3 Deposit With Order, Balance C. O. D.

**Interstate Distributing Co.**

NEBR. & IOWA WURLITZER DISTRIBUTORS

8059 FARNAM STREET OMAHA, NEBRASKA

**WANT USED RECORDS**

Any Amount—We Pay Freight, HIGHEST PRICES.

**Washington Vending Co.**  
 517 WASH. ST., LYNN, MASS.

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

## Musical Publicity

MUSIC machines will get their share of publicity in the forthcoming Broadway musical, *Keep Off the Grass*, headlined by Jimmy Durante. One of the Al Dubin-Jimmy McHugh songs, *A Latin Tune, a Manhattan Moon and You* contains the following passage: "And like the Argentines, we'll rumba a number that they play on those nickel machines."

## "Polka" Continues Good

TWO more operators are reporting continued good returns from *Beer Barrel Polka*. B. T. Warwick, of Western Specialty Co., Kansas City, Mo., reports that he keeps feeding his locations with new Glahe Musette *Polka* records and with no letdown in evidence. Jimmie Jones, the popular cowgirl operator from Stephenville, Tex., pens that she has been putting this sensational disk back in her machines and getting a good play. Incidentally, Miss Jones informs that work on a two-story office and warehouse has been recently completed.

## A Letter From Mexico

AN ENCOURAGING letter on the music machine business in Mexico arrived this week from the office of the Distribuidoras De Mexico, S. A. This letter reveals that the recording industry in Mexico started to soar to popularity some five years ago due to the improvement of general business conditions and the growing popularity of automatic phonographs.

"As is to be expected," the letter further states, "the biggest demand is for Mexican music recorded by leading Mexican radio artists and groups. Among the artists who are enjoying considerable popularity are, Pedro Vargas, Tito Guizar, Emilio Tuero, Hermanas Aguila, Lupita Palomera and Pepe y Juanita. American dance music, by leading American orchestras, plays a rather important role in record sales in our territory. The majority of the numbers listed in *Lucky Strike Hit Parade* achieve popularity in this market, except in those instances where the appeal of the record is based primarily on the words of the song. Since these are in English, naturally, they cannot be appreciated by the majority of the record buyers in this market. Larry Clinton, Tommy Dorsey, Artie Shaw and Benny Goodman are some of the orchestra leaders whose records are especially in demand here."

The above-mentioned Mexican favorites have cropped up in reports from operators with locations in Latin quarters. They, too, claim that they are favored by the Mexican and Spanish patrons, the artists having both musical and vocal appeal.

## This and That

DINAH SHORE and Dick Todd teamed up for *You Can't Brush Me Off* and *Outside of That I Love You*, two of the more prominent songs used in Irving Berlin's coming musical, *Louisiana Purchase*. . . . Connie Haines, formerly with the Harry James Orchestra, is Tommy Dorsey's new vocalist. . . . The Andrews Sisters are dickering with two movie producing companies for a contract. . . . Bobby Hackett, featured cornet player with Horace Heidt, has left to produce a small combination of his own.

## Territorial Leaders

FROM many reports from operators it is clearly indicated that certain records go particularly well in specific sections of the country, tho not popular nationally. Following is a list of cities and a brief description of records which operators report are local favorites in addition to the nation-wide hits.

### DETROIT

Operators in the Harlem belt inform that the recording of "Don't Leave Me Now," by a group known as Cats and the Fiddle, is a strong local favorite.

### KANSAS CITY

"Contact" is the first of Harlan Leonard's batch of recordings catching on in

this, his home town, reports indicate. Another favorite is Tony Martin's "It's a Blue World," which is not only doing big on its own but also is helping the plays of the singer's recording of "Careless."

### DENVER

Operators write that they find Mitchell Ayres' "How High the Moon" in demand as well as Fred Lowery's whistling of "Leanin' on the Old Top Rail."

### DALLAS

Coming up fast here, operators inform, is Ella Fitzgerald's interpretation of "Swing Song Swing."

### MILWAUKEE

Bobby Byrne, whose band is less than a year old, is catching on here, operators write, with his recording of "Easy Does It." Tune is coming up fast in several leading neighborhoods, it is pointed out.

### CHICAGO

Xavier Cugat, say Windy City operators, is becoming more popular in this area every week. Since playing the Colony Club here, he boosted his following in both the upper-class and middle-bracket locations. His latest hit in the city is "I Want My Mama."

### ALBUQUERQUE

Operators in this New Mexico city are reporting good results from "Memories of You," recorded by the Ink Spots, and from "Meet Doctor Foo," played by Erskine Hawkins and his band.

## Songs Most Heard on Radio

WITH this issue another weekly feature is added to the Talent and Tunes column. From now on the last paragraph of the column will list the 10 songs which were broadcast most often over the air during the past week. This list is based on information received from Accurate Reporting Service, which supplies leading publications, advertising agencies and other firms with such data. Only currently popular songs are tabulated. Songs listed are those broadcast over all the networks and leading New York independent stations for the week ended April 19. A complete breakdown of all songs receiving 10 or more "plugs" during the past week is carried in the Music Department every week.

1. Too Romantic
2. Woodpecker Song
3. How High the Moon
4. When You Wish Upon a Star
5. Let There Be Love
6. Singing Hills
7. Starlit Hour
8. Wind and Rain in Your Hair
9. Alice Blue Gown
10. Ma, He's Making Eyes at Me

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.

See Your Distributor or Write



THE ELDEEN CO., 176 W. Wisconsin, Milwaukee, Wis. 2000 PLAYS

**MASTERCRAFT PADDED COVERS**  
 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.

**SAY IT WITH MUSIC BOXES**

(Continued from page 10)

## Other Promotions

Al Donahue has on his pay roll Henry Okum, special record promotion man who makes the operators aware of his employer's existence. He travels ahead of Donahue's itinerary with record promotion material used in both the music machine locations and in the ballrooms or theaters booked for the leader.

During Duke Ellington's recent Holy Week run at the Denver (Colo.) Theater, House Manager Bernie Haynes made a tie-up with Gibson Bradshaw, Denver's Rock-Ola distributor, to feature Ellington records on 300 locations. Stickers on each machine advertised the leader's theater date and in the theater lobby Duke's records played continuously on a late phono model. Gross for the week, usually rated one of the worst in show business, was \$14,000, a meaty figure. And when he played the Show Boat in Seattle, Ellington devoted early afternoon hours to appearances in various record-selling departments to autograph his disks. Publicity resulted in greater activity of Ellington records on phonos in Seattle and swell promotion for the club.

## Hill's Free List

Tiny Hill is his own best salesman. He is generous with free records, and when he senses that he has a hit on his hands he makes sure that every op on his list either receives a sample or is aware of the release. Jimmy Joy, who recently landed a trial United States Record Co. contract, gifted some 300

## SPRING SALE OF LATE USED PHONOGRAPHS

IN PERFECT CONDITION

Seeburg Selectophones	\$15.00	Seeburg 20-Record Model K	\$ 79.50
Seeburg Model A, B, C	22.50	Seeburg Rex	99.50
Mills Studio	49.50	Seeburg Royal	109.50
Mills Swing King	15.00	Seeburg Gem	139.50
Mills Dance Master	10.00	Seeburg Regal	149.50
Mills Zephyr	25.00	Seeburg Casino	139.50
Rockola 16-Record	39.50	Seeburg Plaza	149.50
Rockola 20-Record Imperial	69.50	Seeburg Mayfair	169.50
Wurl. P-12 in Illum. Universal Cab.	65.00	Seeburg Mayfair Deluxe	179.50
Wurl. 412 in Illum. Universal Cab.	75.00	Walnut Vogue	189.50
Wurl. 616 in Illum. Universal Cab.	89.50	Marbletop Vogue	199.50
Wurlitzer 412	35.00	Walnut Classic	199.50
Wurlitzer 616	59.50	Marbletop Classic	219.50
Wurlitzer 24	119.50	Seeburg Chicken Sam Rayolites with Bases	125.00
Wurlitzer 312 and 412	35.00	Seeburg Duck Rayolites	25.00
Seeburg Selectophone in Illum. Cab.	39.50		

WIRE, WRITE OR PHONE YOUR ORDERS

One-Third Cash Deposit With Order, Balance Sight Draft.

CONTROL YOUR MUSIC BUSINESS WITH SEEBURG REMOTE CONTROL

**SOUTHERN AUTOMATIC MUSIC COMPANY**

SEEBURG DISTRIBUTORS

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**FREE PLAY SPECIALS!**  
FULFILLING ALL OPERATING REQUIREMENTS!

<b>BALLY</b>	
C. O. D. . . . .	\$59.50
Roller Derby . . . .	54.50
Top Notcher . . . . .	54.50
White Sails . . . . .	54.50
Scoop . . . . .	\$54.50
Vogue . . . . .	49.50
Supreme . . . . .	32.50
Spottem . . . . .	29.50

<b>DAVAL</b>	Conquest . . . . .	\$39.50	Snooks . . . . .	\$26.50
Liberty . . . . .	Contact . . . . .	31.50	Chubbie . . . . .	26.50
Midway . . . . .	Skyrocket . . . . .	24.50		
Side Kick . . . . .				
Gem . . . . .				
19.50				
<b>CHICAGO COIN</b>				
Roxy . . . . .	Punch . . . . .	\$64.50	Bowling Alley . . . . .	\$67.50
Nippy . . . . .	Follies of 1940 . . . . .	64.50	Lite-o-Card . . . . .	67.50
Commodore . . . . .	Mr. Chips . . . . .	52.50	Big Show . . . . .	67.50
Lucky . . . . .	Circus . . . . .	32.50	Lot-o-Fun . . . . .	47.50
Ocean Park . . . . .	Rink . . . . .	27.50	Keen-o-Ball . . . . .	47.50
O'Boy . . . . .	Bang . . . . .	39.50	Twinkle . . . . .	32.50
	Bubbles . . . . .	27.50	Batting Champ . . . . .	31.50
<b>EXHIBIT</b>				
Jumper . . . . .	Fantasy . . . . .	\$54.50	Super Six . . . . .	\$67.50
Airline . . . . .	Clipper . . . . .	29.50	Big Six . . . . .	57.50
Rebound . . . . .	Davy Jones . . . . .	29.50	Thriller . . . . .	49.50
			Up & Up . . . . .	29.50
			Hit Number . . . . .	17.50

**SPECIAL! BALLY GOLD MEDAL FLOOR SAMPLES—CONSOLE MODEL—ONE BALL MULTIPLE PAYOUT WITH JACKPOT \$127.50**  
Write for New Price Bulletin Listing Complete Selection of Free Play Games, Consoles, Legal Equipment, Phonos, Counter Games.

## MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

# ATLAS GAMES

## MULTIPLE COIN PAY TABLES

BALLY GRANDSTAND . . . \$ 92.50	PACEMAKER . . . . . \$107.50
THISTLEDOWNS . . . . . 79.50	DERBY KING (Jackpot). 69.50
HAWTHORNE . . . . . 74.50	DERBY TIME . . . . . 44.50
SPORT PAGE . . . . . 64.50	ZIPPER . . . . . 22.50
GRAND NATIONAL . . . . 119.50	DEAD HEAT (2 Jackpots) 79.50

### Guaranteed Reconditioned Phonographs

Seeburg Model A, 12 Records . . \$29.50	Wurlitzer 716, 16 Records . . . \$69.50
Seeburg Model B, 12 Records . . 32.50	Wurlitzer 24, 24 Records . . . 119.50
Seeburg Model D, 12 Records . . 34.50	Wurlitzer 600, 20 Records . . . 179.50
Seeburg K20, 20 Records . . . . 89.50	Wurlitzer Counter Model 61, 12 Records . . . . . 94.50
Seeburg Rex, 20 Records . . . . . 99.50	Mills Zephyr . . . . . 34.50
Seeburg Royale, 20 Records . . . 109.50	Mills Do Re Mi . . . . . 34.50
Seeburg Regal, 20 Records . . . . 159.50	Rockola Regular . . . . . 29.50
Seeburg Casino, 1939, 20 Rec. 149.50	
Seeburg Plaza, 1939, 20 Rec. 169.50	
Seeburg Classic Marblegio, Floor Sample, 20 Records . . . . . 229.50	
Wurlitzer P30, 12 Records . . . . 24.50	
Wurlitzer P12, 12 Records . . . . 32.50	
Wurlitzer 312, 12 Records . . . . 39.50	
Wurlitzer 412, 12 Records . . . . 39.50	
Wurlitzer 616, 16 Records . . . . 74.50	
Wurlitzer 616A, 16 Records . . . . 79.50	
Wurlitzer 616, Illuminated Sides and Front . . . . . 89.50	

Illuminated Grills Installed, \$8.50 Ea.  
Title Strips In Stock—40c per 100 Strips.  
All Phonographs Thoroughly Checked for Mechanical Perfection—Cabinets Polished and Refinished to Original Luster.

### SPECIAL!!!

WURLITZER COUNTER MODEL 51, Size 28x18x20, Marblegio Finish, ONLY . . . . . \$56.50
ROCK-OLA IMPERIAL, 20-Record Phonograph, Beautiful Walnut Finish, ONLY . . . . . 52.50
JENNINGS CIGAROLA MODEL XV, 5c and 10c Combination, ONLY . . . . . 89.50
EXHIBIT ROTARY MERCHANDISERS, Perfect, ONLY . . . . . 49.50
MILLS VEST POCKET BELL, Late Serials, ONLY . . . . . 29.50

**Terms: 1/3 Deposit, Balance C. O. D.**  
CABLE ADDRESS: ATNOVCO

## ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)  
1901 Fifth Ave., PITTSBURGH  
Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

outfit thru a novel piano ash tray which found its way either into the home or the office of the operators.

Orrin Tucker, who still credits a major portion of his success to his and Bonnie Baker's recorded version of *Oh, Johnny, Oh*, used this record prior to his recent Waldorf-Astoria (New York) opening by using the center for a luncheon invitation message to the press. His manager, Ted Nicholas, reveals that he is constantly in correspondence with operators, supplying promotion material as well as autographed photos of Orrin and Bonnie.

Midwestern operators with his initial efforts and received a number of encouraging letters. His manager, Howard Christensen, states it was an effective promotion idea.

Novelty gifts were employed by Ella Fitzgerald and Vincent Lopez to boost their records. Thru the efforts of Al Wilde, of Moe Gale's office (which manages Fitzgerald), arrangements were made to distribute beer coasters to operators to be used in all of their phono-equipped taverns. The recorded tune in that case was *I Want the Waiter With the Water*, Lopez brought to attention his entire

### Agencies Phono-Conscious

Promotions thru operators on a wholesale scale are conducted by such leading bookers as Music Corp. of America, Consolidated Radio Artists, General Amusement Corp., William Morris Agency and Frederick Brothers Music Corp.

Unusual angles in which bands are built thru record publicity include the case of Vernon C. Sperry, ballroom operator in Topeka, Kan., who also operates 168 music machines. He develops a following for bands thru their records on his machines, and then books them for one-nighters in the ballroom. He values the band's music machine publicity because a customer has to spend a nickel each time he wants to hear his favorite name.

## Marble Tournaments Again

CHICAGO, April 20.—Marbles are again gaining headlines in the newspapers in connection with the annual marbles tournaments for youthful mibs shooters. Each year newspapers in practically all cities sponsor these tournaments. Under supervision of playground officials, the youthful aspirants show their skill and winners receive prizes.

The Milwaukee Journal devoted much space to the contest in its issue of March 31, explaining the rules and regulations laid down for the tournament. The Chicago Daily Times is also taking an active part.

As explained by the newspapers, the winners of local tournaments may take part in further contests, advancing to the finals to be held at Wildwood, N. J. The trip to Wildwood will include a two-day trip to the New York World's Fair.

## 1940 De Luxe TEN PINS

A real money-making game still going like wild fire after 6 months on locations—a sound investment!

### NORTHERN DISTRIBUTING COMPANY

128 E. 14th Street Oakland, California

### QUALITY SPEAKS FOR ITSELF

Bally Triumphs, new	1938 Tracktimes . . . \$85.00	Grandstand . . . . . \$10.00
Chicago Coin's Jolly, new	1938 Kentucky Clubs . . 47.50	Track Reels . . . . . 5.00
Exhibit Short Stop	1938 Liberty Bells, like new, cream cabinet . . 45.00	Reel Races . . . . . 5.00
Exhibit Bowling Game, F.P.	Derby Times . . . . . 45.00	Daval Gum Vendors . . . 5.00
Bally Alleys, new and used	Pamco Rosemont . . . . 24.00	Turf Flash . . . . . 5.00
Bally Alleys, 5 weeks old	Dark Horse . . . . . 22.50	Sportland . . . . . 5.00
Chicken Sam, used	Across-the-Boards . . . 29.00	Clearing House . . . . 5.00
Bang-a-Deer	Big Race . . . . . 22.50	Booster . . . . . 5.00
Write for prices and quantity of games you are interested in, as price on two or more means a saving to you.	Fairgrounds . . . . . 22.50	Ball Gum . . . . . 5.00
	Ritz, like new . . . . . 15.00	Superior Cigarette Reel 5.00
		Imps, new . . . . . 12.50
		Imps, case of six . . . . 67.50

**COUNTER GAMES**  
Reel Spots . . . . . \$ 5.00

1/3 Deposit With Order—Balance C. O. D.  
MODERN AUTOMATIC EXCHANGE, INC., 2618 CARNEGIE AVE., CLEVELAND, OHIO

### READY FOR LOCATION

All Games Thoroughly Reconditioned and Cleaned

<b>FREE PLAY GAMES</b>	Exhibit Rebound . . . . \$30.00	<b>MISCELLANEOUS</b>
Bally Fifth Inning . . . \$20.00	Genco Bang . . . . . 27.50	Dough Boy (Paul Bennett's—Convertible to Cig. Play) . . . . . \$10.00
Chicago Coin Commodore 52.50	Genco Big Town . . . . 57.50	A. B. T. TARGETS
Chicago Coin Miami . . . 15.00	Genco Mr. Chips . . . . 47.50	Challenger Target . . 15.50
Chicago Coin Sports . . . 37.50	Keeney's Cowboy . . . . 25.00	Model F . . . . . 11.50
Chicago Coin Topper . . . 30.00	Exhibit Lancer . . . . . Write	Pioneer Guesser Scales, '39 Mod., Like New. 40.00
Exhibit Avalon . . . . . 25.00	<b>NOVELTY GAMES</b>	
Exhibit Flag Ship . . . . 49.50	Peachy . . . . . \$10.00	
Exhibit Golden Gates . . 27.50	Majors . . . . . 12.50	
Exhibit Jumper . . . . . 35.00		

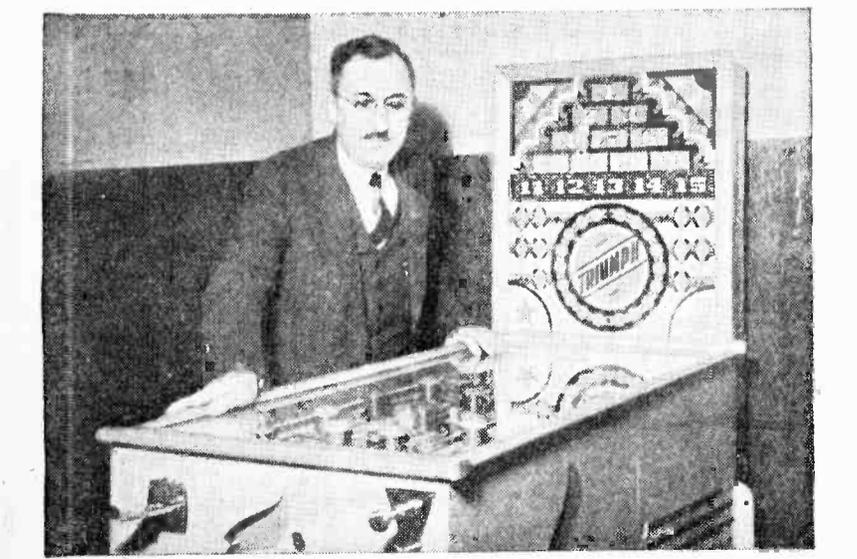
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**J. S. MORRIS & SONS** 4626 DELMAR BLVD., ST. LOUIS, MO.

Write Today for **FREE CATALOG**

of over 100 different New and Used Vending Machines, Counter Skill Games and Phonos. . . . Immediate Delivery! . . .

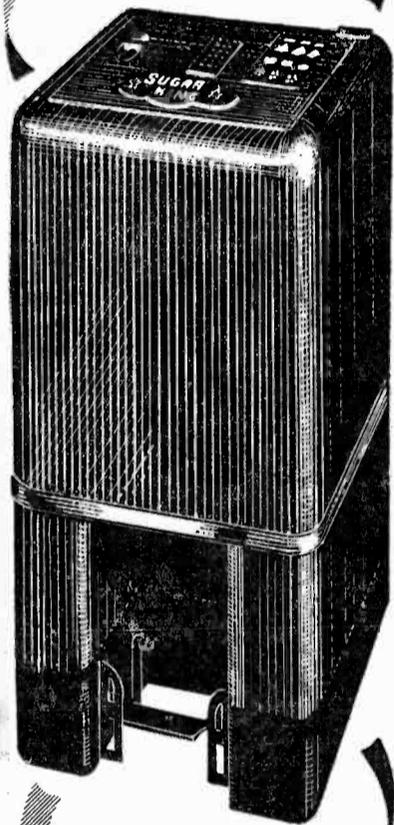
**TOTALIZER, \$19.50**  
**IMP, \$12.50**

**D. ROBBINS & CO.**  
1141-B DE KALB AVENUE, BROOKLYN, N. Y.



"REALLY A TRIUMPH," says Meyer Marcus, of Markepp Co., Inc., Cleveland, as he looks over the buy-back novelty game during a recent visit to the Bally Mfg. Co. factory.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**



**Sugar King is a Magnificent Console**

Richly styled in genuine walnut, it is definitely a "De Luxe" game, reserved for your finest locations.

Over 200 operators own Sugar Kings already, praise it for "top earnings".

Dependable performance assured by famous Columbia bell mechanism. Flashing Lights stop in familiar 1-2-3 rhythm, show bell or cigarette combinations.

Plays Nickels, Dimes or Quarters, pays all awards and Jackpots automatically. Cash or Check payout.

Foot pedal operation intrigues players, overcomes usual restrictions.

Price? Much less than you would expect.

**Groetchen Tool Co.**  
130 N. Union Street, Chicago

**Triumph Inspires Play Philosophy**

CHICAGO, April 20.—Discussing the Triumph buy-back novelty or free-play game, George Jenkins, sales manager of Bally Mfg. Co., recently launched farther into the realms of philosophy than is common among coin machine men. "Operators," Jenkins said, "who observed players' reaction to our old Variety game are not surprised at the spectacular success of Triumph. They recall the cry of the player who built up a fat futurity score on Variety—but missed one or two numbers needed to qualify. 'I'd give two bits,' the player invariably groaned, 'for just one more ball!'"

"No player ever doubted that, given just one more ball, he could turn the futurity score into actual free games. Human nature, when checked or defeated, always finds comfort in the faith that one more chance must surely change defeat into victory. Now Triumph satisfies the player's desire for one more chance. No longer is the futurity score a tantalizing challenge against which the player is helpless after shooting his five balls. Now, instead of shouting to the heedless air his offer of two bits for just one more ball, he deposits another coin and buys-back a nickel's worth of one more chance.

"Many of us may be inclined to exclaim, 'If only fate or fortune or the lousy breaks of life would vend one more chance for a nickel!' Which explains why Triumph is now smashing all previous novelty collection records. Triumph permits the player to buy for a nickel what small boys wish they could buy from spanking dads, what many a grown-up boy would gladly buy from a peeved wife, a griped customer or a burned-up boss—one more chance!"

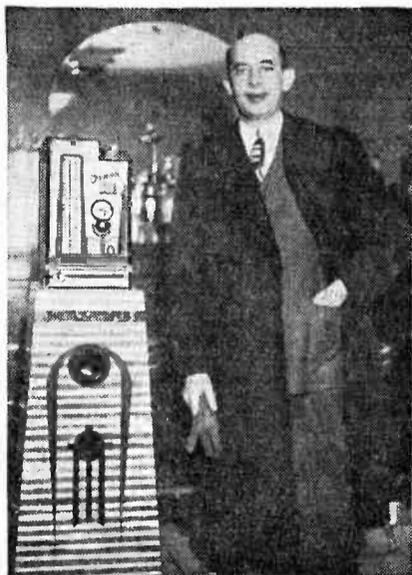
**Metal Typers in Foreign Locations**

CHICAGO, April 20.—Fame of Groetchen's Metal Typers has spread far beyond the boundaries of the U. S. A., as evidenced thru recent export shipments of Typers to Havana, Cuba; Lima, Peru; Mexico City; Manila, Philippine Islands; Hongkong, and to Sura Baya, Dutch East Indies, according to the Groetchen Tool Co.

In equipping their Metal Typers with Spanish and Portuguese lettering Groetchen officials claim they have greatly widened the market for these Typers, as there is a great demand for these metal disk printers thruout the Spanish-speaking countries.

Groetchen had accomplished wide distribution of the Typers in Europe, but at present it is difficult to obtain shipping space in steamers bound for Europe, they report.

In Manila, P. I., Metal Typers have started an entire new fad, and Groetchen has received dozens of inquiries from distributors who want to handle imports and sales of Typers and medals as well.



DAVE SIMON, well-known New York coinman, looks over Oomph, counter machine made by Western Products, Inc., while visiting the Western Showrooms on a buying trip to Chicago.

**FULLY GUARANTEED**

10 DAYS' FREE TRIAL

10 DAYS' FREE TRIAL

JIFFY-19.75      EX-RAY-34.50      HEADS or TAILS, 19.75

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1901 FIFTH AVE., PITTSBURGH, PA.      ASSOCIATE OFFICE: ATLAS AUT. MUSIC CO., 2982 E. JEFFERSON ST., DETROIT, MICH.

**IF IT'S COIN OPERATED \* WE HAVE IT \* NEW OR USED**

SLOTS		CONSOLES		FREE PLAY GAMES	
2 5c Watling Rotatops	\$30.00	3 Bally Teasers	\$15.00	Chevrons	\$25.00
5 1c Pace Comets	25.00	3 Mills Rios	28.00	Pyramids	20.00
2 5c Mills Q.T.'s	25.00	1 Galloping Dominoes	35.00	Rebounds	35.00
2 1c Mills Q.T.'s	25.00	1 1939 Galloping Dom.	110.00	Box Score	20.00
1 10c Mills Q.T.	35.00	5 Tanforans	22.50	Free Races	15.00
3 10c Jennings Chiefs	25.00	3 Jennings Pick'Em's	45.00	Stablemates	15.00
1 25c Mills B.F.	35.00	2 Jennings Paddock Club	45.00	Dandy, F.S.	45.00
2 5c Mills Cherry Bell, late	50.00	1 5c Pace Saratoga, F.S.	110.00	ARCADE EQUIPMENT	
		1 5c Pace Saratoga Skill	85.00	Western Baseball, F.P.	\$110.00
CONSOLES		AUTOMATIC PAYOUTS		Ten Strikes, 1939	
4 Bk. Cab. Paces Races	\$49.50	Grandstands	\$85.00	Models	135.00
2 Bwn. Cab. Paces Races	89.50	Pacemakers	99.50	Bally Alley	105.00
2 Lincoln Fields	35.00	Derby Champ	25.00	Chicken Sams	115.00
1 Club House	30.00	Across the Board	30.00	Bang-a-Deer	85.00
5 Derby Days	22.50	1-2-3 (Reversed)	30.00	Tom Mix	55.00
3 Dark Horses	22.50				
2 Longchamps	30.00				
4 Rosemonts	17.50				

Half Deposit—Balance C. O. D. Distributors for Keeney's Anti-Aircraft Gun, Evans' "Skee-Ballotte,"

CLEVELAND COIN MACHINE EXCHANGE, 2021-5 PROSPECT AVE., CLEVELAND, OHIO

**BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS**

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

Rock-Ola 1939 De Luxe	Write	Bally Alleys, Late Models	Write
Rock-Ola 1939 Standards	Write	Seeburg Ray-o-Light Chicken Sams	\$114.50
Seeburg 1938 Regals	Write	Evans Ten Strikes	Write
Seeburg 1937 Rex, Illuminated Grille	\$94.50	Penny Phonographs	Write
Rock-Ola 1938 Monarchs	Write	Bally Eagle Eyes	Write
Wurlitzer Model 616, Illuminated Grille	\$79.50	Rock-Ola Ten Pins	Write

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

**BADGER NOVELTY COMPANY**  
2546 N. 30TH STREET, MILWAUKEE, WIS.

**HERCULES HURRICANE OF VALUES**

**FREE PLAY SPECIALS**

Twinkle	\$21.50	Nippy	\$37.50
Conquest	22.50	Lucky	37.50
Variety	24.50	Big Six	37.50
Jumper	24.50	Mr. Chips	39.50
Thriller	31.50	4-5-6	44.50
1/3 With All Orders		Bal. Shipped C.O.D.	

When you buy from US you are playing SAFE. For practically the same money you would pay for average used games you can buy **GUARANTEED GAMES** from us that are thoroly and expertly reconditioned. We do not buy used games for resale.

**HERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.**

**12 "EVANS" 1939 TEN STRIKES, LIKE NEW**

Repacked in Original Cases

**MAKE A REASONABLE CASH OFFER**

Or will trade for late 5-ball "Free Plays."

**THE R. F. VOGT DISTRIBUTORS**  
Cullen Hotel Bldg., Salt Lake City, Utah

**New Genco Game Called Cadillac**

CHICAGO, April 20.—Fresh from the success of its recent game, Blondie, Genco, Inc., has met with a new ovation, it is reported, in bringing out a new game, Cadillac. "Test locations report large earnings from Cadillac and we have immediately swung into full speed production to meet the demand," says Meyer Gensburg, Genco official.

"Cadillac has a number of fresh, interesting new features that immediately place it at the top of the field," Gensburg related. "There are three amazingly appealing ways to win. One way is by lighting bumper lights from 1 to 12, after which a free game is awarded every time any bumper on the field is hit. What's more, lights can be made in not only one but two interesting ways—either by hitting bumpers individually or by going thru corresponding roll-over lanes which will light bumpers in groups of four.

"Another way to win is by making the required number of lights in the arrow lane on the backboard. One arrow light is made whenever the ball goes thru any roll-over lane or either of the three bottom lanes when lit. One free game is then made every time any of the four

**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.

**Birmingham Vending Co.**  
2117 Third Ave., N., BIRMINGHAM, ALA.

blue special bumpers are lit. The third way to win is by high score."

Bert Lane, Genco factory representative in the Eastern territory, reports that his firm, Seaboard Sales, New York, received a large number of opening orders on Cadillac.



**ATTENTION  
COIN OPERATORS!**

**18%**

**OF OUR SALES  
POINT TO YOU!**

**Send For Price List**

WIRE—  
or WRITE  
TODAY  
PHONE: HARRISON 7799

**NAME IN HEADLINES EQUIPMENT CO.**

1132 SO. WABASH AVE. CHICAGO, ILL.

**BIGGEST SHOW HIT**

**IMP—**



Radio Type Gum Vender.  
A Natural for Every Operator.  
Cigarette or Cherry Reels only 5 1/2 x 5 1/2 x 6. IMP has Finest Coin Chute.  
Will never clog. Price Only.

**\$12.50**

Carton of Six, \$67.50, F.O.B. Factory.  
1/2 Cash With Order.

**H. G. PAYNE CO.**  
312 Broadway, NASHVILLE, TENN.

**Jolly Finds Favor in South**

NEW ORLEANS, April 20.—“Chicago Coin Machine Mfg. Co.’s new release, Jolly, won immediate favor among Southern coinmen and has risen higher in popularity ever since its release,” states Julius Pace, of the Dixie Coin Machine Co.

“Coinmen in and around New Orleans, who were among the first to view Jolly in this section, placed orders immediately for multiple quantities of this great free game. After operating Jolly, operators are convinced that they should place at least one of these machines on each of their locations.

“Noteworthy about Jolly, and about all Chicago Coin games for that matter, is the fact that so many operators order sight unseen. There is a good reason for this confidence in these products. Chicago Coin has always endeavored to produce better machines—using better quality of materials, finer workmanship and simpler but more dependable construction—and at the same time sell them at no increase in price.

“These factors have been important in building a list of more satisfied operators. Operators appreciate these added values of Chicago Coin machines and exhibit their appreciation in the orders they place for them. They always feel that they are getting more for their money in Chicago Coin machines.”

**BALLY ALLEY, \$79.50**

PACES RACES, Brown Cabinet, \$69.50  
serials over 5000, restriped, revarnished like new

**RECONDITIONED GAMES**

FREE PLAY  
Taps, Rink, Pot Shot, Gem . . . \$15.00

**NOVELTY**  
Chief, Rink, Pyramid, Bubbles, Miami, Batting Champ, Midway, St. Moritz, Bally Royal . . . \$10.00  
1/2 Deposit With Order.

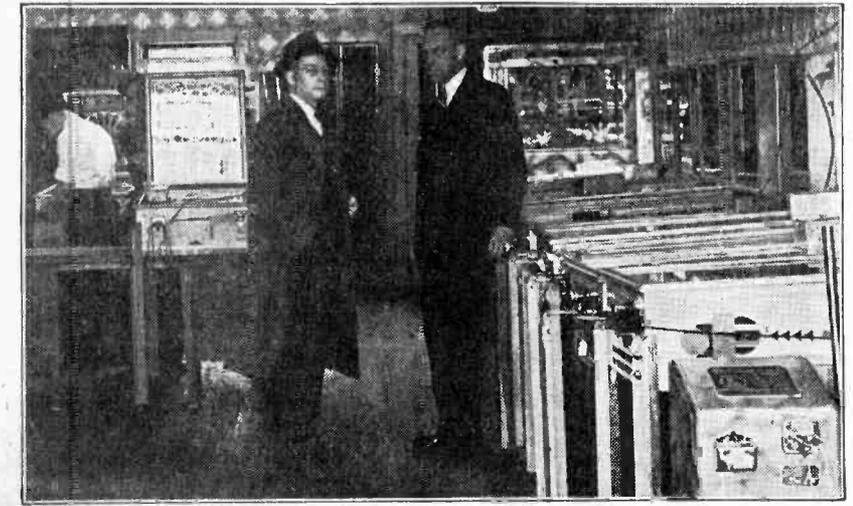
**WANT MERCHANTMAN DIGGERS**  
**Mi. Royal Novelty, Inc.**  
308 E. Baltimore St., BALTIMORE, MD.

**FORCED TO SELL!**

1 Black Paces Races	\$22.50
1 Kentucky Club, Ticket Model	54.50
1938 Track Time, Ticket	79.50
1 Paddock Club	24.50
3 Exhibit Races	19.50
1 Sport Page, Ticket	59.50
1 Liberty Bell	32.50
1 Multiple Races	32.50

1/3 With Order, Balance C. O. D.

Box 154, The Billboard,  
1564 Broadway, New York City



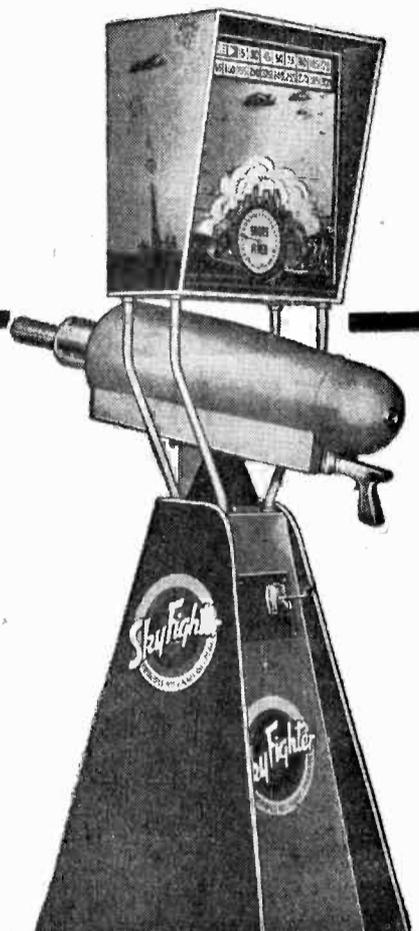
NATIONAL NOVELTY CO. OFFICIAL EARLE BACKE, at extreme right, talks to an operator in the firm's showrooms in Merrick, L. I.

**MUTOSCOPE'S ANTI-AIRCRAFT MACHINE GUN**

**“SKY FIGHTER”**

HAS

★ **P.A.**



★ **PLAYER APPEAL**

**INTERNATIONAL  
MUTOSCOPE REEL CO., INC.**  
44-01 ELEVENTH STREET  
LONG ISLAND CITY, NEW YORK

**WE ARE DISTRIBUTORS OF**

**Rock-Ola's  
Ten Pins!**  
the Sensation  
of 1940

**The Successful  
Bowling Game**

“It has proved itself a winner in thousands of locations . . . a steady consistent earner.”

**ORDER TODAY**

**THE HUB ENTERPRISES**  
406-408 West Franklin Street Baltimore, Maryland

**NEW**

**MR. OPERATOR**

**CAN YOU STAND A PROFIT OF  
\$200.00 TO \$300.00 PER WEEK?**

**Get in on the Hottest Deal That  
Has Ever Been Tried Before!**

Territories are being taken up FAST. Operators wiring for this deal. Don't hesitate! Cover your locations before you are too late.

**BOOK FORM CARDS—**

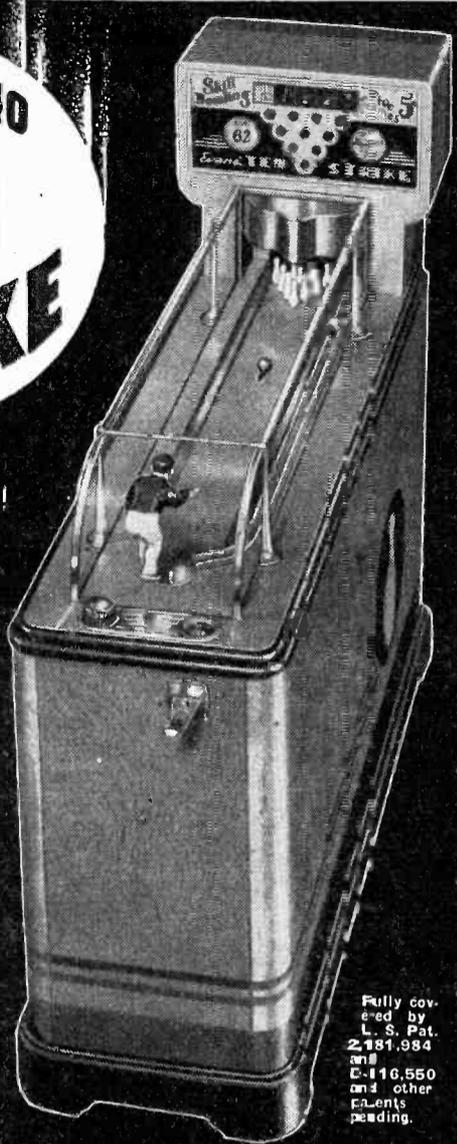
CARD TAKES IN	\$24.00
AVERAGE PAY-OUT	\$10.00
AVERAGE PROFIT	\$14.00
CARDS PER DOZEN	\$12.00
SAMPLE	\$ 1.50

**EXPRESS PREPAID  
SEND DEPOSIT WITH ORDER**

**Write or Wire For Literature**

**Go Getter Jar Company**  
P. O. BOX 691 TYLER, TEXAS

Advertise in The Billboard—You'll Be Satisfied With Results.



EVANS' 1940  
**TEN STRIKE**

★ MORE ACTION!  
 ★ GREATER ACCURACY!  
 ★ HIGHER SCORES!

**BEATS 'EM ALL... BEYOND COMPARE!**

Refined! — Improved! — Speeded up with unbelievable fast action and high scoring—absolutely straight-shooting shock-proof manikin. More skill, strikes and spares galore! In every way, Evans' new 1940 TEN STRIKE positively out-classes every game that ever tried to rival it! Patented features proven by many months' actual location use... Evans' TEN STRIKE is a profit producer that no game can equal!

Fully covered by L. S. Pat. 2,181,984 and C-116,550 and other patents pending.

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**

# 3 Styles of Imps

**FRUIT REELS**



**CIGARET REELS**



**NUMBER REELS**

705





**GROETCHEN TOOL Company**  
 130 N. UNION ST. CHICAGO, ILL.

IMP

★ ★ ★ ★ ★ **RATING**

TORR 2047 A-SO. 68

PHILA., PA.

Write for Illustrated Circular and Terms.

NATIONAL DISTRIBUTOR

BARGAINS

<p><b>FREE PLAY</b></p> <p>Super Six ..... \$80.00                  Big Six ..... 45.00                  Follies ..... 55.00                  Dandy ..... 25.00                  Eureka ..... 40.00                  Variety ..... 35.00                  Mr. Chips ..... 45.00</p>	<p><b>LEGAL EQUIPMENT</b></p> <p>Bally Alley ..... \$ 95.00                  Evans Ten Strike, 1939 Model ..... 110.00                  Seeburg Chicken Sam ..... 110.00                  Groetchen Typer ..... 125.00                  Exhibit Whalizer ..... 59.50                  Cigarrollas XV ..... 89.50</p>	<p>25 Stewart-McGuire Peanut 1c &amp; 5c Comb. .. \$3.00</p> <p style="text-align: center; font-weight: bold;">PHONOS</p> <p>Seeburg Model A ..... \$33.50                  Seeburg Model H ..... 39.50                  Wurlitzer Model 412 ..... 39.50                  Wurlitzer Model 616 ..... 75.00                  Wurlitzer Model 24 ..... 110.00                  Wurlitzer Model 600 ..... 175.00</p>
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1/3 Deposit, Balance C. O. D.

SOUTHERN DISTRIBUTING CO., 628 MADISON (Phone 5-3609), MEMPHIS, TENN.

ELECTION FEVER has gripped the country and comes to life on Superior's Great New Board

## MIXED POLITICS



**OPERATORS!** This is one of our 36 new "up to the minute" Symbol boards just released. Write for latest circulars and special offer for operators only.

**SUPERIOR PRODUCTS**  
 14 NO. PEORIA ST. CHICAGO, ILL.

### West Strong for Gottlieb Games

CHICAGO, April 20.—"Operators and distributors on the West Coast are not only meeting with great success with the latest Gottlieb releases, but they'll go far out of their way to tell how pleased they are," said Nate Gottlieb, who is in charge at D. Gottlieb & Co. during the absence of Dave Gottlieb, president.

"Dave took a trip to California, primarily for a little rest, not for business," continued Nate. "But the Western distributors found out he was there and took advantage of the opportunity to look him up and explain the gratifying results they are having with our machines.

"Dave reports their high enthusiasm, especially over Skee-Ball-Ette and Summer Time, which are making a great hit in their territory. In particular, they like the long-lived high-earning power of Skee-Ball-Ette combined with 100 per cent legality, and the smart, timely appeal and unusual come-on of Summer Time. It's a pleasure to hear their words of praise and thanks for having provided them with these outstanding winners."

LATE MODEL GAMES . . . . BARGAINS

<p><b>FREE PLAY</b></p> <p>Big Town ..... \$62.50                  Big Six ..... 37.00                  Chubbie ..... 17.50                  Commodore ..... 55.00                  Contact ..... 16.00                  Fantasy ..... 35.00                  Flash ..... 20.00                  Headliner ..... 25.00                  Lot-o-Fun ..... 27.50                  Mr. Chips ..... 43.00                  Nippy ..... 40.00                  O'Boy ..... 55.00                  Super Charger 42.50</p>	<p>Spottam ..... \$17.50                  Thriller ..... 28.00                  Variety ..... 27.50                  White Sails ..... 37.00</p> <p style="text-align: center; font-weight: bold;">NOVELTY</p> <p>Mr. Chips ..... \$37.50                  Vogue ..... 22.50                  Champlon ..... 20.00                  Variety ..... 18.50                  Supreme ..... 12.50                  Chev'n ..... 10.00                  Swing ..... 8.00                  Bally Reserve ..... 8.00                  Bambino Baseb. 7.00</p>
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\$7.00 Ea.: Slugger Baseball, Zephyr, Rose Bowl, \$6.00 Ea.: Chico Baseb., Batter Up Baseb., Home Run Baseb., Airway, Cargo, Palm Springs, Review, Regatta, Turf King, Zip (Genco).

1/3 Cash Deposit. Under \$15.00 Full Cash. For Export Cable: "Coinmachin," N. Y.

MARC MUNVES, INC. 555 West 157th St., New York, N. Y.

SENSATIONAL FREE PLAY CLOSEOUT . . .

The Calvert Novelty Co., 708 N. Howard St., Baltimore, Md.

Multi-Races ..... \$16.50	Rebound ..... \$32.50
Contact ..... 17.50	Nippy ..... 37.50
Box Score ..... 17.50	Big Six ..... 45.00
Dble. Feature ..... 19.50	Big Town ..... 65.00
Majors ..... 22.50	Gold Cup ..... 85.00
Headliner ..... 29.50	

1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!

### Travel Exposition Enthuses Public

CHICAGO, April 20.—The International Travel Exposition opened here April 17 and the management reported good attendance. An admission fee of 25 cents is charged. The exposition is chiefly sponsored by *The Chicago Daily News*, and other newspapers do not boost the show very much.

Everything to interest the public in travel is on display. Stewardesses from the airlines are there to represent aviation and resort areas are also well represented. All forms of transportation are represented. Travel literature in big quantities is distributed to visitors. Exhibitors all agree that 1940 will be a travel year.

FOR YOU

with Western's Deluxe

## BASEBALL

Order Today!

WESTERN PRODUCTS, Inc.

925 W. North Ave.  
Chicago, Ill.

WANTED

EXPERIENCED GAMES SALESMAN

Large Manufacturer Will Pay Liberal Commission. This is big opportunity for right man. If you have no actual experience in selling games, don't answer.

BOX 491,  
Care Billboard, Cincinnati, Ohio

COIN OPERATED MACHINES AND SUPPLIES

I. L. MITCHELL & CO.

WRITE FOR PRICE

THE BEST BUYS FOR YOUR MONEY! C. O. D. . . . . \$52.50

Absolutely Perfect. Super Charger. 42.50 | Triumph | Ski Jump

WRITE FOR COMPLETE LIST. PHONE: GLENMORE 2-5450. 1070 Broadway, BROOKLYN, N. Y.

**SHORT STOP**

*Hulk said*  
SAY OPERATORS AND DISTRIBUTORS  
**WHY WAIT**  
**GET YOURS NOW**

FREE PLAY **104<sup>50</sup>** CONVERTIBLE

**EXHIBIT SUPPLY COMPANY · 4222 W. LAKE ST. · CHICAGO**

**WESTERN UNION**  
BY DIRECT WIRE FROM  
APRIL 16, 1940 BALTIMORE, MD.  
OPERATORS ARE SWAMPING US WITH ORDERS  
FOR 'SHORT STOP'. PLEASE RUSH OUR SHIPMENTS.  
ROY MCGINNIS

**WESTERN UNION**  
BY DIRECT WIRE FROM  
APRIL 18, 1940 ST. PAUL, MINN.  
THE ONE OUTSTANDING TABLE ON LOCATION TO-DAY  
IS EXHIBIT'S 'SHORT STOP'.  
SAM TARAN - MAYFLOWER NOVELTY CO.

**WESTERN UNION**  
BY DIRECT WIRE FROM  
APRIL 17, 1940, NEW YORK CITY  
'SHORT STOP' IS BOTH MECHANICALLY FOOL-  
PROOF AND PROFITABLE TO OPERATE.  
BILL ALBERG - ALLIED WHOLESALING CORP.

**WESTERN UNION**  
BY DIRECT WIRE FROM  
APRIL 19, 1940, MEMPHIS, TENN.  
'SHORT STOP' IS THE BIGGEST WINNER WE  
HAVE HAD IN MONTHS. - C. B. HARWOOD  
SHELBY AMUSEMENT CO.

**Stoner's Game  
Brite-Spot for Ops**

AURORA, Ill., April 20.—"It's a Brite-Spot in every operator's life," said C. R. Adelberg, sales manager of the Stoner Corp., in commenting on the company's latest hit, Brite-Spot. "From the flood of repeat orders we are receiving it looks like Brite-Spot is proving a haymaker for hundreds of operators.

"A game so new and so different was bound to make a big hit with the player—

and Brite-Spot is certainly all of that. It has the high score principle with plenty of fascinating and interesting ways to win. It has the graduating odds feature, new type bumpers that add new life and action to the game, a special award 'when lit' roll-over, which holds the interest right up to the last second of play; intriguing new sound effects that add new thrills and excitement, and many other features that make Brite-Spot one of the most interesting games ever designed.

"We think the game is everything its name implies—the Brite-Spot of every location."

**Many Cards for  
Exhibit Venders**

CHICAGO, April 20.—"It's the only practical way to show our appreciation of the co-operation and loyalty of our Exhibit Card Vender customers," says Perc Smith.

"Our new 1940 series of cards have brought us the greatest avalanche of orders experienced in all our years in business. All of our 31 different series, comprising approximately 2,000 different cards, are printed in our own factory and increased volume makes possible lower costs. These savings are our contribution towards a great season and we are passing this saving on to our customers.

"We also will continue our sign offer—bright, new flashy signs help sell cards. They are free for the asking."

Perc Smith also emphasizes: "For 40 years Exhibit has spent thousands of dollars every year for new ideas and the best in cards to ever increase the earnings of Exhibit card machines. We expect to be doing it for 40 years more."

**Incorporate New Firm**

ALBANY, N. Y., April 20.—A newly formed \$50,000 vending machine enterprise was granted a charter of incorporation today by the secretary of state. Its corporate name is the Eastern Coin Machine Corp. of Manhattan. The promoters and shareholders are Max H. Zabronsky, Leo Zivin and Rhea Abisch, New York. Three shares of stock have been subscribed-for.

**We Are Proud  
To Be Distributors  
FOR**

**Rock-Ola's  
SUCCESSFUL BOWLING  
GAME**

**Ten Pins**

WE CAN SAFELY  
PREDICT THAT  
TEN PINS WILL  
BE EARNING  
GOOD CONSISTENT  
PROFITS LONG AFTER  
MOST OTHER GAMES  
HAVE BEEN SHELVED.

**Denver Distributing Co.**

1856 Arapahoe Street  
Denver, Colorado

**BOWL'EM OVER**  
with  
**STRIKES and SPARES**

New snappy-action Symbol Ticket Bowling Board. 145 Winners — 136 Consolation Awards. Colorful! Flashy! Gets attention-anywhere.

No. 1625 (Semi-thick) 1600 Holes  
Takes in - - \$80.00 | GROSS \$40<sup>13</sup>  
Average Payout 39.87 | PROFIT

PRICE EACH | Write for Catalog of  
**\$7.28** | other Profit - Makers

**HARLICH MFG. CO.** 1413 W. Jackson Blvd.  
Chicago, Ill.

**Want the Latest and Best? Want To Save Money?**  
**WRITE FOR OUR PRICE LIST TODAY!**  
**Newark Coin Distributors, 107 Murray St., Newark, N. J.**  
ALL PHONES: BIGELOW 2-8828 JACK BERGER, Mgr.

**QUEENS SALES COMPANY**

FREE PLAY GAMES	SPECIALS	Original Photomaton (4 for 10c) Photo Machine with accessories & parts, \$200.00
Bally's Scoop . . . . \$47.50	Seeburg's Chicken	Spacious and convenient headquarters for Queens operators! Call Today!
Thriller . . . . . 32.50	Sam . . . . . \$99.50	
Punch . . . . . 57.50	Evans 1939 Ten	
Many Others! Write for Complete List Today!!	Strike . . . . . 145.00	
	Scientific Bowling Alley . . . . . 100.00	

**73-06 WOODSIDE AVE. ELMHURST, L. I., NEW YORK CITY**  
(2 BLOCKS NORTH OF QUEENS BLVD. AT 73rd ST.)

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

# THANK YOU



TAKE this opportunity to thank each and every one for their kind wishes and deeds to help make the opening of my new venture in New York a pleasant success. Thank you one and all.

*Dave Simon*

## SIMON SALES, INC.

437 WEST 42ND STREET, NEW YORK

All Phones: PENNSYLVANIA 6-9495

Opposite Lincoln Tunnel Entrance

UNDER MANAGEMENT OF DAVE SIMON



## Thank You, Jack!

"I wish to express my thanks for entrusting me with your distribution in my territory. I hope to make it a pleasant and successful venture. Thank you again."

Signed . . . *Dave*

## SIMON SALES, INC.

437 WEST 42ND STREET, NEW YORK

UNDER MANAGEMENT OF DAVE SIMON

## NATIONAL'S VALUES

### SPECIAL BARGAIN!

50 Wurlitzer 616-A's, with Grilles . . . \$65.00 Ea.

### FREE PLAY NOVELTY GAMES

Mills 1-2-3, An. Char. . . \$75.00	Fairs . . . \$29.50
Big Show . . . 62.50	Arrowheads . . . 29.50
Follies of 1940 . . . 62.50	Avalons . . . 29.00
Kooney Superchargers . . . 62.50	Spotters . . . 29.00
Big Sixes . . . 49.50	Majors . . . 28.50
Mr. Chips . . . 49.50	5th Innings . . . 28.50
Lot-o-Funs . . . 42.50	Rinks . . . 27.00
Follow-Ups . . . 39.00	Contacts . . . 27.50
Rebounds . . . 37.00	Pyramids . . . 25.00
	Chubbies . . . 25.00
	Gun Clubs . . . 18.00

### COUNTER GAMES

Sparks, 5c Play . . . \$18.50	Bingos . . . \$8.50
Counter Kings (New) . . . 15.00	Spin-a-Paks . . . 8.50
Fruit Kings 12.00	Bally Babys . . . 7.50
Gottlieb Triplo Grips . . . 8.50	Bell Slides . . . 6.50
	Reel Races . . . 4.50
	Reel "21s" . . . 4.50
	Roto-Matics . . . 3.50

### SLOTS

Melon Bells . . . \$44.50
Mills Blue Fronts, 5-10-25c, S.J., Serials over 400,000 . . . 38.00
Jennings Chiefs, 50c . . . 32.50
Jennings Chiefs, 25c . . . 30.00

### 1-BALL AUTOMATICS

Thistledowns . . . \$85.00

### MISCELLANEOUS

Chicken Sam, Late Serial . . . \$125.00
Daval Bumper Bowling . . . 45.00
Evans Ten Strike, '39 Mod. . . Write for Special Prices!
Bally Alley . . .

### PHONOGRAPHS

Rock-Ola Imperial 20 with Grilles . . . \$ 69.00
Wurlitzer 616s . . . 69.00
Seeburg Royals, 20 Rec. . . 104.50
Rock-Ola 1939 Standards, New (Cash Deal) . . . 225.00
Rock-Ola 1939 Counter Models, Like New (Cash Deal) . . . 139.00
Rock-Ola 1939 DeLuxe . . . 189.00
Rock-Ola 1939 Standards . . . 179.00
Rock-Ola 1939 Counter Models . . . 125.00
1/3 Deposit, Bal. C.O.D., F.O.B. Chicago

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Blvd., CHICAGO, ILL.

## Wolf Has Full Arcade Display

ATLANTIC CITY, April 20.—Meyer Wolf, Atlantic City distributor, reports that he now has all of the Exhibit Supply Co. 1940 machines for penny arcades and sportlands on display for the convenience of his customers. "I am really proud of the new machines," he declares. "The cabinets are attractively bright and eye-catching. Each machine offers real laughs and thrills to all players and is definitely a profit maker for the owner. Experienced oldtimers who have seen and ordered these machines are just as enthusiastic as I am," concluded Wolf, who has had years of experience in sell-

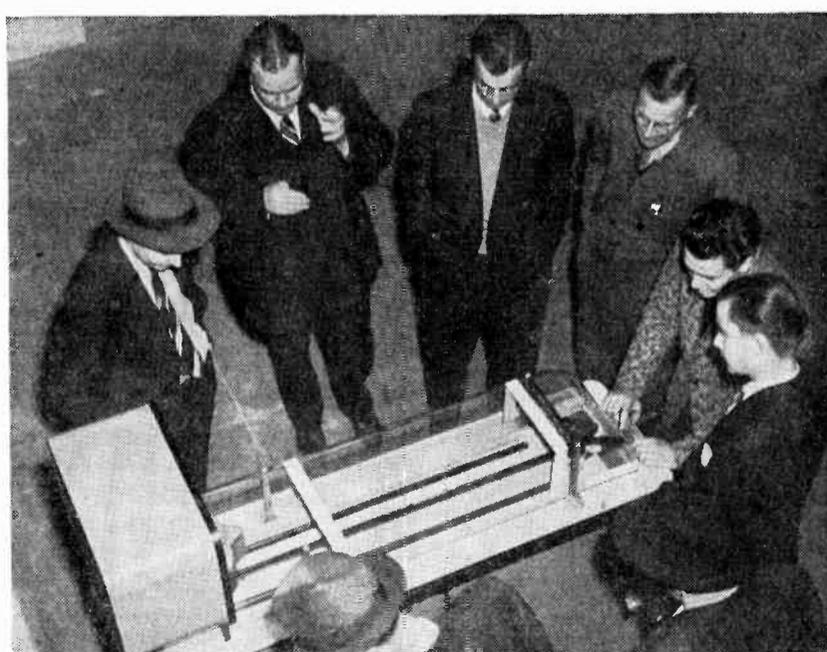
ing as well as operating penny arcades and sportlands. Wolf predicts that 1940 will be a banner year for arcades and sportlands.

## Exhibit Short Stop Going Strong

CHICAGO, April 20.—"Short Stop," according to John Chrest, sales manager for Exhibit Supply Co., "is going stronger than ever—gaining momentum every day. Repeat orders on repeat orders—so to speak—pour into the office daily, and production facilities are taxed to the utmost to make reasonably prompt shipments."

"The reasons for the success of this

baseball game," says Chrest, "is that it is new and different. For this reason it can replace any previous game on location without any fear of unfavorable comparison due to similarity. Also, it is simple to understand, making it unnecessary for the operator to spend valuable time explaining the game to location owners and players. Furthermore, it is a great amusement game that makes an immediate hit with the public. It is a true novelty game and gives trouble-free mechanical service. Most important of all, Short Stop earns big profits—increasing the take in almost every instance."



"ROCK-OLA'S BOWLING GAME, TEN PINS, always draws a crowd on location," reports Cliff Risberg, Rock-Ola games manager. "Furthermore, it's clean, wholesome fun for everyone, and a steady, consistent earner for operators."

Here Is  
Our Special  
For the Week!

**ROCK-OLA'S  
NEW 1940**

## Ten Pins

- ROCKOLITE FINISH
- HIGH SCORE UNIT
- 100% LEGAL
- STEADY EARNINGS
- ORDER NOW

**SAUVE MUSIC CO.**

3002 Grand River Avenue  
Detroit, Michigan

### CLOSEOUTS

The machines listed below are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Prices are effective April 27th, 1940.

- 5-BALL NOVELTY FREE PLAY**
- 6 Flagships ..... \$59.50
  - 1 Super Six ..... 65.00
  - 1 Vogue ..... 39.50
  - 1 Nippy ..... 39.50
  - 2 Gold Cup, Table Model ..... 97.50
  - 1 Mills 1-2-3, Fruit Reel ..... 69.50
  - 1 Mills 1-2-3, Animal Reel ..... 69.50
  - 1 Variety ..... 42.50
  - 1 Bally Pick 'Em ..... 42.50
  - 1 Jumper ..... 45.00
  - 1 Headliner ..... 35.00
  - 1 Commodore ..... 57.50
  - 1 Eureka ..... 32.50
  - 1 Bally Victory ..... 72.50

- CONSOLE AND AUTOMATIC PAY**
- 1 Bally Royal Flush, F.S. .... \$110.00
  - 1 Bally Alley ..... 82.50
  - 1 Evans Ten Striker, 1939 Model ..... 140.00
  - 5 Bally Grand Nationals ..... 110.00
  - 1 Thistledown ..... 62.50
  - 1 Klondike ..... 17.50
  - 2 Kentucky Skill Time ..... 50.00
  - 1 Rays Track ..... 19.50
  - 1 Lucky Star ..... 77.50
  - 3 1938 Dominos, Perfect Condition ..... 62.50
  - 2 Jenn. Liberty Bells, Perf. Cond. .... 15.00
  - 1 Pacific Domino ..... 15.00

- COUNTER GAMES**
- 2 Penny Smoke ..... \$ 5.00
  - 2 Reel 21 ..... 4.00
  - 1 Columbia Bell, Rear Payout, F.S. .... 49.50
  - 1 Mills Q.T., 1c ..... 22.50
  - 1 Columbia Bell, Fruit Reel, S.U. .... 27.50

- PHONOGRAPHS**
- 4 Wurlitzer 412 ..... \$ 37.50
  - 3 Wurlitzer P12 ..... 37.50
  - 3 Rock-Ola Imperial 20 ..... 84.50
  - 1 Mills 1939 Model ..... 217.50
  - 2 Rock-Ola Standard 1939 ..... 225.00
  - 2 Rock-Ola Counter 1939 ..... 139.00
  - 1 Rock-Ola Rhythm Master ..... 37.50
  - 1 Rock-Ola Rhythm King ..... 37.50
  - 1 Rock-Ola Regular ..... 29.50
  - 1 Rock-Ola Night Club ..... 34.50

- 5-BALL REGULAR NOVELTY**
- 1 Battling Champ ..... \$12.50
- SPECIAL BRAND-NEW CLOSEOUTS**
- 72 Buckley Wall Boxes, Sluggproof ..... \$15.00
  - 5 Buckley 412 Adaptor ..... 25.00
  - 5 Buckley P12 Adaptor ..... 25.00
  - 1 Buckley 24 Adapter ..... 20.00
  - 6 Steel Cabinets for P12 or 412 ..... 17.50

Write us for your price on any brand new machine that has been released by the respective manufacturer as our price is right. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX., INC.**  
 60 BROAD ST., RICHMOND, VA.  
 Day Phone 3-4511 - Night Phone 6-5328.

### Steady Business Best, Says Churvis

CHICAGO, April 20.—“Next in importance to getting new business is holding it,” says Mac Churvis, of Grand National Sales Co., Chicago distributor. “We do not figure on making an excessive profit on any business an operator may give us. Our earnings are figured on the basis of years of satisfactory relationship to follow. The fact that our books show a continued month-after-month business from those who have once tried Grand National’s service is sufficient proof of the soundness of our principles of doing business.”

“Confidence is the keynote of our continued success in our dealings with operators. In using the word success,” continued Churvis, “I have used that word to indicate the progress we have made in keeping customers on our books as the result of our excellent service.”

### A-A Gun Is Big Player Attraction

MEMPHIS, Tenn., April 20.—According to reports from the Automatic Amusement Co., one of the most popular coin machines on the market today is Keeney’s Anti-Aircraft Machine Gun.

“Operators in our territory, which includes Mississippi and Western Tennessee, are 100 per cent sold on Keeney’s Anti-Aircraft Machine Gun,” Automatic officials say. “It’s just the kind of a machine players have been waiting for.”

“It’s full of flash, action and drama, and is so appealing that players actually wait in line for their chance at the realistic machine gun. Operators also tell us of the mechanical perfection of this great machine. It has proved its value over and over again. Service on the machine has been at a minimum. This factor is most important to operators because it greatly cuts down operation cost and boosts profit.”

### National Coin Finds Biz Good

CHICAGO, April 20.—National Coin Machine Exchange of Chicago reports that its special bargain offer was so well received and so quickly snapped up by operators that a large volume of stock was cleared.

Harry Helman, sales manager of the games division, who is in charge during the absence of Joe Schwartz in Florida, was gratified with the response from the trade.

“Our bargain offer proved a grand success,” he said. “We had some wonderful close-outs, many leading games being offered at very special prices, and smart operators were not slow to avail themselves of this opportunity to make substantial savings.”

“We have a few of these bargains left and will continue the sale until they are sold out. Meanwhile our stock of new and reconditioned games is being built up for the spring trade. Schwartz is due back from Florida next week in time for another rush that we anticipate then.”



ADMIRING SHORT STOP, Exhibit Supply Co.’s newest game, are Max Langer (left) and Oscar Hopka, of the Automatic Supply Co., Dubuque, Ia. It is reported that they placed a quantity order for their Dubuque office as well as their Waterloo, Ia., branch.

# Brite-Spot

by Stoner



**You'll Like It**  
 Plenty of ways to win. Beat the High Score (variable if cleared). Lite the six skill numbers by going through skill lanes, or contacting Brite Spot each hit lites skill number indicated by spinning arrow. Odds increase one point with each bumper. Yellow score 1000, green 200 to 3000. There's a Special Award roll over, when lit. Special new type bumpers, and sound effects.  
 It's a Brite Spot on every location.

### WE WON'T BE UNDERSOLD

- FREE PLAYS**
- Conquests ..... \$39.50
  - Mr. Chips ..... 35.00
  - White Sails ..... 35.00
  - Twinkles ..... 30.00
  - Chevrons ..... 25.00
- 1-BALL AUTOMATICS**
- Fairgrounds ..... \$24.50
  - Preakness ..... 19.50
  - Golden Wheels ..... 19.50
  - Broncos ..... 19.50
  - Classics ..... 12.50
  - Typoons ..... 10.00

- ARCADE GAMES**
- Chicken Sams ..... \$115.00
  - Far-o-Lites ..... 37.50
  - Tom Mix Guns ..... 27.50
  - 1/3 Deposit—Advance C. O. D.
- Genco Bankrolls** \$27.50  
**Roll-a-Scores** 19.50  
**Target Skills, A.B.T.** 7.50

**Myco Automatic Sales Co.**  
 746 SO. HIGH, COLUMBUS, O.

### ALL MACHINES READY TO OPERATE

1c J.T. Side Vender, looks almost like new, \$29.50;  
 2 Vest Pockets, \$26.50 each; 5c Mills Lion Head, double J., \$15.00; Model F Target Skill, \$10.50;  
 late Model F, \$17.75. One-third deposit required.

**B. E. FITZPATRICK**  
 1001 W. 13th St., HUTCHINSON, KAN.

# BRITE-SPOT

**A TERRIFIC HIT!**  
**RUSH YOUR ORDER! QUANTITY DELIVERY NOW GUARANTEED!**

**FREE PLAY SPECIAL!**

FANTASY .....	\$40.00
FLAGSHIP .....	50.00
SUPERCHARGER .....	46.00
VARIETY, Plain .....	15.00
1/3 With Order, Balance C.O.D.	

**BUDIN'S, Inc.**  
 174 SO. PORTLAND AVE.  
 BROOKLYN, N. Y.

Tell the Advertiser in The Billboard Where You Got His Address.

# Chicago Coin's



**Goin' Bigger 'n' Ever!**  
**A FULL CASH BOX IS THE REASON!**

FREE GAME  
**\$99<sup>50</sup>**  
 CONVERTIBLE



CHICAGO COIN MACHINE MFG. CO.,

1725 DIVERSEY BLVD.

CHICAGO



### WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25  
 Pays out \$27.76—Average Profit \$23.49

PRICE \$1.88 EACH

#### OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at \$2.40
- 1200 hole F-5275-Horses at 2.85
- 800 hole F-5270-Pocket Dice at 1.76
- 720 hole F-5255-Pocket Jack at 1.41
- 600 hole F-5305-Royal at 1.59

#### CHAS. A. BREWER & SONS

Largest Board and Card House in the World  
 6320 Harvard Ave., CHICAGO, U. S. A.

### Sales High on Western Baseball

CHICAGO, April 20.—“You’d think we were giving them away,” is the way Don Anderson, sales manager for Western Products, Inc., described the demand for Western Deluxe Baseball. “Sales of this great machine have been growing steadily since its introductory date.

“The past few months has seen a very heavy spurt in sales, due, of course, to the added interest in baseball as the major and minor leagues went into official action for 1940. We’ve talked to many baseball players during the past

several months and we’ve received reports from coinmen everywhere who also have chatted with the boys who ‘make’ America’s national game and they all say that the Western Deluxe Baseball machine comes closest to the real thing of any game they have seen.

“In our Baseball machine they get it and they play it more and more. It seems that the longer a Western Deluxe Baseball machine is on a location the higher its earnings go. This is not just a claim, but a statement of fact that has been repeated to us time and time again by operators throught the country.”

Pop. 5330 Race 1460

### "See Al First"

- |                        |                          |
|------------------------|--------------------------|
| Big Show . . . \$64.50 | Punch . . . \$52.50      |
| Super Six . . . 59.50  | O'Boy . . . 57.50        |
| Follies . . . 54.50    | Bubbles . . . 17.50      |
| Big Six . . . 42.50    | Contact . . . 15.00      |
| Nippy . . . 39.50      | Headliner . . . 25.00    |
| Variety . . . 29.50    | Fifth Inning . . . 17.50 |
| Jump . . . 37.50       |                          |

You've Tried the Rest, Now Try the Best!  
 Novelty Games such as Regatta, Nags, Fiesta, St. Mortiz, Odd Ball, Sidekick, Chico Baseball, \$8.00 each. All in clean working condition.  
 1/3 Deposit, Balance C. O. D.  
**ARCO SALES CO.**  
 AL RODSTEIN  
 1334 Spring Garden St., Philadelphia, Pa.



WILBUR BYE is now servicing Arkansas and Oklahoma as Wurlitzer district manager, according to an announcement by Mike Hammergren, Wurlitzer's general sales manager. The new territory is an addition to Bye's field, inasmuch as he previously had only the St. Louis territory. Bye's new headquarters are in Tulsa, Okla.

### MORE FUN PROFITS

For

#### MUSIC MERCHANTS

With a Microphone Attachment on your locations, people will sing and entertain over your phonograph. More profit for you. Simple installation. Can be used away from phonograph. Comes complete with (New Broadcast Type) Microphone.

**\$33.00**

Includes Microphone, Phono Remote Control and 75' cable. Specify make and model with order. (Distributors—Some territory still open.)  
 1/3 Down—Balance C. O. D.—F. O. B. Chicago.

CHICAGO SOUND SYSTEMS CO. 251-351 E. Grand Ave., CHICAGO, ILL.



**GUY NOEL**

SAYS—  
 I'll be glad to send you complete data on our New, Big Money-Making 1940 Coupon Games. Sole Manufacturer Offering 100% UNION MADE GAMES

Manufacturers of the Largest Variety Line of Sales Cards, Jar Games, Whirling Derby Games, Baseball Daily and Weekly Series, Tip and Jack Pot Games.  
**UNION LABEL PRINTED ON ALL GOODS**  
**GAY GAMES, INC.**  
 MUNCIE, INDIANA

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

# IN THE GOOD OLD SUMMER TIME



**Sensational NEW  
Come-On Feature!  
It's a Honey!**

Fourth consecutive ball passing through roll-over channel lights up one letter of name, **SUMMER TIME**. Completed name awards Jackpot, which is recorded on separate meter!

- 2 MODELS**
- JACKPOT
- REGULAR
- 6 WAYS TO WIN!**

CASH IN QUICK!

NOVELTY OR FREE PLAY (Convertible) **\$99.50**  
JACKPOT MODEL **\$114.50**

**IMMEDIATE DELIVERY**

# The Machine With LONG LIFE! SKEE BALLETT

**Legal Everywhere!**

**IT'S  
TERRIFIC**

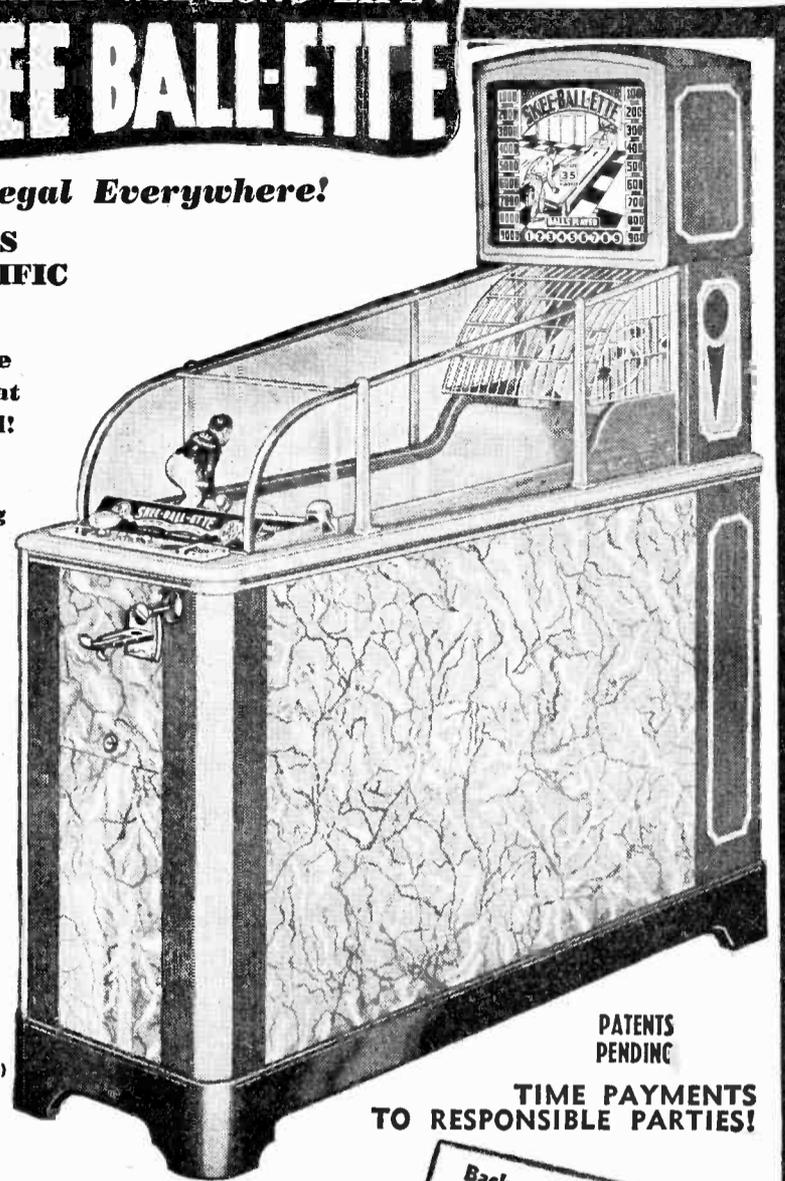
**Outside  
Rheostat  
Control!**

Alternating Scoring  
Lights!

**HIGH  
SCORE**

**WEEKLY  
HIGH  
SCORE**

**NOVELTY  
OR  
FREE  
PLAY  
(Convertible)**



PATENTS  
PENDING

**TIME PAYMENTS  
TO RESPONSIBLE PARTIES!**

*Back in Production!*  
**DE LUXE  
GRIP SCALE**

**D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago**

## G. & G. Busy With Imp, Changeovers

CHICAGO, April 20.—"Coinmen certainly recognize value when they see it,"

declares Max Glass, Gerber & Glass executive, with regard to the volume of business the firm is enjoying with two of its offerings.

"Sales on our changeover equipment and on Imp, of which we are distributor in this section, have been skyrocketing higher and higher with each passing day. We are today more than ever convinced that coinmen are excellent judges of value. They see eye to eye with us on this subject, as evidenced by the number of orders they have placed for Gerber & Glass equipment.

"Unlimited opportunities to send music earnings up and up have been a direct result of our changeover equipment development. Music operators have had new fields of earning power opened to them because of this development.

"The sensation of the year in amusement machines is Groetchen's counter game, Imp. This has been one of the biggest sellers it has ever been our privilege to distribute and we certainly feel that Groetchen deserves a world of credit for manufacturing so big a money-maker for operators."

## OPERATORS COMING! OH! JOHNNY

A machine that will put  
money in your cash boxes  
and a song in your hearts!

**J. H. WINFIELD CO.**  
1022 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.

THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

## WE ARE READY TO FILL YOUR ORDERS NOW

### FOR TEN PINS—The Fast Action Bowling Game

Get your locations lined up  
for Big Spring and Summer  
Business with this steady  
Earner. Act NOW.

Your Answer  
To Better  
Paying Locations

**H. B. BRINCK**  
825 East Front Street  
Butte, Montana

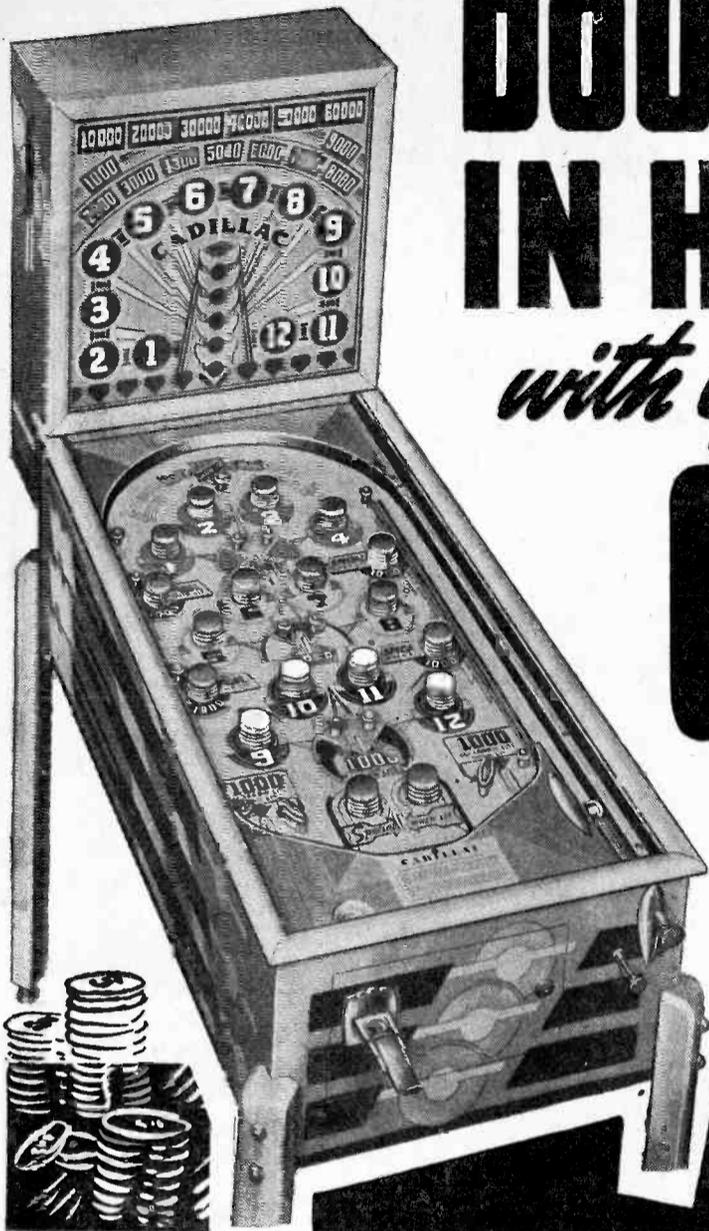
## Here Are America's Finest "Better Machine Buys"! FREE PLAY NOVELTY TABLES

CLOSEOUT	GOLD CUPS (PERFECT CONDITION)	\$89.50.
Lucky Strike . . . . . \$65.00	White Salls . . . . . \$42.50	Grandstand . . . . . \$79.50
Super Six . . . . . 62.50	Black Out . . . . . 35.00	Derby Clock . . . . . 47.50
Commodore . . . . . 59.50	Thriller . . . . . 35.00	Hot Tip . . . . . 32.50
Flagship . . . . . 55.00	Arrowhead . . . . . 27.50	Derby Champ . . . . . 29.50
Topnotcher . . . . . 52.50	Golden Gate . . . . . 27.50	Akersben . . . . . 25.00
Supercharger . . . . . 49.50	Twinkle . . . . . 25.00	Flasher . . . . . 25.00
Punch . . . . . 49.50	Avaton . . . . . 25.00	Quinnella . . . . . 25.00
Nippy . . . . . 45.00	All Baba . . . . . 25.00	Stables . . . . . 25.00
Lucky . . . . . 42.50	Up & Up . . . . . 22.50	Fairgrounds . . . . . 19.50
4-5-6 . . . . . 42.50	Taps . . . . . 21.50	Fleetwood . . . . . 19.50
Sports . . . . . 42.50	Double Feature . . . . . 17.50	Preakness . . . . . 17.50
Big Six . . . . . 42.50	Chubble . . . . . 17.50	Arlington . . . . . 17.50
	Contact . . . . . 17.50	Classic . . . . . 15.00

\$72.50 BROWN CABINET PAGES RACES \$72.50.  
1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment  
You Want Not Listed Here!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

ADVERTISE IN THE BILLBOARD — YOU'LL BE  
SATISFIED WITH RESULTS



# DOUBLE THE PROFITS IN HALF THE TIME!

*with Genco's Sensational New*

# CADILLAC

Record test collections prove definitely that CADILLAC is 1940's hottest money-maker! Chock-full of bang-up new features . . . more thrills per second than a roller coaster! Three great ways to win. One: By lighting bumper lights from 1 to 12. Two: By making required number of lights in arrow lane on backboard. Three: By high score. No "100" bumpers . . . every bump is a juicy 1,000! ORDER A QUANTITY OF AMERICA'S No. 1 NICKEL MAGNET—CADILLAC—RIGHT NOW!

**\$99<sup>50</sup>**

F. O. B. CHICAGO  
FREE GAME CONVERTIBLE

**GENCO-INC. 2621 N. ASHLAND AVE.  
CHICAGO**

**IT'S NEW! IT'S SENSATIONAL!  
HEADS OR TAILS  
THE FIRST REALLY DIFFERENT  
COUNTER GAME IN 50 YEARS!**

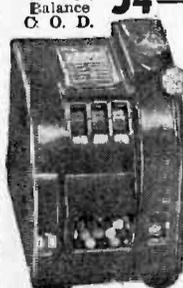
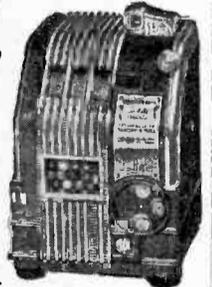
Player actually matches HEADS or TAILS of his own coin! Center reel shows Odds! Coin appears in front window just as player inserts it! **PROVEN A TREMENDOUS MONEY-MAKER ON LOCATION! RUSH YOUR ORDER QUICK!**

**19<sup>75</sup>** 1/2 Deposit, Balance C. O. D.

**EX-RAY**

**TOKEN PAYOUT!** Ball Gum Dispenser, interchangeable to non payout if desired. Perfect for any territory. 1c or 5c. Cigarette or Beer Strips. Extra large ball gum display. A WINNER.

**34<sup>50</sup>** 1/2 Dep. Balance C. O. D.



**Jiffy**

Penny cigarette game as only Sicking recommends! Modern design. Small in size. New mechanism. Extra large gum display. Instantly convertible to 1, 5, 10 or 25c play.

**19<sup>75</sup>** 1/2 Deposit, Balance C. O. D.

**SICKING, INC.**  
1401 CENTRAL PARKWAY, CINCINNATI, O.

**Still Busy as Can Be, Says Al Stern**

CHICAGO, April 20.—"Things are no different around the Monarch Coin Machine Co. this week," declared Al Stern. "Things are just the same as they were last week—we're busy as busy can be filling orders for the spring and summer locations which operators are pouring in on us. Yes, it's just the same as the previous week—we're going around in circles keeping up with the demands of operators.

"Of course, every game may be different, but I've seen so many go by thru the shipping room that they're all fused into one continuous stream. Every game is alike in that they're perfectly reconditioned mechanically and in fine appearance. No difference here at all—for they all reach that high standard of quality workmanship which is a Monarch standard.

"And we expect things to be no different for a long time to come. Business is good and the operators are buying plenty of games and other equipment in

order to take care of all those profitable spring and summer locations."

**Keeney Gun Trains Anti-Aircraft Crew**

CHICAGO, April 20.—An interesting story was brought to light this past week by Bill Ryan, sales manager of J. H. Keeney & Co. "We receive many requests," he declared, "but a most unusual one came this past week, I believe it is one of the most complimentary ever received by any manufacturer of skill machines. The Department of Militia at St. Johns, N. B., Canada, has contacted the J. H. Keeney Co. with regard to the purchase of Keeney Anti-Aircraft Machine Guns. Officials seemed to feel that our Anti-Aircraft Machine Gun would prove invaluable in training aviators and anti-aircraft defense men. They are of the opinion that, altho our machine is strictly an amusement machine, the principle involved is one of the finest for the attainment of genuine skill in aiming, firing and hitting targets. We ourselves have said that our

Anti-Aircraft Machine Gun is truly one where skill is necessary and can be developed. This request by the Department of Militia is additional proof that every one of our claims for this sensational machine is true."



**BERT  
LANE  
Says:**

**I Could Hardly Believe the Test Collections Myself**

**... on Genco's NEW WORLD BEATER ...**

**CADILLAC**

HOTTER THAN "BLONDIE" and that's saying PLENTY!

**RUSH YOUR ORDER QUICK!**

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

**WE ENDORSE ROCK-OLA'S NEW  
1940 DE LUXE PROFIT GAME  
TEN PINS**

- 100% LEGAL
- NEW HIGH SCORE
- FASTER ACTION
- COLORFUL NEW FINISH

**B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh, Pa.

All-Ways Perfectly Re-conditioned! All-Ways Carefully Inspected! All-Ways Guaranteed Regardless of Price! All-Ways These Are the Machines You Want! Order Quick!!  
**JOE CALCUTT**



**NOVELTY GAMES**

Buckaroo ..\$22.50	Swing ..\$10.00
Bang .. 17.50	Rose Bowl .. 10.00
Chubbie .. 17.50	Dux .. 10.00
Contact .. 17.50	Trophy .. 10.00
Majors .. 17.50	Dbl. Treasure .. 10.00
Supreme .. 17.50	Trio .. 10.00
Chevron .. 17.50	Silver Flash 7.50
Dbl. Feature 17.50	Dbl. Action 7.50
Bubble .. 12.50	PedalPusher 5.00

**SLOT MACHINES**

Mills 5c Smoker Bells ..\$47.50
Mills 5c Vest Pocket Bells, Single. 37.50
Three for 100.00
Mills 5c Blue Front Mystery Bells. 59.50
Mills 5c Melon Bells .. 69.50
Mills 5c Cherry Bells .. 69.50
Watling 5c Rol-a-Tops .. 27.50
Watling 5c Big Jackpot Mystery Front Venders .. 27.50
Face 10c DeLuxe Comet Mys. Bells 45.00
Face 25c DeLuxe Comet Mys. Bells 47.50

**FREE PLAY GAMES**

Scoop ..\$49.50	Spottem ..\$29.50
Vogue .. 47.50	Chevron .. 29.50
Variety .. 47.50	Follow-Up .. 29.50
Keen-a-Ball. 47.50	Arrow-Head 29.50
Buckaroo .. 47.50	Dbl. Feature 24.50
Golden Gate 42.50	Liberty .. 19.50
Headliner .. 39.50	Gem .. 12.50
Davy Jones. 37.50	Trio .. 12.50
Fifth Inning 29.50	Fair .. 12.50

**CONSOLES**

Bally Royal Flush ..\$169.50
Bally Ray's Track .. 35.00
Bally Teaser .. 27.50
Evans 1939 Bang Talls .. 169.50
Keeney Pastime .. 199.50
Keeney Super Track Time .. 189.50
Keeney Triple Entry .. 165.00
Junior Paces Reels, 1940 Model .. 99.50

**I-BALL AUTOMATICS**

Grd. Natl. \$134.50	Klondike ..\$29.50
Thistledowns 79.50	Fleetwood .. 27.50
1-2-3 .. 69.50	Stables .. 27.50
Sport Page. 64.50	Preakness .. 22.50
Derby Chps. 34.50	Gold. Wheel 12.50
Fairgrounds 29.50	TurfChamps 12.50
Hi-Boy .. 29.50	Jumbo .. 10.00

**TERMS:** 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

**THE VENDING MACHINE CO.**

205-15 Franklin St., Fayetteville, N. C.

**MILLS**

Distributor

PHONOGRAPHS  
CONSOLES  
BELLS  
TABLES

**KEYSTONE NOVELTY & MFG. CO.**

26th & Huntingdon Sts., Philadelphia, Pa.

**Trippe Commends Chicago Coin Jolly**

ST. LOUIS, April 20.—Carl Trippe, head of the Ideal Novelty Co., St. Louis, reports that his firm is meeting with unusual success in the sale of Jolly, latest release of the Chicago Coin Machine Mfg. Co.

"Chicago Coin Machine Mfg. Co. has built an excellent reputation among coin machine men for building machines that are consistently better mechanically and consistently bigger money-makers," said Trippe.

"During the past few years this fact has been proved over and over again. Hit machine after hit machine has been introduced to the trade by Chicago Coin. Now operators are meeting with even greater success with Jolly, Chicago Coin's newest contribution to more profitable coin machine operation.

"According to operators in this territory, Jolly, with all its new and appealing features, is fast becoming the titleholder for big earnings. Reports that have reached us from other sections of the country seem to indicate that this is the case elsewhere as well. This much we do know. Chicago Coin's Jolly has fast become one of the most popular machines we have ever distributed."

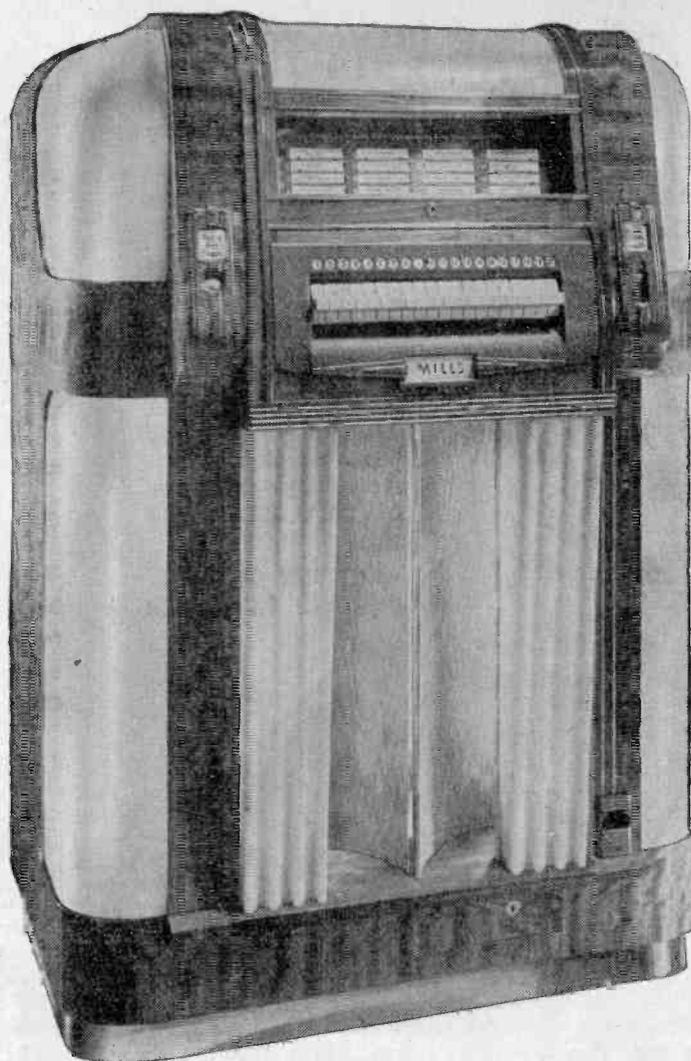
**Baker Introduces Doughboy Consolet**

CHICAGO, April 20.—Baker Novelty Co. reports that it is one of the busiest factories in the business with the introduction of its latest game, the Doughboy consolette. This is a five-ball convertible free-play game that has created a demand that is beyond equal, company spokesmen declare.

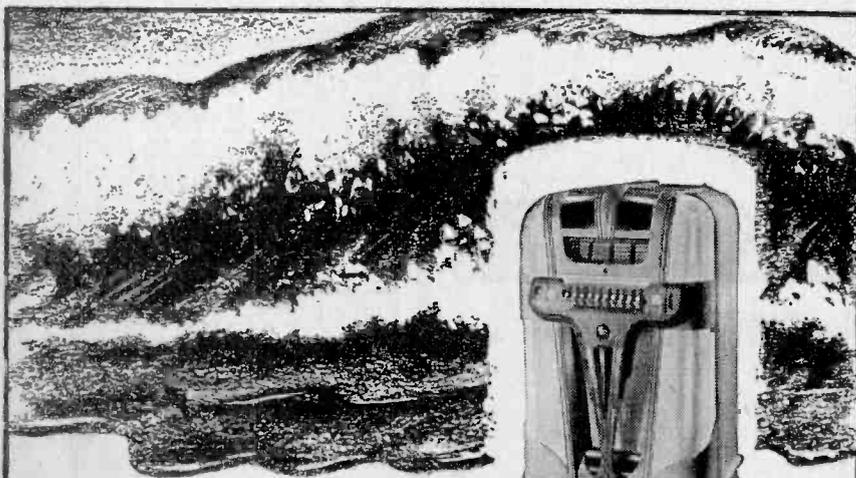
"The game is revolutionary, modern in design and the six ways of scoring create the necessary player appeal," they continue. "Distributors and operators have pronounced Doughboy one of the best tables offered to the trade thus far and from all appearances it looks as if Doughboy is going to be here for some time to come."

H. L. Baker, president of the firm, states: "With the unique features of Doughboy there is no reason why the game should not remain on location indefinitely. It really has player appeal and the game is designed to stand a lot of abuse. We are proud to say that Doughboy is an example of what we mean when we say that if it is Baker-Built it is built right."

*Mills Throne of Music*



See It at Your Distributors'



It's a tidal swing to Mills

**George Ponser Company**

519 West 47th St., | 11-15 E. Runyon St., | 788 Broadway,  
New York | Newark, N. J. | Albany, N. Y.  
1001 E. Fayette St., Syracuse, N. Y.

*It Plays*

*a record to express 100%  
of the beauty & appeal  
of the music*

**MILLS NOVELTY COMPANY**  
4100 FULLERTON AVENUE, CHICAGO, ILL.

**NATIONAL'S  
USED GAMES ARE  
RECONDITIONED  
TO LOOK AND WORK  
LIKE NEW!**

**FREE PLAYS**

All Baba ..\$32.50
Big Six .. 44.50
C. O. D. .. 54.50
Keen-a-Ball .. 31.50
Thriller .. 39.50
And Many Others

**5% OFF**

on Used Games for Full Cash with order.

**WRITE**

for NATIONAL'S NEWSLETTE Today! Packed full of exceptional BUYS! GET ON OUR MAILING LIST—It'll Pay You!

**NATIONAL NOVELTY CO., MERRICK, L. I.**

# BALLY BEAUTY

## HI-SCORE! 6 WAYS TO WIN!

Collections keep climbing when you BALLY BEAUTIFY your novelty spots—because BALLY BEAUTY is today's fastest money-maker in the high-score class!



**TRIPLE-REGISTER** score-system proving greatest repeat play stimulator in years! **6 WAYS TO WIN** means a monopoly on high-score play. Pep up your novelty collections by ordering **BALLY BEAUTY** today.

**FREE PLAY OR NOVELTY CHANGE ON LOCATION**



# SPORT EVENT

## NEW BASEBALL STYLE

**FREE PLAY "BUY-THE-BOARD" MULTIPLE**

All the features of Bally's famous Sport Special . . . plus the never-failing appeal of **BASEBALL!** Changing Odds . . . 1 to 7 Mystery Selections . . . **First, Second, Third and Home-Plate awards** . . . 4-multiple free-play coin-chute . . . "**BUY-THE-BOARD**" feature which doubles or triples average multiple collections . . . all these time-tested money-making features are built into **SPORT EVENT** . . . dramatized to appeal to a nation of baseball fans! One or 5-ball play, console or table.

**Boost your collections with baseball appeal! Open the doors to new locations, new territory—where baseball is always welcome! Order SPORT EVENT today!**



### NEW DIME-LIMIT BUY-BACK

Opens countless new locations to big **TRIUMPH** earnings—increases collections in every novelty spot. Write for details today.

**ALSO IN PRODUCTION: BALLY ALLEY • BULL'S EYE • SPORT KING • SPORT SPECIAL • TRIUMPH**  
**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO, ILLINOIS

FOR THE PAST SIX MONTHS WE HAVE BEEN BUSY FILLING ORDERS FOR

## Rock-Ola's Ten Pins

And we urge you to get in your orders for spring and summer locations **NOW**. Don't lose any time—install Ten Pins early for bigger profits.

**Supreme Amusement Co.**  
OF N. E., INC.

1022 Commonwealth Avenue  
Boston, Massachusetts

### FOR SALE OR TRADE

8 EUREKAS, \$30.00 EACH; CHICK SAM WITH BASE, \$100.00; TRACK RECORD, FREE PLAY, \$75.00; KEENEY ANTI-AIRCRAFT GUNS.

Write for Price.

**Automatic Vender Company**  
152 HOUSTON ST., MOBILE, ALA.

You Can Always Depend on **JOE ASH** — ALL WAYS Sensational Sale of **FREE PLAY Games!**

Alps . . . . . \$17.50	<b>SPECIAL</b>	Mr. Chips . . . . . \$42.50
Avalon . . . . . 19.50	<b>BIG SIX, LUCKY,</b>	Nippy . . . . . 37.50
Bang . . . . . 24.50	<b>\$37.50 Each</b>	Ocean Park . . . . . 42.50
Blackout . . . . . 34.50		Snooks . . . . . 16.50
Box Score . . . . . 14.50	<b>SPECIAL</b>	Topper . . . . . 26.50
Buckaroo . . . . . 29.50	<b>SUPER SIX</b>	Thriller . . . . . 31.50
Champion . . . . . 29.50	<b>\$54.50</b>	Trio . . . . . 12.50
Commodore . . . . . 54.50		Twinkle . . . . . 22.50
Contest . . . . . 27.50	<b>SPECIAL</b>	Turf Champs, Tkt. . . . . 12.50
Flash . . . . . 19.50	<b>SUPERCHARGER</b>	Western Trio, F.S. . . . . 74.50
Headliner . . . . . 29.50	<b>\$47.50</b>	Variety . . . . . 29.50
Jumper . . . . . 34.50		Zata, Pl. . . . . 7.50
Lot-o-Fun . . . . . 27.50		Zip . . . . . 19.50
Majors . . . . . 16.50		

1/3 Deposit With Order, Balance C. O. D.

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

### WE HAVE THEM at the RIGHT PRICES.

<b>GRANDSTANDS</b> Thistledowns Sport Pages Fairgrounds Track Records Aksarbens Pot. Shots 1-2-3s, F.P. Classic Clockers	<b>BIG SIXES</b> Vogues 1-2-3s, P.O. Arrowheads Bangs Champions Chevrons Chubbies Conquests Dandys	<b>GOLDCUPS</b> Eurekas Golden Gates Headliners Luckys Spottems Super Sixes Variety Trophys Follow Up	<b>GINGERS</b> Sparks Columbias Vest Pockets O. T.'s Bally Baby Spin-a-Packs Mill Wheels 100 Counter Games at \$3.00 and Up.
---	---	--	--

★ For immediate delivery, Bally Beauty, Triumph, Sport King, Gottlieb Summertime, Skee-ballette, Genco Blondie, Exhibit Short Stop, Chicago Jolly.

WRITE FOR OUR NEW PRICE LIST. YOUR USED EQUIPMENT ACCEPTED IN TRADE.

**GRAND NATIONAL SALES CO.** 2306 - 08 ARMITAGE, CHICAGO, ILL.

### SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

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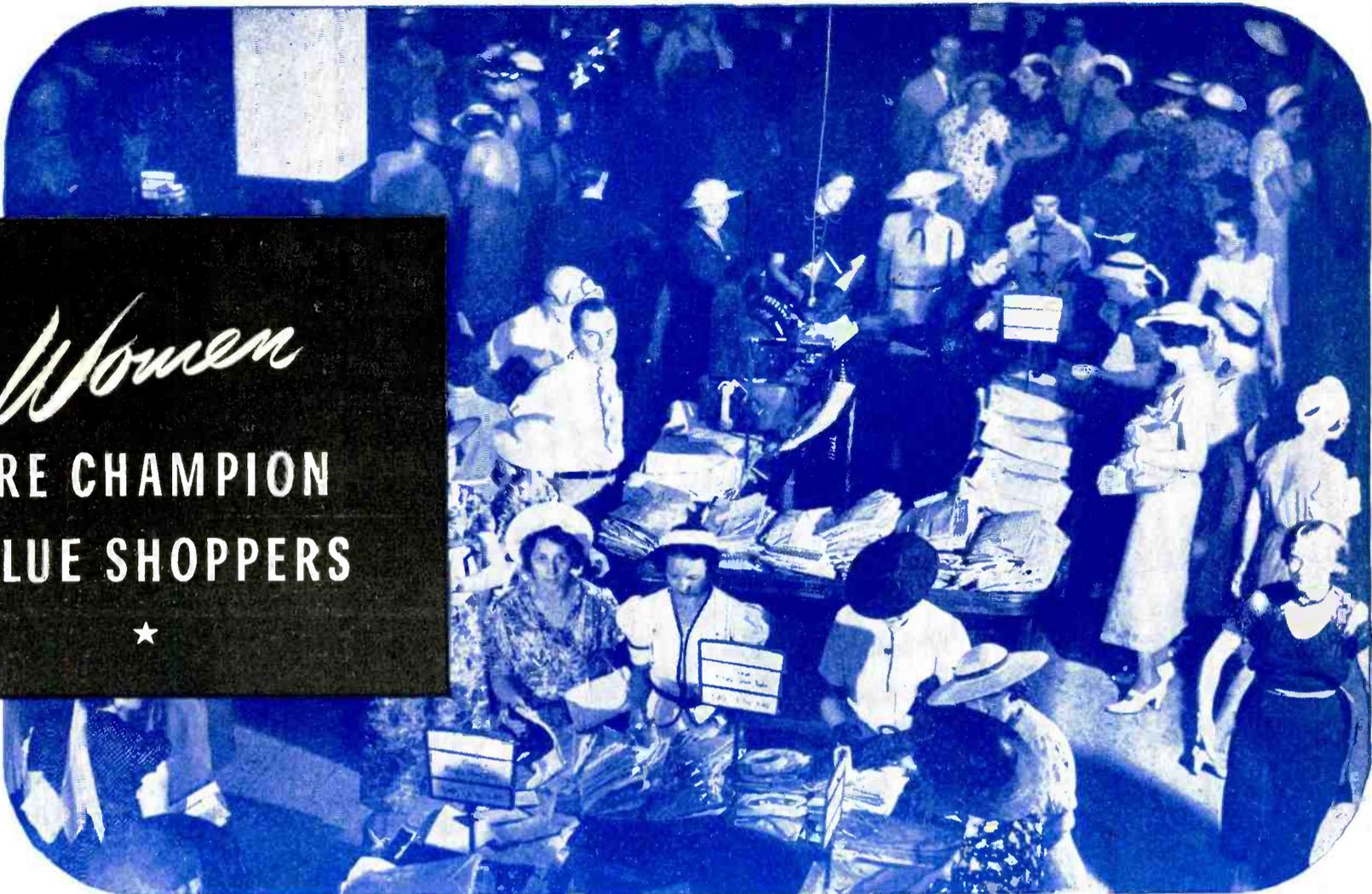
Seeburg Rex . . . . .	\$95.00
Rockola Windsor . . . . .	95.00
Wurlitzer 6-16 with Grille . . . . .	69.50
Rockola Imperial 20 . . . . .	67.50
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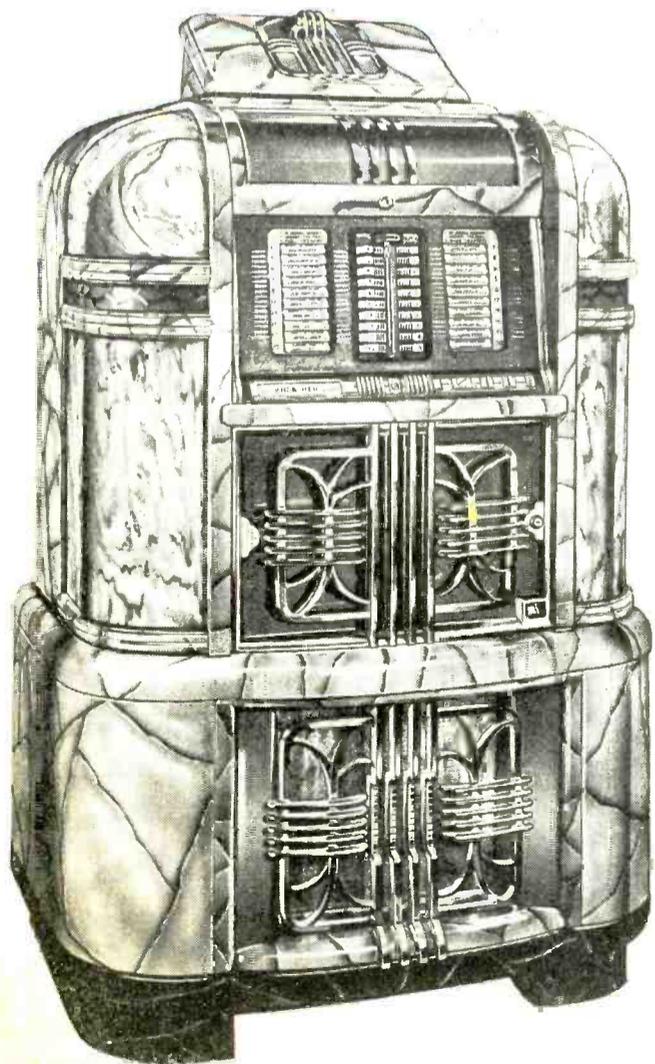
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