

The Billboard

The World's Foremost Amusement Weekly

FEBRUARY 18, 1939

15 Cents

Vol. 51. No. 7



GENE BUCK



Two symbols of brighter days for acts and orchestras in every branch of show business.

The San Francisco Golden Gate International Exposition and the New York World's Fair will create greater employment opportunities for bands and orchestras, for acts of every description.

Not only will exhibitors and concessioners at these great expositions use talent, but operators of night clubs, hotels and theaters in the vicinity of the Fairs will augment their shows with more talent. New entertainment spots, featuring live talent, will come into being. The combination of these three factors must result in more work for more acts and orchestras at better prices.

Keep informed about the latest developments in connection with these two great expositions by reading the special "1939 World's Fairs" section in The Billboard every week.



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Vol. 51
No. 7

February 18,
1939

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Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

LENGTH OF RADIO PLUGS

Two Bills To Liberalize Outdoor Show Licenses in West Virginia

CHARLESTON, W. Va., Feb. 11.—Two bills, one in the House and one in the Senate, are headed for consideration within the month, and both would liberalize the Mountain State's license fees on circuses, carnivals, midway shows, riding devices and concessions.

Those in the know at the State House, where the biennial session of the lawmakers is taking place, are of the opinion that the bills will be headed for a committee of conference so that they may be dovetailed into one measure.

Present law has prohibitive license fees—for example, concessions of all kinds at \$10 per day.

The House bill, No. 136, was introduced by Delegate Junious M. Strouss, chairman of the powerful house committee on taxation and finance. It would repeal the entire section of the present law—Article 12, Chapter 11 of the State code—group all licensing features together and modify them. It has the inside track.

Under the Strouss plan, which is now before Chairman Strouss' committee and awaiting its recommendation to the House, the license fees would be:

Circuses, if by train, \$4 a car for each day performances are given; if by truck, \$3 per truck per day.

Carnivals, \$5 a week; each entertainment at which separate admission is charged to be assessed in addition as follows: Riding devices, each \$10 a week; concessions selling service, food and drink and merchandise, each \$5 a week; games, such as pitch-till-you-win, each \$10 a week; wheels, each \$25 a day.

Strouss plan also permits fortune telling at an annual fee of \$200; no license for less than a year.

Bagatelle tables also get taxed, by the year, at \$10 for the first table and \$5 for each additional one in a set-up.

Slot machines, the penny variety, are taxed (annually) at \$2 per machine; all other machines, for larger coins, at \$5 per machine.

Tax According to Population

The other bill before the Legislature is in the Senate, No. 94, as introduced by Senator Roy F. Jimison. This would repeal only a part of the general law (See **TWO BILLS TO** on page 52)

Detroit Censor Runs Wild in Burly, But Legit Gets It Too

DETROIT, Feb. 11.—Detroit's three burlesque theaters accounted for over 90 per cent of theatrical cuts made by the local censor squad, under command of Sergeant Joseph Kollar, during 1938, the censor's report shows. A total of 653 eliminations were made in all types of theaters, and 607 of these were in burlesque.

With only one legitimate house open during the year, 40 eliminations were made in this field, held to be a relatively high figure, while three other cuts were made in the productions of the WPA Federal Theater, which was not exempt from the censor. Three cuts were made in vaudeville shows, with an average of not over three houses presenting vaudeville during the year.

Sergeant Kollar's report does not cover the field of motion pictures, which are separately censored by Sergeant Charles W. Snyder. However, 86 theater fronts

were ordered changed in addition to the show eliminations reported above.

Night clubs accounted for an increasing share of censorship activity, with 93 eliminations ordered in this field, two songs condemned and three floor shows condemned and stopped. One cabaret license was revoked and one cabaret was fined.

In the outdoor show field only 21 eliminations were made in carnivals, mostly on penny arcade shows.

Other censorship activities included stopping of four smokers and answering of 11 special letters or requests. Thirty-two direct complaints were received from citizens, and only about three of these were found to be justified, with the balance coming from too zealous would-be reformers or cranks.

Six cases were taken to court by the censors during the year, and five of these resulted in convictions.

Separate Unions for Circus, Carnival Workers Probable

Status as concerns AFA changed when parent union excludes non-performers from ranks; per capita tax now to go to AFL but groups may be responsible to AFA

NEW YORK, Feb. 11.—Status of circus and carnival workers as concerns the American Federation of Actors remained somewhat uncertain this week, following the Associated Actors and Artists of America's resolution on Monday which divorced all non-performers from the ranks of the parent theatrical union. Although it would seem that the Circus Employees' Division of the AFA would necessarily become an entirely separate union, subject only to the American Federation of Labor, it is expected that the body whose separation is made necessary by the Four A's resolution will still be under the supervision of the AFA, the union which started to organize the circus field in May, 1937.

Following the Four A's meeting, Ralph Whitehead, executive secretary of the AFA, said that nothing definite had been decided, altho in all probability the circus and carnival unions would func-

tion as separate organizations, with certain restrictions and responsibilities to the AFA. Plan is to maintain offices apart from the AFA and to establish independent treasuries, elect their own (See **SEPARATE UNIONS** on page 32)

Daytime Blurbs Twice as Long And Nasty as on Evening Shows; 101 Web Programs Survey Basis

NEW YORK, Feb. 11.—The average quarter-hour radio program has proportionately about two and a half times as much of its time devoted to commercial sales talk as the average hour program, and about one and a half times as much as the average half-hour program. This is shown in what is believed to be the first study of its kind of the length of radio commercials. It was prepared by Olive Miller, a student at Kansas State

College. Quarter-hour strip serials average 17.8 per cent of program time—2 minutes, 40 seconds—while hour programs average 4 minutes, 17 seconds, or 6.9 per cent. Half-hour shows average 10.4 per cent, or 3 minutes, 7 seconds.

The length of commercials has always been one of radio's vulnerable points and one on which many attacks have centered. Columbia Broadcasting System (See **LENGTH OF RADIO** on page 7)

Sponsored Radio Am Hour Put On Vaude Stage at 10c Admish

BIRMINGHAM, Ala., Feb. 11.—For a tie-up between radio and stage the WSGN *Variety Show* deserves orchids. It is put on Sunday afternoons from the stage of the Lyric Theater for a sponsor, Utopia Cleaners and Dyers, which has just renewed for another 14 weeks.

The *Variety Show* has an interesting history. It was begun about four years ago by WSGN as a sort of amateur hour and was popular from the first. Later the station hired a hall, then a local night club, charging admission.

Theaters kicked at this trespassing on their "box-office rights." But last year the Wilby-Kinney interests got together

with WSGN, which is operated by *The Birmingham News*, and arranged to have program put on from stage of Lyric. Theater charges 10-cent admission to see picture and throws in variety hour extra. WSGN gets advantage of free house and a paid sponsor, so everybody is happy.

While picking the cream of amateur talent at first, WSGN now employs an orchestra and picks up acts from Pantages, vaude houses, and from other cells in town.

Right now a popularity contest among four orchestras of the city is being conducted. (See **SPONSORED RADIO** on page 52)

Legit's Air Taboo Smashed; Stem Shows Use Hi-Hat WQXR

NEW YORK, Feb. 11.—About-facing on ancient attitude which regarded radio a great competitor, local legit producers are turning to the air as an advertising medium, having used already for spot announcements approximately \$5,000 worth for four shows in two months over Station WQXR. Largest single user has been *I Married an Angel*, which has also had longest consecutive aerial campaign. Successful experiment with *Ballet Russe* in September opened way for subsequent legit commercials.

Besides *Angel*, 50 to 100-word commercial spot plugs are being used by *Mamba's Daughter*, *The American Way* and *Rocket to the Moon*. With contemplated closing of *Angel* on Broadway for tour show's advertising has been discontinued. Starting just before Christmas, *Angel* spent \$300 a week for four weeks for air time. In addition, talent nut ran to about \$800 for a half-hour presentation of the play itself with original cast.

Average advertising plan by the producers now is series of different spiels run between 21 and 35 times a week. For a quick shot in the arm five a day are used. *Angel*, at the end, used 12 different announcements which were alternated daily so that a changed commercial hit the audience at the same hour daily. Others rotate on five or seven variations.

Total expenditure of \$5,000 takes on importance with consideration of comparatively low rate prevailing at WQXR. Between hours of 6 and 11 p.m. station charges \$15 for 50 words and \$25 for 100. At other hours rate is \$10 for 50 words and \$15 for 100. By time frequency discounts are deducted sponsors' cost for these legit plugs has been as low as \$7 a day. To hold the audience

attracted by the radio advertising producers permitted telephone reservations when patron used program's identity.

Ballerina and local movies are also using radio.

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Four A's Labors Like Mt.; Brings Forth Several Mice

Ups per capita tax, bans non-performers, tries to co-ordinate agent licensing and talks about interchangeability—Thomson wants to change voting system

NEW YORK, Feb. 11.—Representatives of the performer unions have been conferring, mostly in caucuses, the past few weeks to strengthen the revived parent organization, the Associated Actors and Artists of America. They have labored like a mountain and have brought forth several mice—raising the per capita tax, banning non-performers, co-ordinating licensing of agents, encouraging the various unions to co-operate even closer than now, and better interchangeability of membership cards. The Four A's also discussed giving aid to those unions

that have not organized their fields, such as American Guild of Musical Artists and the American Federation of Actors. Factional bickerings appear to be not as sharp as before, altho officials of the Four A's board said, off the record, that the AFA is the only union not wholeheartedly in line with their policies. The AFA, in turn, has been less critical of the Four A's, but apparently still lacks complete confidence in its leadership.

The Screen Actors' Guild, the AGMA and the AFA are now licensing agents, and it was suggested at Monday's Four A's meeting that the licensing be co-ordinated. Whether agency licenses will be good in all actor fields or restricted, as at present, is a problem. Equity, for example, does not want outside agents to enter legit.

The per capita tax, now \$1 per member per year, will be raised to 7 per cent of dues collections.

Interchangeability of cards is still a terrific problem. SAG head Kenneth Thomson advocates one Four A's membership and one big union of actors. Other unions, especially the AFA, are holding back.

The voting system of the Four A's (See *FOUR A'S LABORS* on page 52)

Henie Signed for London

BOSTON, Feb. 11.—Walter E. Brown, manager of Boston Garden, has signed Sonja Henie for a London appearance in the fall. Brown, who introduced ice shows to Boston, believes that Miss Henie and her associates will be a tremendous hit in Britain's capital. A complete company of skaters will be taken along.

Prior to her sailing for London Sonja will have a farewell engagement at Boston Garden, where her first American appearance was made several years ago.

GENE BUCK (This Week's Cover Subject)

GENE BUCK, president of the American Society of Composers, Authors and Publishers, was born in Detroit in 1885. His boyhood and his college years were spent there—he is an alumnus of Detroit College—and it was not until 1907 that he went to New York. His ambition was to become an artist and he attempted to further it by doing illustrations for a while. He was not pleased, however, with his painting ability, and he turned from that form of creative art to another—music—in which he at last found his proper medium.

His immediate entrance into the field of songs was not made, however, as a writer. Thru his artistic ability he conceived the idea of having illustrated piano copies instead of just a printed title page, and it was because of him that the music industry adopted the present style of blending a title with a picture. Another of Buck's contributions to modern customs is the applause-knockers used in night clubs. He inaugurated this idea at the opening of Florczn Ziegfeld's "Midnight Frolics" atop the roof of the New Amsterdam Theater, New York.

Buck was long associated with Ziegfeld, writing many songs for the Great Glorifier's productions and working with him on the staging of them. During his songwriting career, which he abandoned some years ago to devote himself exclusively to his duties as ASCAP head, he turned out over 500 numbers, including such hits as "Florida, the Moon and You," "No Foolin'," "Tulip Time" and "Hello, Frisco."

In 1914, together with Victor Herbert, the late Nathan Burkan and others, Buck started what has since grown into an organization of tremendous power—ASCAP, the largest performing rights society in the world, which returns to publishers and writers approximately \$6,000,000 yearly for the public performance of their works. Since its formation Buck has employed all his time in its building, and its all-important position in the scheme of things musical is an eloquent tribute to his ingenuity and ability.

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

NADINE GAE—dancer now appearing in *One for the Money*, legit revue at the Booth Theater, New York. An excellent dancer whose striking good looks and appealing personality sell her 100 per cent. Speaks a few lines in her current show and handles them well. Was formerly in the Gae Foster line at the Roxy, New York, and has also appeared as solo dancer in night spots. Should screen beautifully.

MARY DOOLEY—daughter of the late Johnny Dooley and Yvette Rigel, making her professional debut at the Hotel Pennsylvania, New York, under the tutelage of Aileen Stanley and the sponsorship of Ben Bernie. Still in her teens, she has a soprano voice with flexibility and range and can handle both classical and pop stuff beautifully. Also shows a fine flair for mimicry and has an unaffected youthful freshness that's easy on both eyes and ears. Not a carbon of either Judy Garland or Deanna Durbin, but as big a box-office potentiality as either of them.

Met Gets Tax Out

ALBANY, N. Y., Feb. 11.—Reversing an earlier decision by the Industrial Commission, the Unemployment Insurance Appeal Board of this State, in an opinion written by Elmer A. Carter, held that the Metropolitan Opera Association of New York City is an educational institution operated without profit and therefore not responsible for the employer's unemployment insurance taxes. Employees of the association thus are covered by the law. Decision was based on section 502.3 (d) of the law.

What To Know About Federal Income Taxes

By HERBERT H. LEVSES

(Certified Public Accountant and Tax Consultant, New York)

THIS is the first of a series of three short articles on federal income taxes. They will outline the details which concern the average individual in the show business. First, you *must* file a return, whether or not you have to pay a tax, if you are:

- (a) Single, or married and not living with your spouse, and have a net income of \$1,000 or more;
- (b) Married, and living with your spouse, and have a joint net income of \$2,500 or more;
- (c) Single or married and have a gross income, before considering business expenses and other allowable deductions, of \$5,000 or more. If married, consider gross income of husband and wife together.

Second, you must report all income received from the following sources: Salaries, wages, royalties, commissions, fees, rents, ordinary dividends on stock; interest on bank deposits, bonds, etc. Include moneys received from employers as Christmas or New Year bonuses or extra pay. Include profits made in any business venture. Include profit made on the sale or exchange of securities or property—the law on this point is complicated and has been changed in 1938; be careful if you have transactions of this nature.

The following items are exempt from tax:

1. Life insurance received because of death of insured;
2. Gifts or inheritances;
3. Moneys received through accident or health insurance, workmen's compensation, or as damages because of personal injuries;
4. U. S. pensions to war veterans or their families;
5. Interest on federal, State or municipal obligations, generally. Interest on U. S. Savings Bonds, Treasury Bonds and Federal Farm Loan Bonds, while fully exempt from normal tax, is exempt from surtax only up to \$5,000 principal.

File returns in duplicate. Failure to file duplicate will subject you to a \$5 fine. Returns for 1938 are due March 15, 1939. If you do not have the necessary information, you may secure an extension of time by writing to the Commissioner of Internal Revenue for your district, explaining your predicament. Secure the extension before March 15.

If you are married and your spouse has a separate income and your total net income exceeds \$6,500, it may be advisable to file individual returns instead of a joint return.

(Next week's article will explain deductions and exemptions allowable before computing the tax. The third article will explain so-called "business expenses." This will give you two weeks until the deadline to file your return.)



A BAND leader can possess a world of musical talent, the personality of a Jack Benny and the organizing genius of a Napoleon. He can possess all of these, but if he isn't blessed with foresight he might as well make up his mind that he isn't going to travel very far in the music business. This should not be particularly discouraging because, unlike other attributes, the proper utilization of foresight can be acquired and, as a matter of fact, it is possible to buy a Good Man Friday with a plenitude of it. But it takes a certain amount of humbleness to enable one to admit to himself that he hasn't an abundant share of everything—and there are regrettably far too many musicians who are pretty far removed from being humble, modest and down to earth.

Too many band leaders throw discretion to the winds by prostituting their radio dance remotes to the overwhelming influence and suasion of music publishers. The easily discernible result is that these remotes, which were designed originally to provide late-evening entertainment for the country's furlough listeners, have taken on the aspect of cold business propositions with the entertainment angle subordinated to a microscopically small position. In a recent issue of *The Billboard* it was prominently detailed that very few new names were developed in radio during 1938 and despite the fact that 20 to 30 bands appeared on remotes each night; mostly new bands, too.

There is, of course, a reason for this. And the reason is that despite radio's undeniable power as the greatest medium for the development of a new name—be it comedian, musician, singer or band leader—the band leader, with fewer exceptions than we enjoy noting, does everything possible to kill his chances, and his booker helps along in the suicidal process, too. It is the booker, incidentally, who can't understand where the trouble lies in the case of a band that gets half a dozen network shots out of New York but nobody wants to buy the band.

To the music publisher the band doing dance remotes is a marvelous tool. The music publisher is paid by ASCAP on the basis of network plugs. It isn't any wonder that he spends money lavishly in the hotel room with a wire and that he graciously plays the role of being the band's biggest booster. As long as the band has a wire on which to add up the plug totals for the publisher's tunes. More often than not—and which is just as it should be—the band that leaves a spot and loses a wire becomes just about as friendless as a leper.

The booker is not very smart who is deluded into thinking that just because his band is a big draw at a New York spot it will meet with the same success elsewhere. Such cockeyed reasoning does not take into account the terrifically important factor of the band being patronized handsomely via the cashier's till by publishers caught in the whirlpool of a vicious cycle. Many times has this reasoning been found to be faulty much to the surprise of the smug band leader involved and the chagrin of the booker who thought he had show business by the nape of its neck.

Publishers intensely dislike the practice of stuffing the box office. The expense is devastating; the wear and tear on them and their contact men are killing. But the situation got out of control long ago. Nothing has been done to correct it of late—and it is getting worse and worse. The federal code for the regulation of plugging and other activities fizzled. The failure of that move had a stimulating effect on subsidization; represented the neat smack of another nail in the coffin of the music business. Wise band leaders ought to know these things, which are easily apparent to any novice in our business eager and willing to learn. It's all right to pity the publishers and try to help (See *SUGAR'S DOMINO* on page 23)

For World Fair News

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

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Broadway Beat

By GEORGE SPELVIN

IF CUSTOMERS at Clifford Odets' *Rocket to the Moon* one night last week noticed a lot of ad libbing in the first act, in order to cover up the absence of one of the characters therein, they noticed correctly. It seems that Art Smith failed to show up at certain time, which on any other evening would have placed Harold Johnsrud, general male understudy, in the role. But Johnsrud, who had directed the Brattleboro Players' revival of *Roadside* over in Brooklyn, had made plans to trek across the bridge to a Brattleboro preview, in order to give the showing a little glamour by interrupting it occasionally to insert a few directorial changes, and so give the audience an idea of how a play is polished. So Johnsrud, not wanting to disappoint his Brooklyn constituents, went out on the trail of the missing Mr. Smith—trailing him from his home to his favorite restaurant to half a dozen other places, until he finally caught up with him at a Turkish bath. It seems that Smith had taken a doze for himself, and in the grip of Morpheus had forgotten all about rocketing to the moon. So the Odets dialog was embellished with a lot of Group Theater ad libbing, until Smith took over in Act 2 and Johnsrud kept his Brooklyn date.

GHOST STORY DEPT.: Anne Mary Lawler, poet wife of Milton Laughlin, station manager of WHAT, Philadelphia, awoke the other middle-of-the-night to hear a steady "creak, creak" in one of the rear rooms of their Andalusia (Pennsylvania literati colony) home, built about 1735. Frightened, she nudged her slumbering husband, thinking of the local legend concerning a girl named Matilda, daughter of a farmer who had lived there in Revolutionary days. Matilda had been slain by her father after he caught her making love to a British redcoat, and, according to the story, her ghost comes back every once in a while and sits in an old rocker in the back room, where she is wont to dream of her love. Mrs. Laughlin, excited and eager, finally managed to arouse the sound-slumbering Milton. He said, "Ah, I guess it's Matilda rocking"—and went back to sleep.

SUCCESS STORY DEPT.: A couple of years ago Claude (Shubert p. a.) Greneker and his wife were walking down Fifth avenue when Mrs. G. noticed that the mannequins in department store windows were heavy and apparently difficult to handle. Then and there she got the idea of making the dummies light and flexible—but, unlike most people who get ideas, she did something with hers. Now she has a model studio, with about 30 people working for her; she has patents on devices that make the figures bend at the waist, bend their arms and legs and weigh about a sixth of the old ones, being made of papier mache instead of plaster of paris. Her dummies are used by Saks, DePinna, Lord & Taylor's and Browning King. Arthur Murray uses a set for bashful beginners at terping; the guys can't blush when they take Miss Mache around the waist. Mrs. Greneker, who had had no previous experience in the mannequin line, also has a patent on something that makes the dummies' hair look more natural. Oddly enough, her studio is on 52d street, in the heart of the n. c. belt.

THE POWER OF SHOW BUSINESS: One Sunday afternoon the WPA circus was at a Manhattan armory and a lady left her youngster in a go-cart outside the building and went in to see the show; the kid squalled and gathered a terrific crowd, until cops went in for the mother, who was found only after circus officials sent an announcement over the loud-speaker. . . . The Moral (according to a WPA press agent): Mothers desert their kids to see the WPA circus. . . . Ronnie Ames, former advance man for Fred Waring and others, is now promoting the Cap Guild of America; under the corporate title of Ronnie Ames, Inc., and with a swank suite of Fifth avenue offices he's embarking on a concentrated campaign to make the male part of the nation cap-conscious, at least for sports wear. . . . Tess Sheehan is again rounding up all old-time lyceum and chautauqua folk for a second Annual Reunion Dinner; last year's at the Astor revealed that quite a few present big-shots got their start on the circuits. . . . Whoever writes the heads for Alma Archer's *Daily Mirror* column seems to be enjoying it; one day last week a head read, "Women, Beware of Love Swindlers"—and the next day it was, "Keep It Clean!"

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 14-22-60 represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

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

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

From Opera to Basket Ball for Philadelphia Met

PHILADELPHIA, Feb. 11.—Metropolitan Opera House—once the home of big-time opera—is going in for goals and swing. On Monday the historic building will open as a combination basketball arena, dance hall and night club. The house was opened in 1908 by Oscar Hammerstein, bitter operatic rival of the powerful Metropolitan company, which was playing in the Academy of Music.

Since then it's been used as a lecture hall, vaude house, motion picture theater or what have you. Two weeks ago a syndicate of financial and banking interests decided to make the last try in saving the million already sunk in the North Broad street white elephant.

More than \$100,000 more is being spent in rebuilding and decorating. Ground-floor seats have been removed for the dance space and basket-ball floor. In the basement a 100-foot bar is being installed.

The place will feature name bands three days a week. For the opening week three names have been spotted, Richard Himber, Thursday, February 16; Mitchell Ayres, 17, and Ozzie Nelson, February 18. Negotiations are being made for Rudy Vallee and Paul Whiteman for the two succeeding weeks. Admission on name-band days will be 75 cents.

On Mondays, Tuesdays and Wednesdays there will be basket-ball games featuring teams of the Catholic Amateur League, followed by dancing to the Del Regis Orchestra, a local outfit. Charge will be 50 cents.

Liquor and beer will be served both on the dance floor and in the downstairs bar and night club. Floor shows will also be featured in the night club.

The place will seat 5,000 for basket-ball games and will have the same capacity for dancing. Is being operated by the Metropolitan Amusement Co., headed by R. J. Meehan, of New York. Larry Sommer, ex-Philly sportswriter, is handling publicity. It will be known as the Metropolitan Amusement Center.

Negro Guild Meeting

NEW YORK, Feb. 11.—First annual meeting last Sunday of the Negro Actors' Guild at the Grand Street Boys' Association disclosed that this newest of actors' organizations has been able to round up 592 members, 19 of whom are life members. Active and honorary officers were retained for a second year, Bill Robinson as honorary prexy and Noble Sissle as active prez. In addition, Lester Walton, Minister to Liberia, was made honorary v.-p., and Billboard Jackson, one-time member of *The Billboard* editorial staff, historian. Vacancy in the recording secretary post went to Vivien Harris, dance director at the Apollo Theater here. Frank Gillmore, Four A's prexy, was principal speaker.

Guild's second annual ball will be held March 1 at the Savoy Ballroom, Erskine Hawkins and Teddy Hill making the music and Louie Armstrong headlining the guests.

"Town" Not To Tour

OMAHA, Feb. 11.—Omaha won't get a chance to see Hometown Dorothy Maguire in *Our Town*, it has been learned here. The Drama League, anxious to bring the play to Omaha, has been advised the company will not go on tour after its Chicago engagement.

Efforts are being made to book other stage shows. Three sellouts make up the record this season for Omaha.

Wall Handwriting Seen in MGM Dropping of "News" Air Show

HOLLYWOOD, Feb. 11.—Expectations were fulfilled this week when Metro-Goldwyn-Mayer announced that its participation in the Maxwell House Coffee radio show, *Good News of 1939*, would cease after the March 30 program. Series was renewed for 13 weeks effective last month. The renewal was preceded by many confabs between MGM execs and Atherton Hobler, head of Benton & Bowles advertising agency, with discontinuance of the series very close at that time. MGM's pulling out is regarded as indelible handwriting on the wall insofar as picture producers and their radio policies are concerned. While there were several reasons why MGM took the step, the constant complaints from film exhibitors figured largely in the development.

MGM program was one of the five leading hour programs in the Crossley ratings and *The Billboard's* program surveys. Show got going after a wobbly start, with Frank Morgan and Fannie Brice largely responsible. MGM was paid \$25,000 weekly for the program but has long claimed that even at the figure the deal meant a loss due to talent, production and other costs.

MGM step is the second of its kind within a week. Darryl Zanuck preceded MGM, taking Tyrone Power off his Woodbury Soap series last week. However, Zanuck's reason was different in

that Power had not been doing especially well and had been dissatisfied for some time. Altho Power was paid \$4,000 weekly, half of this went to 20th Century-Fox. He is understood to have told Zanuck that he would not continue that way. Deal canceling the program cost 20th Century-Fox \$4,000 a week, since the company gave Power a \$2,000-a-week raise as well as losing the \$2,000 radio payment each week.

MGM show had film stars from that lot as guests, with Robert Young as emcee for the past months and Robert Taylor on before that as emcee. The stars did condensed versions of forthcoming MGM pics. Exhibitor squawks, which tapered off for a while, have lately been piling up as both business and film quality waned. Selling pics got tougher in many cases, it is claimed. Addition of the Kellogg show Sunday nights with a staggering list of film names in the cast set off another barrage of exhibitor beefs.

If other companies follow suit it is likely that, other than for guest appearances, radio use of pic names will boil down to shows with filmities who were radio stars before going into pictures, these including Bing Crosby, Jack Benny, Burns and Allen and others.

Rent a Late Model
Victor 16mm. Sound Projector
\$7.50 a week

11's yours — FREE — after 52 consecutive weeks rental—contingent on our entertainment film service being used exclusively each week.

Write for literature and big descriptive catalog of available films.

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EASTIN PICTURES, INC.
Colorado Springs, Colo.

CLINTON HOTEL

10th Street, Below Spruce,
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Seven Stories, Elevator Service.
Newly furnished and decorated. Running water in all rooms. Rooms with bath. Special Theatrical Rates by Day or Week, from \$1.50 per Day; \$6.00 per Week.

WOMEN LOOK 10 to 15 Years YOUNGER

Now modern Non-Surgical Face Lifting No creams. Worn under hair. Removes every wrinkle out of face. Weighs less than 2 ozs. Absolutely harmless. Nothing like it. Cost only \$2.95. Send no money. Pay Postman \$2.95. Money back if not satisfied. Send order today.
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34 W. 20th St., N. Y. C.
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STOCK TICKETS ONE ROLL... \$ 50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 100 ROLLS... 29.00 ROLLS 2,300 EACH. Double Coupons, Double Price.	TICKETS FOR THEATERS CIRCUSES (for everything) PARKS THE TOLEDO TICKET COMPANY Phone (from anywhere), A. Adams 7510, Toledo, O. U. S. A.	SPECIAL PRINTED Roll or Machine. 10,000... \$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.00 1,000,000... 150.50 Double Coupons, Double Price.

Radio Survey of Mason City, Iowa

SPONSOR IDENTIFICATIONS OF FAVORITE PROGRAMS NOT ESPECIALLY STRONG IN MASON CITY STUDY . . . CHASE & SANBORN, BENNY, "FAMILY" GOOD



THIRD portion of the radio survey of Mason City, Ia., presents data on sponsor identification of favorite programs in that city. Investigators for the Market Research Corp. of America ask radio owners who have not used their radios within 12 hours to name their favorite program and the sponsors thereof.

The table on this page shows the order in which the various programs were ranked by these listeners as their favorites, first place going to Chase & Sanborn's Sunday evening program. There were 54 listeners giving this as their pet program, and 74 per cent of them correctly named the product. Running second is Jack Benny, with 31 favorite mentions and 81 per cent correct identification. There is a differ-

ence of 23 mentions between first and second.

"One Man's Family," third ranking favorite, was given a correct identification of 77 per cent, with scattered identifications including incorrect mentions for Jello, Rinso and Royal Gelatine.

In fourth place is another big coffee-sponsored program, Maxwell House coffee's "Good News," the Metro-Goldwyn-Mayer Benton & Bowles production. Identification of this program is not especially strong, only 56 per cent of the listeners who regarded this as their most preferred program being able to name the product correctly. Kraft program, with Bing Crosby, fifth show, only returned half correct identification, with an additional 14 per

cent saying "Kraft," but not naming the exact product.

The Johnson wax program, with Fibber McGee, was given 66 per cent correct identification. Eddie Cantor, for Camel cigarettes, had seven listeners give him as their favorite, all properly naming the sponsor. Kay Kyser, also with seven favorite mentions, was given 71 per cent correct identification.

Only one other program received more than five favorite mentions, Rudy Vallee being given six. Two products are sold on this show, and between them they got 50 per cent correct identification.

The complete list of programs mentioned, with the various product identifications for each, will be found in the two-column box on this page.

Paralysis Fight Set Free Time Precedent

NEW YORK, Feb. 11.—Campaign to raise funds for the Fight Against Infantile Paralysis is regarded as having obtained both more free time and name guest stars in all walks than any other similar enterprise. Since November much radio time has been given to the undertaking, most of it built around the "March of Dimes," time accruing both thru special broadcasts and announcements during major commercials. Almost without exception the leading chain shows made several announcements.

It is said that every radio station in the country, the non-commercial broadcasters as well as commercial, used several announcements, which were supplied by the committee in charge of the campaign. Radio division was headed by Frederica Millet. At least three times as much broadcasting time was obtained this year over the campaigns of other years.

In addition to the announcements sent out, transcriptions with talks by General Hugh Johnson and others were supplied, and networks were given special-event broadcasts with various major personalities.

Spitalny-Souvaive Case Still Pending

NEW YORK, Feb. 11.—Fracas between Phil Spitalny and producer Henry Souvaive is still in hands of trial board of musicians' Local 802. Spitalny charged Souvaive with unfair practices, claimed Souvaive owes him \$7,000 advanced to Souvaive that he might get Spitalny a contract with General Motors. Spitalny did not get contract and says he cannot collect. Souvaive, on other hand, said he filed suit in the courts against the band leader some months ago for personal services rendered.

Local's decision is pending, with board examining case more deeply.

KGLO Staff Changes

MASON CITY, Ia., Feb. 11.—Staff changes have followed the resignation of Virgil Hicks at KGLO. Hicks, who was forced to go south for his health, has been succeeded by John J. Price, formerly program director. Nick Scheel has taken Price's place, Jim Wood following Scheel into the production manager's berth. A new announcer will be added to the staff.

KGLO programs were analyzed in *The Billboard's* survey of Mason City.

Frisco Baseball Set

SAN FRANCISCO, Feb. 11.—For the second consecutive year KGO will broadcast the games of the San Francisco baseball club under the alternating sponsorship of General Mills, for Wheaties, and the Goodrich Tire Co.

Ernie Smith again will be the announcer, broadcasting games from Seals' Stadium.

A Rose by Any . . .

NEW ORLEANS, Feb. 11.—Management of WWL has charged to profit and loss a commercial for a Mr. D'Cerolamo, but only after its entire staff of announcers tried vainly to pronounce his name. D'Cerolamo refuses to pay WWL for time used in commercializing his fruit business at Kenner, La., because he said at no time did he hear his name correctly pronounced and so people who knew his name did not understand who was advertising.

Correct: D'Jer-rol-limo.

AFRA May Protest WAAF Dismissals

CHICAGO, Feb. 11.—Dismissal of two staff employees at WAAF, Chi indie outlet, has caused a bevy of rumors which culminated into an investigation on the part of the AFRA local. Boys in question are Jack Odell, who was program director, and Joe Silver, continuity ed. Both are AFRA members, but whether this had anything to do with their being out had not yet been determined by AFRA's secretary, Ray Jones.

Arthur Harre, WAAF's commercial manager, said inefficiency was his reason for replacing Odell and Silver. From another source, however, it was learned that both men were putting in around 60 hours a week at the station between their various duties of writing, announcing and schedule arranging and were afraid of being pulled in on a violation of the new wage-and-hour bill calling for only 44 hours per week. Trying to conform to this code brought the inefficiency charge, it was reported.

Dwight Williams replaced Silver and King Lear took over Odell's announcing duties, with Harry Creighton and Kennedy Nelson splitting his scheduling and music tasks.

Penn. Webs May Soon Exhaust Name Supply

HARRISBURG, Pa., Feb. 11.—A new State network in Pennsylvania has been set up and will be used chiefly for political broadcasts and speeches of Gov. Arthur H. James, who plans to use radio extensively during his term.

The hook-up, the Commonwealth Network, will also carry special features from time to time, according to A. K. Redmond, WHP manager. WHP is the key station of the network, which has 12 outlets. These include KDKA, Pittsburgh; WGBI, Scranton; WBRB, Wilkes-Barre; WBAX, Wilkes-Barre; WSAW, Allentown; WJAC, Johnstown; WRAC, Williamsport; WFIL, Philadelphia; WLEU, Erie; WKOK, Sunbury; WJAS, Pittsburgh; WCAU, Philadelphia, and WRAW, Reading.

There have been other Pennsylvania State webs, including the Keystone, Quaker State and Pennsylvania chains.

SOME TIME this spring the Phil Baker Dole pineapple program will move to Honolulu for a month's broadcasting from the island. It's in the contract. In addition to the publicity agent, sponsor, Hawaiian Pineapple Co., wants to foster good will in the islands from the standpoint of the juice's importance to Hawaii.

WEVD Starts Drive For English Acc'ts

NEW YORK, Feb. 11.—Mailing of a promotion brochure by WEVD this week marks the start of a campaign by that station for an increase in its English commercial business. Station heretofore has relied primarily on daytime foreign language commercials for its income, using this revenue to produce "social conscious" programs of a type most other stations refuse to carry. Some of these programs, such as the *University of the Air*, have helped build the station to a unique spot. Some sort of parallel might be WQXR's concentration on classical music.

WEVD hopes to maintain its "social conscious" motif in the commercials it sells to advertisers in the English language bracket. One program being offered is Bryce Oliver's news show. Oli-

ver is a favorite with labor and liberal groups. Station is also trying to sell a quiz, *My Error*.

Station's brochure deals with the foreign language market in New York, and WEVD's English programs. Some of the foreign language advertisers, including a number of national accounts, have been on the station for four years and more.

NBC's Show Quest

HOLLYWOOD, Feb. 11.—In an attempt to find new shows NBC here has instituted a series called the *Idea Mart*. NBC producers are given chance to produce ideas they like best. NBC officials hope something new can be dragged out. There is quite a bit of rivalry among producers to see who can turn out the best show and get the nod from the execs.

NICK LUCAS guesting on the Al Pearce show February 20.

Sponsor Identification Mason City, Iowa

Product Mentions	Percentage	Mentions Favorite	Product Mentions	Percentage	Favorite Mentions
Chase & Sanborn Program (Chase & Sanborn Coffee)	24	44 74%	Major Bowes (Dodge, DeSoto and Chrysler)	1	5
Chase & Sanborn	16	30	Dodge, DeSoto	1	20%
Coffee	3	6%	Chrysler	1	20%
Don't Know	11	20%	Don't Know	3	60%
Jello Program (Jello)	25	81%	The Lone Ranger (Diamond Bread)	1	5
Don't Know	6	19%	Diamond Bread	1	20%
One Man's Family (Tender Leaf Tea)	17	77%	Bread	1	20%
Tender Leaf Tea	2	9%	Don't Know	3	60%
Tea	1	5%	Voice of Firestone (Firestone Tires)	4	5
Jello	1	5%	Firestone Tires	4	80%
Rinso	1	5%	Firestone Co.	1	20%
Royal Gelatine	1	5%	Lux Radio Theater (Lux Soap)	2	50 100%
Good News of 1939 (Maxwell House Coffee)	10	56%	Lux Soap	2	50
Maxwell House Coffee	1	5%	Your Hit Parade (Lucky Strike)	3	75%
Don't Know	7	39%	Lucky Strike	3	75%
Kraft Music Hall (Kraft Cheese)	2	14%	Cigarets	1	25%
Kraft Cheese	2	14%	Amos 'n' Andy (Campbell's Soup)	1	33%
Kraft	2	14%	Campbell's Soup	1	33%
Cheese	2	14%	Don't Know	2	67%
Don't Know	2	14%	First Nighter (Campana)	1	33%
Fibber McGee (Johnson's Floor Wax)	3	33 66%	Campana	1	33%
Johnson Wax	3	33	Italian Balm	1	33%
Johnson's Floor Wax	3	33	Don't Know	1	33%
Don't Know	3	33%	North Iowa Forum	3	100%
Eddie Cantor (Camels)	7	100%	None	3	100%
Camels	7	100%	American Album of Familiar Music (Bayer Aspirin)	1	50%
Kay Kyser (Lucky Strike)	5	71%	Bayer Aspirin	1	50%
Lucky Strike	5	71%	Don't Know	1	50%
Don't Know	2	29%	Burns and Allen	2	100%
Rudy Vallee Variety (Royal Gelatine)	2	33 50%	Chesterfields	2	100%
Royal Gelatine	1	17	Battle of Sexes (Molle)	1	50%
Fleischmann's Yeast	1	17	Nettle Shaving Cream	1	50%
Don't Know	3	50%	Shaving Cream	1	50%
			Ford Sunday Evening Hour (Ford)	2	100%
			Ford	2	100%
			Gang Busters (Palmolive Shaving Cream)	2	100%
			Don't Know	2	100%
			Hour of Charm (General Electric)	2	100%
			General Electric	2	100%

For World Fair News

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

LENGTH OF RADIO PLUGS

WLW Appealing; Long Fight Due

WASHINGTON, Feb. 11.—WLW will appeal the Federal Communications Commission decision requiring a return to 50,000 watts by March 1. First the Crosley station will seek a reversal directly from the FCC. If that is unsuccessful the station will seek a stay pending a final decision in the United States Circuit Court. Practically all radio opinion is of the theory that the last word on WLW's superpower will not be written for some time, possibly two years, and that the proposed stay will give the station its present hefty lung power during that time.

WLW decision was more or less expected. FCC superpower committee had recommended trimming the transmitter power. FCC's vote was unanimous, Commissioner Payne not voting. Payne was not present at the oral arguments of Duke Patrick, WLW attorney. Had he voted on the decision, it was felt, the FCC would have opened a technical door.

In the event WLW is reduced in power several things will very likely happen. Station's rate card will be reduced, probably to the former rate around \$1,000 per hour. Tariff is now \$1,200. Talent may suffer, largely in salary reductions on network or locally sponsored WLW shows. Many acts now on the station are big money-makers.

It is claimed that cutting the power will not affect Mutual, since the station was a leader in the country before it was given its high wattage. Besides, it does not take very many Mutual commercials.

No "Ranger" Blurbs Even for the Horse

DETROIT, Feb. 11.—Banning publicity is thought one reason contributing to success of the *Lone Ranger*. Press agent has the job of keeping stuff out of the papers about the characters.

One experiment with actual personal dramatization was tried about five years ago when the *Lone Ranger* was new.

Presentation, including the horse Silver, was made at the Fisher Theater, but results led owners of the serial to decide on the ukase against personal publicity.

No actor in the play is publicized, nor any writer. A form letter says: "We have a policy at WXYZ which prohibits exploitation of individuals on our writing or dramatic staff." This was written this past week, for instance, in answer to requests for feature spreads in newspapers and magazines. Requests for biographical information are not answered; pictures of the actors are not handed out. Studio pictures are out and ditto visitors during broadcasts. So stringent is this latter rule that the station recently prepared to turn down a request informally presented by Shirley Temple's press agent for the kid to see a *Ranger* broadcast. Then the Temple tour was rerouted, missing Detroit.

Personal appearances of the stars are banned, and even in the Republic serial of the *Lone Ranger* in the films the much-heralded "unmasking" does not reveal which of half a dozen characters really is the *Ranger*.

One advantage of this policy is that one actor with a reasonably similar voice can easily be substituted for another in the program without public notice of the fact, and writers can also be substituted.

Experienced showmen have long claimed that this type of treatment is far superior to the Hollywood policy of letting the laity in on everything. It has often been argued that the late Charles Frohman's policy of secrecy around Maude Adams contributed enormously to building her to stardom.

P. A. Paradise

NEW YORK, Feb. 11.—At last a use has been found for press releases. WOR releases have been used in their facsimile tests.

Radio Purge

NEW YORK, Feb. 11.—Since Lou Ruppel took over CBS press head job department has been purged, about a half a dozen let out.

Now Columbia-ites say it's getting so even radio editors are afraid to go into Ruppel's office—he might fire them, too.

Muzak Takes Steps To Start in Newark

NEWARK, Feb. 11.—Muzak, wired music service, is dickering with Local 16. American Federation of Musicians, for a contract similar to that existing between Muzak and New York Local 802.

International headquarters of American Federation of Musicians will not permit a long-term contract—one year being the outside limit. This is in accord with Federation's policy of keeping a watchful eye on mechanized music developments.

Provisions of pact, if and when, will call for Local 16 to have final say as to whether Muzak can go into various Newark spots. Wired service will not be allowed in places where employment opportunities for musicians are likely to be affected.

Daytime Blurbs Twice as Long And Nasty as on Evening Shows

(Continued from page 3)

limits plugs to 10 per cent of the program time. No other network or station is said to have such a limitation. It is generally believed that 10 per cent is a fair amount of time to be devoted to selling the product. This survey shows, then, that with the exception of the quarter-hour shows radio programs stay within the accepted limit. Daytime shows have been criticized on about every angle—length of plug, type of hokey, dramatic construction and what not.

Survey made by Miss Miller is not only exhaustive, but was probably exhausting. Figures were obtained by listening to 101 network programs and listening to each one five times. Thus, the figures in the accompanying table may not be criticized as representing freakish conditions, but are unquestionably representative of the average length on each program listed.

While evening programs average only from 8 to 9 per cent of the total time being devoted to sales talks, daytime programs run to 17 per cent. However, what makes the daytime plugs seem

worse is their blatancy. Many nighttime programs use methods, such as dialog, dramatizations or gags, in the commercials. Daytime shows almost always hammer their buy appeals and go overboard in claims.

A further angle on daytime serials is shown in comparing their average with other types of daytime shows. Daytime serials average 17.8 per cent of their time in sales stuff; other daytime shows average 16.3 per cent.

The table on this page shows the programs and the average commercial length on each. "S" indicates a straight commercial, "N" indicates novelty type commercial, and the asterisk (*) indicates sales talks were inserted in the show at times other than opening, closing.

Petrillo Cedes Chi Talkers to AFRA

CHICAGO, Feb. 11.—Jurisdictional disputes cropped up here this week in the union field as a result of AFRA's new code. First actual reshuffling took place when James C. Petrillo released the WBBM-CBS announcers from the musicians' union, handing them over to AFRA at the request of H. Leslie Atlas, WBBM prexy. Atlas was forced to choose between leaving the boys with Petrillo and having them ineligible for commercials or letting AFRA take them. Spielers had been willing for some time to make the change, but Petrillo claimed he had to finish out his contract for them with WBBM. AFRA will take over the contract, which runs for another 20 months, with a 20 per cent wage increase next October. Boy's \$25 initiation fee into the musicians' union was refunded per Petrillo's original agreement.

Resulting situation still leaves Petrillo with the sound and production men at WBBM. International Brotherhood of Electrical Workers and IATSE still claim radio's sound men. Another maze of entanglements between Petrillo's union and AFRA is the matter of musicians who are also actors or singers, who will not want to be paying dues to both orgs. From indications, a powwow between the two unions will have to take place.

Since the Associated Actors and Artists of America decided this week that only performers can become members of a Four A's union, AFRA will not be able to take in sound men or producers.

NEW YORK, Feb. 11.—American Federation of Radio Artists put the finishing touches on agency negotiations this week. Union representatives said that every important ad agency controlling network shows had signed. One of the last to come in was Young & Rubicam, which signed Friday night. A strike on this agency's shows was near. Twenty or more agencies have sent a letter to the networks signifying they will adhere to the AFRA code.

Radio union was affected by a ruling of the Associated Actors and Artists of America, parent AFL show biz union, ruling stating only performers could have a voice in the organization. This means that sound men and producers, as AFRA members, cannot vote in AFRA affairs and that AFRA will not pay the per capita tax on them to the Four A's. It really affects sound men mainly, most producers in radio also acting as performers or announcers.

WLTH Space Conscious

NEW YORK, Feb. 11.—WLTH, local station specializing in foreign language broadcasts, is now making an effort to get metropolitan newspaper publicity. Station heretofore has almost exclusively devoted itself to seeking space in language papers. News peg being used is the number of refugee performers the station is assimilating. Jack Mark is handling publicity.

Length of Network Commercials Hour Shows

Programs	Type Commercials	Time	Programs	Type Commercials	Time
Kraft Music Hall.....	S-N*	5:15	Town Hall Tonight.....	S*	4:00
Rudy Vallee's Program.....	S*	5:00	Lux Radio Theater.....	N*	4:00
Chase & Sanborn.....	S-N*	5:00	Hollywood Parade.....	S*	3:30
National Barn Dance.....	S*	5:00	Kay Kyser's Orch.....	S*	3:00
Ford Sunday Evening Hour S*		4:00	Your Hollywood Host.....	S-N*	3:00

(Average, 10 programs, 4 minutes and 17 seconds, or 6.9% of total program time)

Half-Hour Shows

The King of Jazz.....	S*	5:00	Johnny Presents.....	S-N*	3:00
Lucky Strike Hit Parade**	S-N*	4:30	Andre Kostelanetz.....	S*	3:00
One Man's Family.....	S-N*	4:30	Phil Spitalny's Orch.....	S*	3:00
Jack Benny.....	S-N*	4:00	Marion Talley.....	S-N*	3:00
Cavalcade of America.....	S	4:00	Burns and Allen.....	S-N*	2:45
Wayne King's Orchestra.....	S*	4:00	Hal Kemp's Orchestra.....	S*	2:45
Jack Oakie's College.....	S*	4:00	Vox Pop.....	S	2:45
Smilin' Ed McConnell.....	S-N*	4:00	Al Jolson.....	S-N*	2:30
Ben Bernie's Orchestra.....	S-N*	3:30	Waltz Time.....	S-N*	2:30
Horace Heidt's Orchestra.....	S-N*	3:30	Album of Familiar Music.....	S	2:15
Professor Quiz.....	S	3:30	Tommy Dorsey's Orch.....	S*	2:00
Watch the Fun Go By.....	S-N*	3:30	Benby Goodman's Orch.....	S*	2:00
Major Bowes' Am'teur Hour S		3:00	Fibber McGee and Molly.....	S	2:00
Major Bowes' Capitol Pally S		3:00	Manhat. Merry-Go-Round S		2:00
Eddie Cantor.....	S-N*	3:00	Joe Penner.....	S-N	2:00
First Nighter.....	S-N*	3:00	Polly Follies.....	S	2:00

(Average, 32 programs, 3 minutes, 7 seconds, or 10.4% of total program time). (**Lucky Strike Hit Parade is a 45-minute program).

Quarter-Hour Serials

Jack Westaway.....	S	3:00	Heart of Julia Blake.....	S	2:30
John's Other Wife.....	S	3:00	Hello, Peggy.....	S	2:30
Judy and Jane.....	S	3:00	Kitty Keene, Inc.....	S	2:30
Little Orphan Annie.....	S	3:00	Vic and Sade.....	S	2:30
Ma Perkins.....	S	3:00	Backstage Wife.....	S	2:15
The Editor's Daughter.....	S	3:00	Lady Courageous.....	S	2:15
The O'Neills.....	S	3:00	Story of Mary Marlin.....	S	2:15
Romance of Helen Trent.....	S	3:00	Amos 'n' Andy.....	S	2:00
Arnold Grimm's Daughter.....	S	2:45	Dan Harding's Wife.....	S	2:00
Betty and Bob.....	S	2:45	David Harum.....	S	2:00
Dick Tracy.....	S	2:45	Houseboat Hannah.....	S	2:00
Uncle Ezra.....	S	3:00	Pepper Young's Family.....	S	2:00
Woman in White.....	S	2:15	Big Sister.....	S	1:45
Just Plain Bill.....	S	2:00	Easy Aces.....	S	1:45
Linda's First Love.....	S	2:00	Jack Armstrong.....	S	1:45
Lorenzo Jones.....	S	2:00	Valiant Lady.....	S	1:45
Mrs. Wiggs.....	S	2:00	The Guiding Light.....	S	1:30

(Average, 34 programs, 2 minutes, 40 seconds, or 17.8% of total program time)

Quarter-Hour Shows Other Than Serials

Betty Crocker.....	S-N*	3:30	Jimmy Fidler.....	S	2:15
Magazine of the Air.....	S-N*	3:15	Aunt Jenny's Stories.....	S	2:00
Big Ben Tobacco—Sports.....	S*	3:00	Dale Carnegie.....	S	2:00
Edwin C. Hill.....	S	3:00	Vocal Varieties.....	S	2:00
Victor Arden's Orch.....	S	3:00	Hymns of All Churches.....	S	1:45
How To Be Charming.....	S-N	2:45	It's Fun to Keep House.....	S	1:45
Pic and Pat.....	S	2:30	Poetic Melodies.....	S	1:45
The Hughes Reel.....	S	2:15			

(Average, 15 programs, 2 minutes, 27 seconds, or 16.3% of total program time)

Senate Gets Wheeler FCC Bill; House Committee Rakes McNinch

WASHINGTON, Feb. 11.—Corcoran-McNinch-Wheeler Bill to revise the Federal Communications Commission lived up to expectations. According to the terms of the measure given to the Senate Thursday the FCC would be cut to three. Legislative committee of the National Association of Broadcasters met for a long time Thursday to discuss the current situation and to arrive at some recommendations for an industry attitude.

Trade wonders whether the change is going to be for the worse. With Committee Chairman John Kennedy, NAB President Neville Miller, Secretary Edwin Spence, Frank M. Russell, Harry C. Butcher, Luther Hill, William B. Dolph and Theodore Strieter weighing the pros and cons of regulatory legislation, the NAB executive committee, meeting today and tomorrow, expects to have a complete analysis of the situation from a broadcaster point of view.

The prospect of growing federal domination under McNinch has little or no appeal to the NAB observers, and radio men feel the organization should prepare for hearings on the Wheeler Bill.

In the meantime the stronger attitude of the House has lent belief that the commission reduction would not be a bloodless victory to the McNinch camp. The snub given to the FCC by the powerful House Appropriations Committee by failing to include the 1940 FCC budget in the Independent Offices Appropriations Bill was considered a slap at the administration, even tho the committee report merely explained the omission as due to the uncertainty of the FCC's status and the committee's desire to await Congress decision on the President's letter which urged change for the commission.

Any doubt as to the attitude of Representative Wigglesworth, ranking Republican member of the Appropriations Committee, was dispelled when he ridiculed the FCC and Chairman McNinch. The lack of communications policy, the WNAE sale, the McNinch reorganization proposal (Wheeler Bill), the purges and the employment of McNinch henchmen brought stinging rebukes.

During his indictment of the McNinch regime, Wigglesworth said: "I want now to say a word in regard to the steps which have recently been taken with a view to reorganizing the Federal Communications Commission. I believe this is important because of suggested legislation in this connection.

"I have here a copy of *Business Week* for December (an error in identification since it was *Nation's Business* that car-

ried the item). In that publication you will find an article which starts out as follows, 'Say Uncle to Corcoran:

"The Federal Communications Commission is the latest to feel the weight of Thomas Corcoran's hand. He is not only rewriting the basic law under which the FCC is functioning; he is giving orders to the commission. 'We're getting rid of so and so,' he telephoned one commission member. 'You vote with us or else.'"

During the course of Wigglesworth's diatribe, Representative Ludlow interrupted to inquire if the Massachusetts Congressman could tell the House anything about the purge of G. Franklin Wisner as press chief. Ludlow declared: "In my long newspaper career here Mr. Wisner was one of my esteemed colleagues in the press gallery. . . . I never knew a more conscientious, more industrious and, in my opinion, more capable official. . . . He was always extremely helpful in his service to the representatives of the press, who hold him in their highest esteem. I was utterly amazed when I learned he had been incontinent fired. . . ."

Other Critics

Any impression that Wigglesworth was the sole critic of McNinch was dropped in reading the hearings on the Independent Offices Appropriation which took place behind closed doors. Despite the off-record periods that the committee undoubtedly indulged, there can be no doubt that the hearing turned out to be a merciless inquisition of McNinch's administration at the FCC. Representatives Wigglesworth, Dirksen (Ill.) and Clegg (no relation to FCC commissioner) at point after point drove McNinch into seeking respite. At one point the FCC chairman appealed to Committee Chairman Woodrum for relief from Wigglesworth's grilling. A sympathetic but very deaf ear was given to McNinch, and the result was that the President's letter was let out of the bag and the same evening Senator Wheeler admitted to the press that he had received a White House recommendation to change the FCC.

The fate of the FCC is not as precarious as it would have been had the bill been dropped into the Congress two years ago. Then it would have passed by New Deal whips who would have collared every majority vote—but today the White House gets defeated on judgments, relief appropriation (previously considered to be the administration's strongest card) and other items of major importance.

MBS Raps "Unfair" Competish; Growth of Third Web Described

WASHINGTON, Feb. 11.—Mutual's appearance before the Federal Communications Commission committee which is studying network broadcasting and possible monopoly is apparently predicated upon the theme that the Mutual Broadcasting System is a co-operative family of stations fighting a valiant battle against overwhelming odds. Testimony this week introduced by Andrew Poole, E. M. Antrim, Miles E. Lamphier and Fred Weber all contributed to the general idea that the system was a co-operative enterprise born of necessity of competing with stations having web affiliations. Weber described a puny infant born in 1934-'35 which has grown into a lusty youngster.

With marked reticence Mutual officials went into the question of station returns from MBS affiliation, but with obvious pride a little time sale history was related—a gross over \$1,000,000 for 1935 to a point of over \$2,250,000 for last year. Three classes of memberships were described for Mutual, with WOR and WGN as the underwriting members, Colonial, Don Lee, United Broadcasting and CKLW as participating members and the balance of the chain as affiliated members. The three types were explained in this manner—underwriting members were those stations which owned all of Mutual's limited stock issue and the stations which make up deficits when web goes over its budget; participating members those which chip in with expense money over and above the line charges and received a greater return from Mutual activities (smaller percentage de-

duction) and affiliated members as those stations which hook onto the MBS lines and sustain a 15 per cent deduction from their card rate after agency commissions.

Business for the year was revealed as split into nets of \$280,751.01 for WOR, \$121,066.31 for WGN, \$218,585.52 for WLW, \$141,336.04 for Colonial, \$129,752.77 for Don Lee, \$2,384.54 for Windsor's CKLW, \$271,483.44 for the other affiliates and \$727.73 in the red for United Broadcasting in Ohio. However, on a basis of percentage the picture looked more rosy, with an average 50.78 per cent on national card rates being poured into the stations.

Colonial, it was explained, maintained its own lines into New York and therefore did not participate in MBS line cost figures. A similar exclusion was made for the five-eighths share of the Chicago-Los Angeles line cost, which was sustained by Don Lee.

All Mutual affiliations are on a non-exclusive basis, and much emphasis was given to the independence of affiliates in accepting or rejecting MBS offerings. On the other hand, during Weber's testimony the struggles of the independent chain in securing business in face of NBC competition were described in detail. Pointing to Mutual outlets which also have affiliations with NBC, Weber told of instances of national advertisers asking for MBS outlets but finding that "restrictive" NBC contracts made it impossible to guarantee time. At the same time the competition, he declared, would offer the same national prospect a guarantee (See MBS RAPS on opposite page)

Radio Talent

By JERRY LESSER

JAMES KIRKWOOD, who may be remembered for his many he-man roles in the silent films, is breaking into radio on the NBC *Parade of Progress* program every Thursday night. Kirkwood still has that great voice and is an intelligent reader and actor, and should be picked up for a serial that appeals to kids. He'd be a good bet for the *Renfrew* show. . . . I hope that by the time this goes to print, NBC director Joseph Bell, who is in St. Luke's Hospital with pneumonia, and actor Johnny McGovern, who is in Tonsil Hospital with a streptococci throat infection, are well on the road to recovery. As for myself, I'm just snapping out of a prolonged siege of grippe. . . . The Richard Himber-George Jessel co-op show starts on MBS March 1.

Estelle Levy, young radio actress, is blossoming out as a singer. At a recent benefit for refugees held at Manhattan Center, Estelle brought the house down with her singing. She also had so many requests for dances from the City College boys that she was a tired but happy little person (or should I have said star?) when she made her departure. . . . Agnes Moorehead has just acquired a

new dachshund called Liebschen, and Ed Jerome got himself a St. Bernard pup known as August 11. . . . Mel Allen, CBS sports announcer and commentator, has signed a sponsor for three of his six daily 6:05 to 6:15 broadcasts. . . . Kay Lorraine, femme vocalist of CBS's "Hit Parade," was chosen from 207 who auditioned for the spot. . . . George Gaul and Jane Seymour have been added to the cast of "Big Sister." . . . Nila Mack is piling up an enviable record at CBS. For the second time in a couple of months her "Let's Pretend" program was chosen as the best by The World-Telegram's nation-wide poll, and by a poll taken from 600 radio editors conducted by Motion Picture Daily. . . . It was just 10 years ago this week that Alice Frost graduated from a Minneapolis high school. Today she stars in Columbia's "Big Sister," here in New York. . . . This column was indeed happy to see the radio strike settled without the strike. I'm sure it will help in more ways than one, the main results being in allowing more actors to make a living and in more careful casting, which means better programs.

Advertisers and Agencies

By PAUL ACKERMAN

NASH, beginning February 20, setting one-minute spot announcements over Southern stations. Agency is Geyer-Cornell-Neuell. . . . Compton's Hal James expected back in day or so from Montreal, where he reconnoitered regarding French radio programs over the Canadian net. . . . Eleanor Phelps heads cast of new J. Walter Thompson show for Lux products, debuting Monday (13) on CBS. . . . Edgar Bergen-Charlie McCarthy broadcast will come from New York first two weeks in March. . . . Charlie Barnett, ork leader at Famous Door, cutting sides for NBC *Thesaurus*. . . . Marie Louis Van Slyke, who did publicity for the Chesterfield show, now p. a.-ing for Jack Teagarden ork.

*WNEW now operating at 5,000 watts daytime. . . . Ted Christy rewriting World's Fair publicity for broadcasting stations. . . . Larry Nizon has an article coming out in April issue of *Cosmopolitan*. . . . Harry Kerr, of J. Walter Thompson, to Boston last week doing promotion on new Lux program. . . . Rudy Vallee to Coast in five weeks for Zanuck pic with Sonja Henie and Don Ameche. . . . Chester LaRoche away on a one-month vacation. . . . RCA-Victor has prepared a book of specimen spot announcements for the assistance of*

musical merchandise dealers. . . . Helen Hayes guests on Kate Smith program February 23 and will get just the usual fee. . . . Mary Margaret McBride to Florida February 26.

SIGURD LARMON, vice-president of Young & Rubicam, sailed Friday (10) from Honolulu to return to New York. Atherton Richards, president of Hawaiian Pineapple, coming in also. Firm has eight salesmen in town to get acquainted with the Phil Baker program. . . . Guest on Fred Allen program February 22 is Carl Schumann, who blows the Philco television tubes. Job is so exacting that not even president of company will interrupt him. . . . NBC had the news of the Pope's death on the air at 11:41 p.m. last Thursday, exactly 10 minutes after it happened. Net inaugurated 24-hour shift in special events division for just such emergencies. But WNEW had the news at 11:42 p.m. anyway. . . . Hobby Lobby in March will have a flock of radio celebrities who are hobbyists. . . . Jimmy Dorsey goes on Fitch Bandwagon March 5. Music Corp. of America produces show, but Dorsey is an outside ork. . . . Ken Lyons leaves for Coast end of month for five-week stay. To handle publicity for Tommy Riggs. . . . John McMillin, Compton agency, has gripped. . . . Jessie Kline, NBC press department, okeh after an operation for appendicitis last week at Polyclinic Hospital.

Chicago Air Briefs

By HAROLD HUMPHREY

NBC will probably settle that Chi AFRA-NLRB unfair charge before it reaches the hearing stages. AFRA had the first meeting with the board postponed here Monday when NBC's New York office showed a willingness to talk things over. . . . Lever Bros. start a new Monday over WBBM titled *The Life and Love of Doctor Susan* and set by J. Walter Thompson agency. . . . WMAQ started out the week by hitting the ether a half hour earlier, waking people up at 6:30 a.m. now. . . . Judy Talbert, songstress, joined the new Dodge show Sunday. . . . Vincent Peletier is the new speller on WGN's *Lightning Jim* stint. . . . NBC pulled a neat stunt this week to plug its new *Chicago Town Meeting* show. Had Richard Burton, former big-time vaude actor and pirate character, garbed out in an old English crier costume and patrolling the Loop ringing a bell and shouting news of the broadcast. . . . Janet Lane, actress from Manhattan, is in Chi and leaving her name around the agencies and broadcast dens.

newly appointed chief public relations, felt he was too new to leave his duties for the three-week sojourn and gave Rand the call on it. . . . Bill Ray, the NBC p. a., hopped a train for Cincy this week to visit the radio pillarists there. . . . Estelle Barnes is back from one of those Miami vacations and resuming her keyboard duties at WAAF. . . . Hammond Organ outfit here framed a nice break for itself with its new Novachord, getting a complete demonstration of it on Rudy Vallee's show Thursday. J. Walter Thompson is handling publicity on it. . . . WJJD sold two of its stints to sponsors this week—"Challenging the Experts" to Isbell's Restaurants and "Court-house Reporter" to Rival Packing Co.

JIMMY PETRILLO's dance politico next Tuesday at the Stadium, with more name bands than have ever been under one roof before, will be aired over all three nets here. . . . The Ferris-Livinstone office here has knocked off the National Restaurant Association account and will set up some radio stunts for restaurateurs' convention in May. . . . Dr. Edouard Benes, the ex-Czech president, arrived this week to lecture at the University of Chicago. WCFL had a special broadcast for him Saturday from (See AIR BRIEFS on opposite page)

AFRA threw the first of its monthly series of hops Friday in the Old Towne Room at the Sherman Hotel. . . . Frank Rand, CBS publicity chief here, was elected to represent the chain at the opening of the Frisco expo next Saturday. Louis Ruppel,

Broadcasters Scoff At Mills' Pacifier

HOLLYWOOD, Feb. 11.—Tonic for the nerves of local broadcasters was dished out last week by Claude Mills, chairman of administrative committee of ASCAP, when he stated that station ops need have no fear when new ASCAP agreements are sent out to replace existing contracts. However, he pointed out that no official word can come from ASCAP officials until after the December, 1940, deadline on the old contracts.

Mills spoke at a confab of the Songwriters' Protective Association at the Victor Hugo, discussing legislation in several States affecting ASCAP. With decisions due to be handed down soon in ASCAP's appeal in Washington, Florida and Montana, the verdict of the courts will be watched closely by the organization. If decisions are rendered in favor of ASCAP, it is believed that a bill restricting the activities of ASCAP in Indiana might be killed.

One broadcaster declared ASCAP was wasting its time in trying to "hoodwink" station owners with any false hopes of security in 1940. Broadcaster pointed out that this "deadline business" was ASCAP's chief strategic weapon, and that ASCAP always stampeded stations into line by a quick, well-timed attack around the first of the year the old contracts expired.

Kenneth C. Davis, head of Davis & Schwieger, predicted that his organization will have a large enough catalog together with public domain music in 1940 to compete definitely with ASCAP.

One local station op stated that when ASCAP started its stampede in 1940 to sign up broadcasters, he was going to be ready for a real siege by subscribing to D. & S. service. He said he was using D. & S. as "ASCAP insurance."

Colo. Senator, Station Owner, Gets After ASCAP

DENVER, Colo., Feb. 11.—State Senator Curtis P. Ritchie, owner of KGHF, Pueblo, has introduced a bill before the State Legislature to remove and declare illegal "certain monopolistic abuses and activities wrongfully practiced under the guise of copyrights within the State by price-fixing combinations, monopolies and pools." Bill would enforce State provisions prohibiting price-fixing monopolies and combinations in restraint of trade and provide penalties for combining rights granted by copyright laws where the effect of such combinations results in "oppression and extortion." Act would further encourage rendition, creation and production of copyrighted works among State's school children and citizens, and also the marketing and acceptance of such works.

Bill also provides for "repealing of certain acts," and creation of a State anti-monopoly board to function in the event of abuses.

AIR BRIEFS

(Continued from opposite page)

the Alumni Club dinner. . . . And you should see the relieved smiles on the visages of all the song pluggers in town since radio wires have been going back into the hotels. They're even carrying portfolios again!

MBS RAPS

(Continued from opposite page)

anted time with better outlets in some cases and even the same outlets in others. He characterized the ownership of two networks by a single interest as a most powerful type of competition, with the competitor in position to offer discounts on the combined use over the two networks and in some cases selecting the better outlets of both webs to make a special hook-up on demand.

To relieve the situation Weber suggested that something be done to limit the life of exclusivity clauses in affiliation contracts and to ban their use in cities having three or fewer stations.

BILLY SWANSON
and his MUSIC

Mgt. CONSOLIDATED RADIO ARTISTS.

Material Protection Bureau

A Free Service for Readers

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

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

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

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The *Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Music Corp. Absorbs Jimmy Saphier's Biz

NEW YORK, Feb. 11.—Music Corp. of America has absorbed the business and personnel of James L. Saphier, radio agent, effective in two or three weeks. Saphier, one of the leading independent agents in the field, has been in business seven years. Most likely the various acts Saphier manages, including Loretta Lee, Buddy Clark and Barry McKinley, will move to MCA with him. He is closing his New York and Hollywood offices.

Saphier returns to the Coast in a fortnight in connection with the Bob Hope show, which he will retain. James L. Stirton, in Saphier's New York office 18 months, left for Chicago over the weekend to assume the post of Chicago head of the NBC Artists Service. Stirton went out with Dan Tuthill, manager of the NBC talent set-up.

With MCA Saphier will work in the radio department both here and on the Coast. MCA has been desirous of increasing radio bookings for some time.

AP's Chain Policies Renew Sponsor Talk

NEW YORK, Feb. 11.—Future of the Press Radio Bureau is one of those things. Following arrangements between the networks and Associated Press whereby the chains can broadcast AP news, inquiry at the Press Radio offices produced no tangible information. Indications were given, however, by James Barrett, head of the outfit, that Bureau would continue in business and renew the present lease expiring May 1. It is also intimated that Press Radio might take some sort of action as a result of NBC and CBS pulling out.

Generally, conjecture is being made that AP will again consider sale of news commercially. Networks, given the wire service as a "public service" formerly got AP news from Press Radio Bureau, but presumably AP now will get direct credit on the air. Any step by the association to sell news to sponsors would have to be approved by its directors, who have enthusiastically nixed such proposals before.

NBC's Secret Agent

NEW YORK, Feb. 11.—Radio Features Division of Heffelfinger Publications and National Broadcasting Co. have completed arrangements for NBC to act as agent for sale and distribution of *Secret Agent K-7 Returns*. Program will be produced in NBC's local studios. Thirty-nine episodes to be made.

NEW YORK, Feb. 11.—WCNW, celebrating its 13th anniversary, has opened studios at 101 Park avenue. First broadcast today.

McNinch Supports Wheeler Bill for Revision of FCC

BALTIMORE, Feb. 11.—Federal Communications Commission Chairman Frank McNinch staunchly supported the Wheeler Bill for FCC revision in an address here last night. Present set-up was marked by "inefficiency, lost motion, wasted time and injudicious action," and the only way out was a smaller commission, he said. Stressing the importance to the public of radio, telephone and telegraph, he said, "I am 100 per cent in favor of the bill."

McNinch said that the President, the bill provides, would appoint a bipartisan, three-member commission with the advice and consent of the Senate. There would be three administrators assistant to the board. There would be no divided responsibility. The chairman would be the presiding officer and the principal

executive officer. One division would be for international phases of radio and telegraph and telephone activities. An entirely new activity will be taken up with a new department for research and information. This department would also "invite listener responses to radio programs getting not only complaints such as are now received, and getting them in larger volume, but also comments upon program features which they enjoy and indorse."

The chairman criticized Stanley High for his article in *The Saturday Evening Post* and said High made no attempt to speak to McNinch. He also denied many claims High made, including those which said Tom Corcoran had a hand in naming key FCC officials such as William Dempsey, legal head.

Acts Use Records To Warm Up Ice-Box Auditions; Phony Dubs

NEW YORK, Feb. 11.—A combination of factors is resulting in a steady increase in the use of recordings by performers for auditions on station or network jobs. Among the various reasons are these: Singers auditioning for a sustainer are handicapped when backed only by a piano, and station will not give them an orchestra; use of records enables performers to work without the nervous tension always surrounding auditions, and, finally, quicker action is obtained. In some cases when singers have been able to bring their piano accompanist stations have refused to use the pianist, since a staff man must stand by and be paid even though he doesn't work.

The audition monster has always plagued performers, especially beginners. Getting up before the mike, with no musical background other than a piano, and working in empty studios, has given even veterans the meemies. Vocal quality is also unfavorably affected by these circumstances.

A number of acts consequently have had their stuff recorded. Many of them have enough friends among musicians to arrange for a few pieces to background. These performances are far superior to the kind of work an act will do on an ice-box audition.

Another wrinkle that has been used is regarded as illegal. This is the use of a phonograph record featuring a name band. Singers use such records without vocal choruses and either have their own voice dubbed on, or the record and their singing re-recorded. This way done by a girl singer heard at WOR recently, station not finding out about it until

the audition playing was finished. Audition records for script shows and commercials are not new by any means, but the gimmicking of phono platters is.

Coughlinites Attack WDAS; Ex-Musicians' Head Beefs

PHILADELPHIA, Feb. 11.—The Central Labor Union, by a vote of 93 to 56, has approved a resolution asking the Federal Communications Commission to withhold renewal of the license of WDAS until it resumes broadcasting Father Coughlin's addresses.

A. A. Tomei, former president of the American Federation of Musicians, Local 77, assailed the resolution. He called the radio priest "the No. 1 Fascist in this country."

The Central Labor Union is composed of unions affiliated with the American Federation of Labor. John W. Edelman, local CIO regional director, several weeks blasted WDAS for cutting Father Coughlin from the air.

Bilingual Quiz

NEW YORK, Feb. 11.—WBNX, Bronx, starting a new quiz show, at last found a departure in the asking shows.

This one is part Yiddish, part English.

CONSISTENCY . . .

Alton Cook's
Scripps-Howard Poll
Dinty Doyle's
Hearst Radio Editors Poll
Radio Daily
Radio Guide

We are most proud of our record over the past six years: SIX YEARS of band-leading and SIX YEARS of placing among the top ten band conductors in EVERY NATIONAL POLL (newspaper, trade and public) HELL DURING THAT TIME.

Paraphrasing a cigarette claim, only two other band leaders (at the most) can make that statement.

RICHARD HIMBER

ESSEX HOUSE, NEW YORK

Starting March 1, NBC, for Reid's Ice Cream, with George Jessel

Management MCA

RAY KINNEY

and his Native HAWAIIAN ORCHESTRA
NOW APPEARING

Nightly at the Hawaiian Room,
HOTEL LEXINGTON
New York.

Also with His ALOHA MAIDS
in the New Musical Hit,
"HELLZAPOPPIN"

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

Program Reviews

EST Unless Otherwise Indicated

'Ransom Sherman Presents'

Reviewed Wednesday, 9-9:30 p.m., CST. Style—Variety. Station—Sustaining on WENR (NBC network), Chicago.

Sherman's new one stacks up favorably along variety lines, main fault being the seeming lack of impetus in some spots during the half hour. Otherwise, it has the talent and sells well. Prevailing spottiness in show caught was a result of an extra heavy load of cross-fire banter between Sherman and a couple of his actor-stooges. Some of the gagging was unable to sustain itself over the time allowed it, leaving the listener with a letdown.

Joe Gallicchio's Ork does a bang-up job on the musical end, and Lillian Cornell and Wayne Van Dyne check off a song apiece to good advantage. The Four Vagabonds quartet swing out classily. Ransom himself, with Durward Kirby, Bob Jellison and Ray Suber supporting, handles the comedy. There's room for improvement here, but there are also plenty of commercials whose sponsors would do well to listen in on this one for a few pointers. Humphrey.

'Bureau of Missing Persons'

Reviewed Wednesday, 8:30-9 p.m. Style—Audience participation. Sustaining over KFVB (Hollywood).

This show is a listener-grabber because of the heavy load of human interest dished out during the half-hour stanza. Using no script, those who wish to participate in the program come up before the mike and are interviewed, giving clues to help locate the missing person they are seeking. Most of the cases are picked for their appeal. Show caught had a mother appealing to a runaway daughter to return home, another mother seeking a lost son.

Program was conceived by Robert Dillon, who also handles the mike. He has a good voice and knows how to coax stories out of those participating in the show. On the air nearly a year, it is claimed that 239 missing persons have been located thru the medium of this show. Idea, of course, is not new.

Good commercial bet because of listener reaction. Because some of the people who have been found were missing 15 or 20 years, the half hour does have wide scope. Show reviewed had a woman seeking her brother whom she hadn't seen for years. Brother was listening in and hopped into cab, arriving at studio at conclusion of program.

A slow starter around town, the show has caught on now and grabs a nice chunk of listeners on the Wednesday night spot. Dillon has taken an idea and whipped it into something that makes good other fare. Owen.

'Problem Clinic'

Reviewed Sunday, 2:30-3 p.m. Style—Talk. Sponsor—Duart Mfg. Co. Agency—Erwin-Wasey & Williams. Station—KSFO (CBS-Pacific Coast Network).

The Clinic is composed of a newspaper man, a woman lawyer, a housewife and a business man and woman. Tom Brennan, long-time Coast emcee, and Marcella Miller keep the problems rolling.

Problem one concerned a couple who wanted to get married despite family opposition based on differences in nationality and religious beliefs. After a lively discussion, the problem was solved by a suggestion that the pair marry if only to get away from their respective relatives.

Second problem was brought by a city girl who claimed to love a Canadian wheat farmer. The farmer, she said, was slow and easy-going, and "made her sick." She wanted to know if she should make him give up his farm and come to the city. The Clinic sensed that she was afflicted more with a desire to manage the man than with any love for him.

The third problem concerned a wife with a persecution complex, an adopted child and a long-suffering husband. The husband and wife had separated, the wife taking the adopted child. The Clinic had quite a time tossing this one around. One got the impression that it

wanted to tell the woman exactly what ailed her.

Program signed off with an audience participation feature asking that a solution be sent in of the problem of a young husband with an expectant wife. (They were married.) Murphy.

'Wives' Night Out'

Reviewed Thursday, 10-10:30 p.m. CST. Style—Quiz. Station—Sustaining on WBBM (Chicago).

Put a pack of silly, clucking, middle-aged females in one room and you've got bedlam in its advanced stages, despite the heroic efforts of Tommy Bartlett, who pushes the mike before 'em and asks the questions on this half-hour shot. Same old quizzer angle is employed here with a couple of slight exceptions. Biz is aired from the Home Arts Guild, where the mesdames gather for various sponsored parties on Thursdays, and there are one or two guest stars. Outside of that it's still another ask-me-another.

From start to finish the listeners' eardrums are pounded with an assortment of giggling and screaming that would shove anybody off-side mentally, especially when these mamas have 30 minutes to do it in. If Bartlett's questions are gauged to the mentality of this crowd it must amount to something below those that are usually measured for strait-jackets. There's a little surcease to it all when the guest stars appear, who in this case were Dixie Dunbar, the movie tapstress, and Bobby Riggs, a high-ranking tennis amateur. Bartlett pops some stock interviews on them, then some more of the bingo-playing weaker sex, then the bell and you're back in your corner ready to throw in the towel. Humphrey.

'Miss Broadway Says'

Reviewed Friday, 8-8:15 p.m. Style—Rialto comment. Station—WBRB, Red Bank, N. J.

Commentator is Leona Hollister, who is well known in area, but spends much time in New York City gathering material which could be secured from any theatrical or radio publicity department. Program uses the twist of inserting music along with the commentary. Mention of Nora Bayes brought strains of *Come Along My Mandy*. Commentator even goes so far as to add the vocals.

Material used is well rounded with few exceptions. Fifteen days after New Year's Miss Hollister discussed Times Square crowd ushering in 1939. She also brought to the attention of her audience that *The Citadel* and *Grand Illusion* had captured cinema awards—true, but days behind others broadcasting this kind of news.

Time is taken to give St. James Hotel a plug. Commentator is a guest at this hostelry and says almost 300 words—288 words to be exact—in praise of the manager and the "St. James Jingles." Impromptu affair makes use of celebrities and talented guests. Commentator

should stick to plugging those employed (and paid) to entertain in nighteries.

Jersey show patrons listen for program because of friendly attitude of station and acquaintance with commentator. However, ardent readers of cinema mags and Broadway chatter find "news" cold. Abbott.

Reviewed Tuesday, 9:30-10 p.m., PST. Style—Variety, dramatic. Sponsor—General Mills. Agency—Blackett, Sample & Hummert. Station—KFWB (Hollywood).

Grouch Club, renewed for an additional 13 weeks after a long run under the General Mills banner, incorporates a novel idea in the program. Idea is developed along line that every listener has a pet grouch that he would like to get off his chest. Listeners are asked to write in their grouches. Staff picks the best letters received each week and dramatizes them. Jack Lescouille developed the idea and has done a creditable job. His voice on the air suggests a typical grouch, doing a delightful job in presenting a character who is "sour" on life.

Cast is adequate for this type of show. Arthur Q. Bryan, Emery Parnell, Walter Tetley and James Berry. Beth Wilson does a good job as warbler. Leon Leonard's Band does the music.

Dramatic bit presented on show reviewed found American family with father who is always trying to fix something himself instead of calling in competent help. Subject of drama was how not to fix a light socket, with plenty of good gags. Owen.

'The Scene Changes'

Reviewed Thursday, 9:45-10 p.m. Style—Drama. Sponsor—Franklin's, Inc. Station—KHQ (Spokane).

Odd and unusual news events of the week, items with a twist, are dramatized

on this weekly quarter-hour, one of the city's favorite local programs. Presentation is similar to *March of Time*, even to background music. Big difference, of course, is that it dramatizes the little things that are mostly overlooked. Also, it has a one-man cast. Curtis Roberts writes, produces and plays all character parts, averaging 10 or 12 characters and a half-dozen stories per broadcast. His voice has dramatic quality. He changes character with ease and is convincing.

Roberts selects subject matter from local and national news events heavy with human interest. Program caught dramatized death by undernourishment of one-time chef to Czar Alexander after begging on streets of New York; new skin game in Chicago wherein two slickers changed \$1 bills into \$2's only to have "sucker" turn them over to cops and keep the \$2's; San Francisco chap who has fled 43 suits over an old claim despite numerous fines for contempt of court; official executioner of France who presided at beheadings for 40 years and then died of common cold, with son-in-law inheriting job and vowing to maintain his kind reputation. Conrad.

P. A.'s Lose Choice Publicity Breaks

NEW YORK, Feb. 11.—Revision of radio policy by the tabloid *New York Daily News* has radio press agents losing one of their choice spots. This was the lead on the radio column, which usually ran to about 100 words and carried a photo. While photos are still being used, the lead has been dropped and only short items are being used. This is more or less what *The News* did several years ago.

News breaks were especially valued by space grabbers because of the paper's huge circulation. Column is written by Ben Gross, with Sid Shalit in two days a week.

BBC Television

Vaude acts favored for good portion of BBC tele shows —plays, remotes also strong

British Broadcasting Corp. now transmits two sessions of television daily, Sundays included. These average one hour in afternoons and one hour to hour and a half at night. Night sessions are preceded by hour of sound only from ordinary national or regional programs.

Television programs are made up chiefly of transmissions from studios at Alexandra Palace, regular features being cartoon and news films. Other items include plays, either specially written or adapted from stage successes, individual vaude acts and cabaret presentations. Increase of mobile equipment is permitting introduction of more transmissions from outside events. These are relayed from traveling units to studios. Recent remote transmissions operated included a series from Bertram Mills Circus at Olympia and one of Doorlay's Christmas Rocket show at London Coliseum. Night sessions wind up with news bulletins in sound only.

Specialties are favored for cabaret presentations. Typical example is 40-minute cabaret transmitted on afternoon

of January 17, acts being Four Sensational Macks (skaters); Eric, Eric and Co. (comedy acrobats); Carmen Romero (Spanish dancer) and Max and his Gang (acrobatic dog number). Newsreels are Gaumont-British and British Movietonews. These run 10 minutes and are included in both afternoon and night sessions. In addition to programmed sessions every weekday from 11 to 12 noon films intended for demonstration purposes are shown.

Altho BBC has received reports of good reception from Channel Islands and places 50 to 60 miles away from transmitting center at Alexandra Palace, situated on hill in north London, official radius is 30 miles. In this reception is uniformly good; owners of receiving sets outside take a risk.

BBC's next move will be establishment of relay stations to increase radius. Ultimate aim is creation of more transmitting stations and studios; how soon this comes about must be governed largely by economics. BBC transmission is by Marconi-EMI system.

Certain London cine theaters of Gaumont-British are equipped with Baird large-screen reception. Trials have proved satisfactory, and cine theater interests concerned now seek arrangement with BBC for transmission to their Baird screens of sporting events such as Derby, principal English horse race. Graves.

Current Program Comment

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

Street Broadcast, quarter-hour program sponsored by Wyandotte Furniture Co. and aired over KWOS, Jefferson City, Mo., proved a comical show when caught recently. Basing it on people's superstitions, announcer Burt Coulson made the most of his opportunity by showing up on the job with black cats, ladders and other accouterments of the mystic fraternity.

Coulson interviewed femmes under the ladder—some of them against their better judgment. Also carried a black cat which he turned loose half a dozen times while he described efforts of strong men and timorous women to sidestep. Then he provided a half-dozen mirrors, daring women to smash 'em. Some did and some didn't, but everybody had a whale of a time.

Coulson's manner is perfect. He is

persuasive, has no trouble getting interviews, and is gifted with a ready wit. On other programs he has always sized up the day's opportunities and made the best of them.

KWOS, in Jefferson City, Mo., congratulates proud fathers and mothers in a 15-minute chore titled *Congratulations, Maw 'n' Paw*, at which time the name, number, weight and sex of each new arrival are given, along with the time of birth. Program has been popular and listener response instantaneous, with most of the "paws" rushing to phone in the glad tidings with all haste. Hospitals, doctors and others are checked to insure no one's being overlooked. Program is sponsored by Milo Walz. Furniture store, announced by genial John Corrigan.

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RADIO SCRIPTS AND CONTINUITIES

Radio Versions of Standard Plays; also Juvenile Scripts with casts from one to six voices.

JOHN LAWRENCE, Worthington, Ind.

BOBCATS IN THE DOGHOUSE

Buffalo Union Fines Radio Maestro \$500

BUFFALO, N. Y., Feb. 11.—Erwin Glucksman, former music director of Radio Station WBEN, got himself in plenty hot water when, it was alleged, that he did not pay off his band on two outside engagements. Not only did the local musicians' union sock him a fine of \$500 last Saturday after his three-time failure to appear before the trial board, but Glucksman will be unable to work around these parts until he pays off the fine and his men.

To top it all, the radio station appointed Bob Armstrong, studio pianist, to take over Glucksman's post as band conductor and music director. Glucksman has been with WBEN for the past five years.

Lunceford's Grand Grand

BRIDGEPORT, Conn., Feb. 11.—Local jitterbug dance hounds to the number of 1,500 jammed into Ritz Ballroom last Sunday to get their terp inspiration from Jimmie Lunceford and deposit a profitable \$1,000 at the gate. Band is a great fave in these parts. Ducats were priced at six bits for the gentry and a dime less for the fairer sex.

Clock a Tic Toc Reminder

NEW YORK, Feb. 11.—Gray Gordon, exponent of "tic toc rhythm" currently ticking it out at Hotel Edison, turned a neat promotional trick this week in sending out cuckoo clocks to hotel managers thruout the country. Smartly engraved flyer teases prospective employers with, "Tin set for next tic toc time—wind me to remind you," and gives Gordon's dance remote schedule.

Whiteman Gets Yale Bid

NEW HAVEN, Conn., Feb. 11.—Paul Whiteman has been selected to play the Yale University Junior Prom in the Payne Whitney Gymnasium February 24. Harold Howe, '40, is chairman of the dance committee. Whiteman played the prom last in 1935 and will bring his entire crew of 35 musikers for this gala formal.

Jack Frost Comes North

HAGERSTOWN, Md., Feb. 11.—Isador Bloomberg, of Bloomberg's Orchestra Agency here, trained to New York this week to prepare a road tour in Northern States for Jack Frost's Ork, currently holding forth at the local Elks' Club.

Southard for ARC Sales

NEW YORK, Feb. 11.—Paul E. Southard, formerly merchandise specialist for the Victor wax works, has joined American Record Corp. (Brunswick-Vocallon) in an executive sales capacity. For the past five years he has handled distributor and dealer operations and plans to continue in the same capacity for American. Entered the platter biz 14 years ago with the Brunswick-Balke-Collander Co.

RUDOLPH F. MALCHOW was elected prez of Asbury Park, N. J., musicians' local. Edward W. Stahl will serve as v.-p., while Chet Arthur will reassume duties as secretary-treasurer. Thomas Hackett is business agent.

Brothers Under the Swing

NEW YORK, Feb. 11.—The new swing aggregation at Christina Brock's Brick Club at Hotel America is practically a fraternity as well as a band. Headed by Don Bruce, band is composed of all his brothers—complementing Don on the trumpet is brother Bill at the piano, brother Joe at the bass fiddle, brother Vincent on the sax and brother Red on the drums. And to make it a complete family portrait the boys' 18-year-old sister joins them soon as vocalist. The band should boast plenty of harmony—or should it?

Titles to Tunes

PITTSBURGH, Feb. 11.—From singer-titler to songwriter. Last year WCAE continuity writer Phil Davis coined the descriptive "Champagne Music of Lawrence Welk." Year before he phrased "The Rhythmic New Deal of Dick Stabile." Now he's turning out songs for them and other maestri. In a few weeks, abetted by pianist Joe Lescaik, of the WCAE Airliners, Davis has written *Burning My Bridges Behind Me*, *Recipe for Love* and *Whistlin' in the Wind*.

Wiley's Prom Stand Nets a Neat Profit, Brown's 17C Great

BUFFALO, Feb. 11.—Fat profits were reached when Austin Wiley drew 1,400 persons to the D'Youville College Junior Prom held at Hotel Statler last Friday. Tickets at \$7.50 per couple, including a dinner, made for a gross intake of \$7,750, including 1,000 tickets sold to patrons at \$2.50 per. Profit was figured to be at least \$5,000. Chairman of the affair was Cathleen Kelly, a student at the college. Ray S. Kneeland booked the band. Against the above figures Niagara University's Prom doesn't appear like a money-maker with its 300 persons at \$3.50 per couple. Held last week also, affair had Jan Campbell's College Band playing at the Niagara Hotel in Niagara Falls, N. Y. Gross of \$450 just broke it even.

Gayle Brown and his Pennsylvanians, playing an open dance at Buffalo Athletic Club last Saturday, had 1,700 persons at \$1 per. A profit of \$1,000 was estimated, highest this season. Donald Whitbeck was general chairman in charge of all entertainment, which included a floor show of four acts. Club has now established a regular Saturday night dance promotion open to the public at \$1. with no minimum or cover otherwise. Traveling bands will be bought every month or so, locals filling in between. Ray S. Kneeland also booked Wylie, Campbell and Brown.

Schroeder Brings In Welk

MILWAUKEE, Feb. 11.—Lawrence Welk follows into the Schroeder Hotel here Friday (17) for a limited engagement, with airings over WTMJ and NBC during his stay.

AFTER A RECORD RUN at the Crystal Room of Glendale Hotel, Cheyenne, Wyo., Gene Miller and his Whispering Swing move over to the Plains Hotel for an indef stay.

Jersey Town Curbs Jitterbugs Dancing in Ice Cream Parlors

CLIFTON, N. J., Feb. 11.—There'll be no hot chocolate fudge sundae with the floy floy for the fidgety feet. High school moppets will have to sip their sodas straight hereafter, for the city council has ordained that there can be no shagging or jeepling in the rear of ice cream parlors and confectionery stores. Kids may still drop their nickels in the record machines if they will, but the city will no longer tolerate jitterbug dancing—or any other kind of light fantastic tripping, for that matter—in ye sweete shoppes.

Until this week local gendarmes attempted to regulate the jitterbug parlors by requesting the frappe sellers to stop the machines at 11 o'clock. But failing to keep these wild injuns of shagland in check, Acting Police Chief Weller passed the word around that the proprietors will not allow the bugs to jit at any hour.

Checking on the jitterbug parlors for the past two weeks, Weller found young girls between the ages of 12 and 16 hoofing it to the hot platters with young men whose ages are anywhere from 14 to

Bob Crosby Ork Slapped With Summons for \$8,000 by R-O'K

Agency seeks to recover money advanced Crosby, Inc., before band left fold—appeal on contract mess still pending before Federation—Local 802 interested

NEW YORK, Feb. 11.—What might have ordinarily been a pleasant jump back to Chicago, where they started a repeat engagement last night at the Blackhawk Cafe, was fraught with legal complications for Bob Crosby and the boys in his band. On their last day (Tuesday) of a fortnight's stay at the Paramount Theater here the Crosby boys were served with summons by Rockwell-O'Keefe seeking to recover some \$8,000 which they claim was advanced to the band for exploitation, promotion, arrangements, etc., when they started out under the agency's banner as a co-operative

band. While the band has not functioned as a corporation since breaking with R-O'K, sum covers the money advanced to Crosby-Rodin, Inc. Attempt was made to serve the summons to every member of the original corporation. Seven of the boys were handed tickets, some at the Paramount and others at the Onyx Club, where the band filled in a one-night stand.

Crosby Band has retained Renee Wormser as its attorney, who must file an answer to the claim within 20 days. Action will come to trial before the New York Supreme Court, either in person or by deposition. Since there is little likelihood of the band returning to New York for some time, case will undoubtedly hang fire for some time unless they send along affidavits of their testimony.

Bob Crosby and Gil Rodin, sax player with the band and band corporation prexy, advised that they will sit tight, pending their appeal to the American Federation of Musicians to dispose of their contractual ties with R-O'K. Joe Weber, AFM prexy, has the papers on their case and was in Florida when they were served with the summons. Both Tommy Rockwell, R-O'K head, and Bernie Miller, their attorney, stressed that their claim was strictly on moneys due the office and has nothing to do with the band's activities since it left the agency. The question of commissions is not involved here, they said.

Crosby's breaking away from R-O'K to join Music Corp. of America has started a feud that promises to rival the famous Hatfields of Kentucky lore. Settlement of the entire mess to the satisfaction of all parties concerned, including the musicians' union, will undoubtedly be reached upon Weber's return from Florida.

Max Arons, chairman of Local 802's Trial Board, stated that he is going to take the matter up with Weber and bring it to an end, once and for all. Since the case involves local agents it is expected that Weber will apportion to Arons those items in the case which specifically come under 802's jurisdiction.

Opinion among union execs is divided as to the final outcome of the entire mess. But they all agree on one point—that somebody is going to get hurt.

Deacon Solid With \$750

SPRINGFIELD, Mo., Feb. 11.—Fred McGhee and Lane Davis got off to a good start last Monday with their dance promotions at Shrine Mosque Auditorium. Carl (Deacon) Moore, who hasn't appeared here in some 10 months, proved strong on the return, with 1,370 dancers turning out. Four-fifths of the house came in on advance tickets, going strong for a new local low of \$1 per couple and 75 cents for singles. Six-bit scale prevailed dance night and the gate hit a good \$750. Promoters plan to sponsor public dances here regularly if they can find attractions that can be presented at popular advance prices.

Builds New La. Ballroom

PONTCHATOULA, La., Feb. 11.—A new ballroom is under construction here, near New Orleans, for Felix Costanza. Dansant will have floor space of 90 by 46 feet, with a special cover for orchestra. Plans also call for a 36-foot bar. Ballroom is scheduled to light up on or about March 1.

ROCCO ALBANESE was elected prez of the Glen Lyon (Pa.) musicians' local in a spirited election in which he defeated William Evans. Other officers include John Womelsdorf, v.-p.; Frank Terkowski, financial secretary, and Joseph Dzaldowski, treasurer.

F. D. R. Jason

NEW YORK, Feb. 11.—Larry Jason is rehearsing a 10-man band which promises to offer still another new twist to dance music, and may even bring national politics into the ork world. The new wrinkle is labeled "Fireside Rhythm," the embryo maestro culling the idea from President Roosevelt's fireside chats.

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KWK and MUTUAL.
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Currently Featured
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Exclusive Management
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New York — Cleveland — Kansas City

HOWARD BECKER

and his Orchestra
currently featured
RAINBOW BALLROOM, DENVER.
Exclusive Management
FREDERICK BROS. **FB** MUSIC CORP.
New York — Cleveland — Kansas City

RALPH WEBSTER

Musical Patterns
Designed
for
Dancing
FLORENCE DAVIS Electronic Piano RUSS BODINE
TANTILLA GARDENS, Richmond, Va.
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Exclusive Management
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JIMMY BARNETT and his ORCHESTRA

"New Moods in Music"
featuring ESTHER TODD
DELLWOOD BALLROOM, BUFFALO.
Exclusive Management
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New York — Cleveland — Kansas City

RAY HERBECK

and his
MUSIC with ROMANCE
ARAGON, CLEVELAND.
BRUNSWICK-VOCALION Records.
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New York — Cleveland — Kansas City

Orchestra Notes

By M. H. ORODENKER

Battle of Buglers

UNUSUAL interest is centered in the band battle to be staged Saturday (18) at Arcadia Ballroom, Brooklyn . . . band stand will bring together LOUIE ARMSTRONG and HARRY JAMES, newest maestro out of Goodman's gang . . . and since James has been tagged the paleface satchmo, shindig promises to be a "hitting the high notes" marathon . . . following Sattiday (25) finds another cutting contest for the fans up in New York's Harlem sector at Rockland Palace, DON REDMAN and ANDY KIRK locking horns . . . and for the same night, at Baltimore's Lord Baltimore Hotel, RED NICHOLS and FERDE GROFE arc coupled in the rhythm ring . . . HENRY BUSSE gets the bid to follow Jimmy Dorsey into Hotel New Yorker, New York, March 8, lingering 'til late in April when Jan Garber takes over . . . FRANK BURKE has been upped to "general office manager" of Artists Management, Inc., Paul Whiteman's agency . . . Columbia University's Junior Prom on the 24th at Waldorf-Astoria Hotel, New York, will get its dance incentives from DUKE ELLINGTON and HAL KEMP . . . Waldorf, incidentally, will bring BENNY GOODMAN back next fall.

Chicago Chat

STAN ZUCKER, who heads the local CRA office, spiked redundant rumors that he and his brother, Ben, were contemplating a switch over to the William Morris office . . . "There has been some talk between that office and myself ever since last March," said Stan, "but I am happy where I am and certainly not considering any change at the present time." . . . ACE BRIGODE takes in a six-week return trip to Merry Gardens Ballroom on the 25th . . . HORACE HENDERSON plays the annual Front Page Frolic at the Medinah Club Wednesday (15), sponsored by the Newspaper Guild . . . JACK BELASCO, manager of White City Ballroom, splits the dancing sessions between LOUIS PANICO, for Wednesday, Saturday and Sunday, and CHARLIE STRAIGHT for the Sabbath afternoons . . . JIMMIE LUNCFORD plays Savoy Ballroom on the 19th and is back in town two days later for the University of Chicago Junior Prom . . . LEW FIDLER, recently at Selznick's in Hollywood, took over at the Colony Club, where Keith Beecher left off.

Cocktail Combs

THOSE THREE GUYS, Max Davis the ringleader, hold over 'til April 1 at Patio Grill, West Palm Beach, Fla. . . LOLA KING and her Ladies of Swing locate for an indef stroll at President Hotel, Atlantic City, N. J. . . RAFTONE, SIS and GAY, strolling threesome, start at the Lounge Cafe of Hotel Roosevelt, Pittsburgh . . . THE CONTINENTALS, with Marie Martiniell vocalizing, hold over for another four weeks at Game Cook Cafe, New York . . . Larry Jacobs, Russ Perry and Jerry King, cocktail trio, have been at Lord Baltimore Hotel, Baltimore, for six months and expect to stay for another stretch of six.

California Chatter

After four years, Majestic Ballroom, Long Beach, changes the band-stand scenery with BOB HAMILTON and his "New Deal in Music" taking over . . . ALEX HYDE, MGM composer-conductor, has been assigned to handle all the work personnel at the studio . . . BUDDY ROGERS is set for an April 10 opening at Hotel Ambassador's Coconut Grove, Los Angeles, with Freddy Martin one-nighting it to Chicago . . . Martin returns to the Coast later in the season, opening at St. Francis Hotel, San Francisco . . . after three seasons at Avalon's White Cap, JIMMY McPHERSON moves into the Torch Club, Los Angeles . . . JOE REICHMAN opens an indef engagement this week at Mark Hopkins Hotel, San Francisco . . . GEORGE OLSEN is mentioned to follow Clyde McCoy into the Palomar, Los Angeles, with ARTE SHAW maybe for the summer when the kiltich kids are vacationing . . . after many attempts to bring cash customers in aplenty to meet the overhead, Hollywood's Trocadero folded with TED FIORITO at the wind-up . . . rumors around picture town have that the Clover Club may unshutter again with STAN MEYER again on the band stand.

Down South

HENRY KING follows Frankie Masters into Hotel Roosevelt, New Orleans, on the 22d . . . MILT BRITTON opens this week in Winston-Salem, N. C., to take in the T. D. Kemp Jr. theater time . . . KING'S JESTERS pencil in a monther at Adolphus Hotel, Dallas, starting April 5 . . . BOB NOLTT'S Olmus Supper Club, San Antonio, brings in CARL (DEACON) MOORE for the month of April with the KING'S JESTERS taking over in May, after their Adolphus stand, for an indef engagement . . . DICK GARDNER locates at Look-out House, Covington, Ky. . . BILL MARSHALL takes over the stand at the Century Room, Tulsa, Okla. . . FRENCHY GRAFFOLIER draws a hold-over at El Tivoli Supper Club, Dallas. . . JULES DUKE replaced Bobby Peters at Hotel Tutwiler's Continental Room, Birmingham.

Out West

RONNIE DARE and his Wolverines return to Kansas City, Mo., after two years when they held forth at Buddy Fisher's Club . . . this time they follow Frank Ormsby into the Kansas City Club for a four-week stretch, starting the 25th . . . JIMMIE RICHARDS fortnights at Commodore Perry Hotel, Toledo . . . LES BROWN opens March 11 for four weeks at St. Paul (Minn.) Hotel . . . MORTON FRANKLIN'S concert ensemble holds over indefinitely at the Continental Restaurant of Netherland Plaza Hotel, Cincinnati . . . William Shaw, prez of the Kansas City, Mo., colored musicians' local, brings in JIMMIE LUNCFORD for the union ball on the 24th at Municipal Auditorium . . . LEE SHELLEY comes to Hotel Gibson, Cincinnati, from the Le Mirage Club in New York, opening the 26th for four weeks . . . Gibson gives Shelley four NBC airshots weekly . . . CECIL GOLLY replaces Ray Herbeck at the Biltmore Hotel, Dayton, O.

Dansant for Philly Metop

CONSIDERING how Abe Ellis converted New York's Manhattan Opera House into a profitable tupp tavern, it'll be interesting to the trade to follow Jim Meehan, who has turned Philadelphia's Metropolitan Opera House into the Metropolitan Amusement Center . . . giving Philly it's first real dance promotion, Bill Smith handling the bookings, schedule calls for Thursday, Friday and Saturday sessions with traveling bands on the stand . . . RICHARD HIMBER tees off this Thursday with MITCHELL AYRES, who has just signed for a Vocation waxing career and another pact with Corky O'Keefe to serve as his personal manager, for the following night . . . Himber, incidentally, takes in a Harvard prom on Friday and Lehigh University, Bethlehem, Pa., on Saturday . . . ARTHUR HERBERT opens this week at DuPont Hotel, Wilmington, Del., set by MEYER DAVIS.

Notes Off the Cuff

Since ARTIE SHAW has been copping the band polls, his asking price in theaters is reported to have jumped to \$10,000 a week, on par with Benny Goodman's price . . . Ken magazine is attempting the almost impossible in preparing a success story on JULES STEIN and MCA . . . TEDDY KING signed with R-OK for a three-year management tie . . . office has also inked a seven-year term with GERALD WILLIAM MARSHALL, Dallas maestro . . . looks like FATS WALLER has canceled his proposed European tour since contracts are ready for his signature to locate at 52d street's Famous Door . . . without a band, dong a single . . . JOHN KIRBY, out of the Door, moves a couple doors down swing street to return to the Onyx Club with MILDRED BAILEY on tap for the tonsiling . . . and so we send our cuffs to the cleaners.

New Tunes for Morgan Pic

NEW YORK, Feb. 11.—Russ Morgan's forthcoming short for Paramount will boast three original numbers written especially for it by Teddy Powell and Leonard Whitcup. Titles are *Am I Proud?*, *Old Heart of Mine* and *Holiday in Toyland*.

Theater, Ballroom And College Tours

NEW YORK, Feb. 11.—Theater bookings will have George Hall at Loew's State here March 16 week, following Duke Ellington; Joe Venuti, State, Hartford, Conn., March 17-19, with-Vincent Lopez at the same house for April 7 week; Mal Hallett, Paramount, Newark, N. J., March 3, Venuti following on the 10th and Jimmie Lunceford the 24th; Frank Dalley, Shubert, Newark, March 31 week, Jumping to the Midwest, Michigan Theater, Jackson, Mich., gets Billy Baer February 23-25 and Barney Rapp March 2-4, with Red Nichols set for the Michigan, Ann Arbor, February 19-20. Russ Morgan takes in the February 24 week at the Circle, Indianapolis; Frank Trombar plays the Lincoln, Decatur, Ill., on February 29 after Bill Bardo's single at the same house February 19. Larry Clinton and Jimmy Dorsey play the Palace, Cleveland, the weeks of April 7 and 21, respectively. Billy Baer stops at the Grand, Evansville, Ind., February 16-18.

Ballroom bookings place Earl Hines at Blossom Heath Inn, Oklahoma City, March 4-5; Rudy Bundy, City Auditorium, Hastings, Neb., March 15-18; Maury Sherman, IMA Auditorium, Flint, Mich., February 25, after a date two days before at the Winter Garden, Lansing, Mich.; Red Nichols plays the Flint IMA spot February 18; Blue Barron, Will H. Wittig's Pla-Mor, Kansas City, March 8, and Danceland, Cedar Rapids, Ia., following night. Tweet Hogan appears at the Auditorium, Grand Rapids, Mich., February 18; Will Osborne at Palais Royale, Notre Dame, Ind., February 17; Riverside Ballroom in Green Bay, Wis., the 19th, and Grand Ballroom, Chatsworth, Ill., the 20th. Jimmy Dorsey set for the Armory, Troy, N. Y., April 14; Duke Ellington, Arcadia, Providence, March 4; Claude Hopkins, Manhattan Center here, February 26, and Bill Bardo, Shore Acres Ballroom, Lake Bluff, Ill., February 18.

Phil Sands plays three club dates on February 16, 17 and 18, respectively, the New York Telephone Co. annual ball at the Roosevelt Hotel here, the New York Central's Commodore Vanderbilt Association affair at the Biltmore, and the New York City corporation counsel's office dance at the Roosevelt.

On the college prom front Isham Jones stops at Yale February 24 and at Russell Sage College, Troy, N. Y., March 3; Will Osborne makes it February 21 at the University of Michigan, Ann Arbor; Artie Shaw goes to Temple U., Philadelphia, March 13; Larry Clinton plays for Penn State, March 31; Jimmy Dorsey has a March 10 date at Yale, and Bill Bardo takes in Illinois State Normal School March 3. The Rhythmettes, all-girl band from Akron, O., plays Kent State University February 16 and is set to play all the proms at Akron University. Latter is the only all-fem band booked by MCA.

Onyx Calls South East

MILWAUKEE, Feb. 11.—Eddie South and his band draw another holdover at Blatz's Palm Garden here until February 24, following which the org goes to New York and the Onyx Club. South opened at the Palm Garden last October.

Scale for Traveling Bands

ASBURY PARK, N. J., Feb. 11.—Will Osborne's tempo on Route 25, near Hightstown, attracted the attention of two State troopers. The tune Will played for them was \$20. Recorder William H. Glackin, of Washington Township, also heard the tune. Osborne was on his way to Washington from Newark to make a stand. He paid \$1 per mile for each mile of speed in excess of the State limit of 40 per hour.

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AND HIS ORCHESTRA
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 and His Famous NBC ORCHESTRA
 Featuring GRACIE WHITE Lady of Swing
 ON TOUR.
 Mgt. CONSOLIDATED RADIO ARTISTS.

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

Coast Pub Row Hums, Crawford in Pic Tie

HOLLYWOOD, Feb. 11.—Bobby Gross, who recently took over the reins for Crawford Music Co. here, announced that the firm is going in heavily for flicker tunes. In the past Crawford was content to have straight numbers in its catalog without film tie-ins.

Two major pics for the year are having tunes put out bearing the Crawford stamp. *The Castles*, new opus starring Fred Astaire and Ginger Rogers, and *Love Affair*, with Irene Dunne and Charles Boyer, RKO's super pash flicker.

Another change in music publishing row finds Benny Berman replacing Joey Stool as head man for Bregman, Vocco & Conn here. Berman, with Jeanette Goldenberg and Lee Pinburgh working with him, was one-time local rep for DeSylva, Brown, Henderson.

It was believed by some that juggling of local music offices resulted from studio announcements of ditching contract songwriters. Rumors are afloat that from now on flicker tunes will be bought outright from publishing firms, hence the need for new blood in the plugging end of the music biz.

Another Band for Dudley

SPOKANE, Wash., Feb. 11.—A new 10-piece dance band has been organized here by Bob Dudley, who also directs another band and operates a booking agency for floor show acts.

Sheet-Music Leaders

(For Week Ending February 11)
 Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

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

The Perfect Crusher

NEW YORK, Feb. 11.—Among Larry Clinton's pet aversions are engagement, wedding and birthday parties held at the places where he is holding down the band stand. Larry hasn't anything against the parties themselves so much as he has against the inevitable requests he receives to fete the brawls with appropriate ditties like *Happy Birthday to You*, *The Wedding March*, etc. Of course it's got to be done, however, as part of the job, but now Clinton has a way of getting even. He dedicates his latest song—written in collaboration with Billy Wolfe—to the guests of honor at these shindigs. The title, *It Took a Million Years*.

Chi Net Outlets Busy Arranging Ork Air Schedules

CHICAGO, Feb. 11. — Remote wires went back into several of Chi's hotels this week, ending the over-a-year-old holdout of the inn managers against kicking in with a C-note a week for the net airings. Partly responsible for the innkeepers' sudden change of mind was none other than Union Chiefstain James C. Petrillo, who stated Thursday that he had been working with the managers on the wire situash for the past few months and that he had finally got most of 'em to see the light.

Ice was broke by A. S. Kirkeby when he made a deal with WBBM to put both the Drake and Blackstone hostelries on CBS. Drake started its ether stint with Wayne King Tuesday eve. Blackstone follows next week. First hotel to hit the air, outside of the Edgewater Beach, which has been on WBBM for the past few weeks, was the Palmer House, which returned to WGN Tuesday, too, but at an earlier hour. Angle in this set-up is that the Drake was on WGN before the boys went off the air, that station having an "in" there because WGN used to operate its studios in that hotel. Why the Drake switched to WBBM has caused plenty of conjecturing, it even being rumored that WBBM was not getting the \$100 or was working it out on a due-bill arrangement. Outlet denies this, however, claiming that it is getting a C-note apiece from both spots.

The Stevens, LaSalle and Bismarck are still undecided what they will do but are expected to break out on the air, too, before long. College Inn in the Sherman Hotel is debating whether to go on NBO now or wait until GePe Krupa opens there March 4. The three net outlets are having a struggle now, re-arranging schedules to take care of this added biz, all of 'em having a tough time producing the time required. WBBM will be aided materially on this angle when it adds WIND, Gary, Ind., to the CBS chain this week.

Just why Petrillo took up this crusade was easily dismissed by the music chief, who said he figured it was time somebody did something, and that it was a tough rap for Chi's bands, which were being muscled off the air lanes by their brethren in other cities. Whether or not the hotels pay the \$100-per-week fee does not interest him, he said, but if there was to be a fee it was not to come from the ork leader as had been suggested at various times by the inn managers. As far as can be seen, NBC, CBS and Mutual are sticking to their word that they must have the required weekly fee.

Red Jackets Blaze Again

FARGO, N. D., Feb. 11.—Directed by Ancil O. Vick, bass fiddler, the one-time famous Red Jackets Orchestra came back to life again, debuting here at Crystal Ballroom. Vick was a member of the original Jackets, who organized here in 1927. Band was taken out on the road by Phil Baxter, because the back-ground for Buddy Rogers when he left flickers for orkdom and finally wound up with Joey Haynes. Another Red Jackets started up in 1931 and left Fargo to gain national recognition under the baton of Ted Fio-Rito. In 1934 still another Jackets combo started but disbanded after a short stay at the Crystal here.

Songs With Most Radio Plugs

'Annabelle' Debuts on Top To Take Lead From 'Dream'

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

Position	Title	Publisher	Plugs
1	1. Annabelle	Felst	43
2	2. Deep in a Dream	Harms	26
3	3. This Can't Be Love (M)	Chappell	24
4	3. I Have Eyes (F)	Paramount	24
1	3. Jeepers Creepers (F)	Witmark	24
4	4. Could Be	Santly	22
8	5. Penny Serenade	Shapiro, Bernstein	21
10	6. Umbrella Man	Harms	20
4	6. Hurry Home	Spler	20
7	7. Good for Nothin'	Witmark	18
13	8. Deep Purple	Robbins	17
11	8. Sweet Little Headache (F)	Paramount	17
7	8. I Cried for You	Miller	17
2	9. Thanks for Everything (F)	Robbins	16
3	9. Get Out of Town (M)	Chappell	16
9	9. I Must See Annie Tonight	Bregman, Vocco & Conn	16
9	10. You Must Have Been a Beautiful Baby	Remick	15
5	10. The Masquerade Is Over	Crawford	15
12	10. Let's Stop the Clock	Remick	15
7	10. I Long To Belong to You	Red Star	15
12	11. F. D. R. Jones (M)	Chappell	13
6	12. I Go for That (F)	Famous	12
12	12. I Get Along Without You Very Well	Famous	12
12	12. Rainbow Valley	Famous	12
6	13. Between a Kiss and a Sigh	Santly	11
14	13. A Room With a View	Bregman, Vocco & Conn	11
9	13. They Say	Witmark	11
14	14. Heaven Can Wait	Remick	10
9	14. We'll Never Know	Berlin	10

Music Items

Songs and Such:

Jerry Livingston has turned out a new one, *But—It Didn't Mean a Thing*. *Little Genius* has been placed with Irving Berlin by Leonard Whitcup and Teddy Powell. Leo Felst has a new Ted Koehler-Sammy Stept number set for a No. 1 ride, *We've Come a Long Way Together*. *Why Don't I Get Wise to Myself?* is the latest work from the pens of Ken Hecht and Sid Bass.

Marion Sunshine's new one, *One Side of Me*, is being brought out by E. B. Marks Music. Chick Webb and Ella Fitzgerald are doing the featuring while the authoress is vacationing down in Florida.

Irving Siegel, prolific as ever, has turned out four new numbers, *Sunrise With You*; *Oh, Pete!*; and *When the Dear Old Springtime Comes Again*. First three have been placed with 20th Century Music Publishers, the last-named with Joe McDaniel Music Co. *Springtime* had D. Randall White for the collaborating.

Publishers and People:

L. Wolfe Gilbert will write the American adaptation of the Australian song hit, *Where the Dog Sits on the Truckee Box*. The Gilbert firm will also publish.

Ralph Rainer and Leo Robin, whose *Thanks for the Memory* is in line for the Academy Award for the best motion picture song of 1938, are in Miami completing the score for Max Fleischer's feature-length cartoon, *Gulliver's Travels*.

Mike Riley, in collaboration with Zig and Zag, strollers, and "Big Boy" Yagel, is responsible for a new one, *I Need You*. Roy Music is putting out two new tangos, *My Venice* and *A Valley in Valparaiso*, by E. P. La Prentiere and Charles French. Italian lyrics for the former have been penned by Don Arres, and Hugo Rubens collabbed on the latter.

Spokane Hosts Locals

SPOKANE, Wash., Feb. 11.—Local musicians will be host April 2 and 23 to the Northwest Conference for Musicians' unions. This group was organized last fall to promote betterment of musical conditions in Washington, Oregon, Idaho and Montana.

FRED WILSON succeeded Stuart Nielsen as prez of the Seattle (Wash.) musicians' union. Other new officers for the ensuing year are Charles Dicker, vice-president; Erwin Gastel, secretary-treasurer; and Alex Forbes and William Stewart, trustees.

Worcester Ork Activity

WORCESTER, Mass., Feb. 11.—Bob Pooley and his Hampton Beach Casino Orchestra are back in town after a stretch at Deshler-Wallick Hotel, Columbus, O. Locate at Bancroft Hotel, most exclusive hostelry in town. Billy Robbins, ex-trumpeter with Joe Reichman, is back at home here, leading his own band at Coronado Hotel. Roy Hendrickson replaced Hughie Connors at Eden Gardens Cafe. Connors moving over to Lido Cafe. Among the dance promoters Danny Duggan had Tommy Dorsey at the Auditorium last Monday, and Frank Duffy brings in Louie Armstrong for a February 21 dance at Mechanics Hall.

Henley Leaves Fed Post

SAN FRANCISCO, Feb. 11.—Homer Henley has resigned from the Northern California Federal Music Project, his place being taken by Nathan Abas. Henley's resignation was attributed to illness.

Job by Elimination

TACOMA, Wash., Feb. 11.—Elimination contests are being staged at the Century Ballroom near here to select a band for the spot. Ted Sternoff's Ork was the second of four bands in the round robin, with Gaylord Jones and Jack Smith slated to follow.

the-Swing-Hit-of-the-Month
HOLD TIGHT!
 (I Want Some Sea Food, Mamma)
 Featured by
 The Andrews Sisters
 Goodman
 The Dorseys
 And Many Stars
 From Swingdom
EXCLUSIVE PUBLICATIONS, Inc.
 1619 Broadway
 N. Y. C.

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

Orchestra Routes

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

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

- A**
- Ackley, Carleton: (Rancho San Pablo) El Centro, Calif., nc.
- Alexander, Van: (Chez Firehouse) NYC, nc.
- Alexander, Ray: (Pony Club) Ft. Lauderdale, Fla., nc.
- Alomona, Harold: (City Dump) NYC, nc.
- Ambassadors, Four: (Congress) Chi, h.
- Americans, Four: (Hill) Omaha, h.
- Angelo: (Bertolotti's) NYC, nc.
- Apollon, Al: (Onondaga) Syracuse, h.
- Armando: (Havana-Madrid) NYC, nc.
- Axtell, Billy: (Gold Front) Cheboygan, Mich., re.
- B**
- Bardo, Bill: (Blackhawk) Davenport, Ia., h.
- Barnet, Charlie: (Famous Door) NYC, nc.
- Barrie, Dick: (Brown Palace) Denver, h.
- Barron, Blue: (Loew) Richmond, Va., t.
- Bartal, Jenö: (Piccadilly) NYC, h.
- Bass, Paul: (Chateau Moderne) NYC, nc.
- Baum, Charles: (St. Louis) NYC, h.
- Becker, Bob: (Bubbles) (Westwood Supper Club) Richmond, Va., nc.
- Benson, Ray: (Surfside Club) Miami Beach, Fla., nc.
- Bergere, Maxmillian: (Versailles) NYC, nc.
- Bergé, Joe: (Riviera) Pittsburgh, nc.
- Bernie, Ben: (Pennsylvania) NYC, nc.
- Bestor, Don: (State) NYC, t.
- Bonick, Lewis: (Dempsey-Vanderbilt) Miami, Fla., nc.
- Bono, Americo: (Chez Ami) Buffalo, nc.
- Bowman, Charles: (Wivel) NYC, re.
- Bradford, Ray: (Utah) Salt Lake City, h.
- Brandwynne, Nat: (Essex House) NYC, h.
- Brasall, Vincent: (Ambassador) NYC, h.
- Brandt, Eddy: (Stevens) Chi, h.
- Braslow, Irving: (Jack Stamp's) Phila., nc.
- Breed, Dick: (Amphitrite) Fort Lauderdale, Fla., h.
- Brigode, Ace: (Aragon) Cleveland, h.
- Brooks, Fats: (Maple Grove) Huntsville, Ala., nc.
- Brooks, Billy: (Queen's Terrace) Woodside, L. I., nc.
- Brown, Rudy: (Log Cabin) Atlanta, nc.
- Bruce, Don: (America) NYC, h.
- Bruno, Dick: (Hughes) NYC, nc.
- Bryson, Jack: (Taft) New Haven, Conn., h.
- Buchuk, Alexander: (Casino Russe) NYC, nc.
- Bunts, Howard: (Ash-Trumbell) Detroit, nc.
- Bush, Eddie: (7 Seas) Hollywood, nc.
- C**
- Calloway, Cab: (Cotton Club) NYC, nc.
- Camden, Eddie: (Southern Mansions) Kansas City, Mo., nc.
- Campbell, Jan: (Riverside Club) Utica, N. Y., nc.
- Candullo, Harry: (Atlanta Biltmore) Atlanta, h.
- Candullo, Joe: (Versailles) Hollywood, Fla., nc.
- Carle, Frankie: (Seven Gables) Milford, Conn., re.
- Carlson, Bill: (Trionan) Chi, h.
- Causser, Bob: (Syracuse) Syracuse, h.
- Clarke, Buddy: (Armando's) NYC, nc.
- Clinton, Larry: (Meadowbrook) Cedar Brook, N. J., cc.
- Codony, Cornelius: (Casino Russe) NYC, nc.
- Coe, Jay: (Governor Clinton) NYC, h.
- Collins, Bernie: (Ansley) Atlanta, h.
- Collins, Joe: (Wertz's Backyard) Palm Beach, Fla., nc.
- Connors, Hughie: (Lido) Worcester, Mass., c.
- Conti, Jean: (Round Room) NYC, nc.
- Cornwall, Joe: (Newhouse) Salt Lake City, h.
- Costello, Charles: (Commodore Club) Detroit, nc.
- Costello, Diosa: (Road to Mandalay) NYC, nc.
- Courtney, Del: (Rainbow Room, New Kenmore) Albany, N. Y., h.
- Crawford, Dick: (Derby Tavern) Minneapolis, nc.
- Crocker, Mel: (Richmont) Lexington, Ky., h.
- Cromwell, Chauncey: (Faxon) Omaha, h.
- Crosby, Bob: (Blackhawk) Chi, re.
- Crosby, June: (Community Coffee Shop) Binghamton, N. Y., c.
- Cummins, Bernie: (William Penn) Pittsburgh, h.
- D**
- Dailey, Frank: (Netherland Plaza) Cincinnati, h.
- Daley, Jack: (Corktown Tavern) Detroit, nc.
- Davies, Al: (Clarendon) Dayton Beach, Fla., h.
- Davis, Eddie: (Larus's) NYC, re.
- Davis, Paul: (Bide-a-Wee Club) Muncie, Ind., nc.
- Davis, Milton: (Hamilton) Washington, D. C., h.
- De Angelis, Harry: (Copley-Square) Boston, h.
- Deas, Eddie: (Congo) Boston, nc.
- Dell, Lou: (Woodside Gardens) Woodside, L. I., nc.
- Delman, Cy: (Miami Biltmore) Miami, h.
- DeMarr, Val: (Palm Tavern) W. Palm Beach, Fla., nc.
- Demery, Danny: (Henry Grady) Atlanta, h.
- Denny, Jack: (Casa Manana) NYC, nc.
- Deutsch, Emery: (Adolphus) Dallas, h.
- DeVodi, Don: (Surfside Club) Miami Beach, Fla., nc.
- Difardo, Tony: (Gibson) Cincinnati, h.
- Donahue, Al: (Palm Island Casino) Palm Beach, Fla., nc.
- Donath, Jenö: (Walton) Phila., h.
- D'Orsay, Bert: (Westwood Club) Little Rock, Ark., nc.
- Duchla, Eddie: (Stanley) Pittsburgh, t.
- Duerr, Dolph: (Green Derby) Cleveland, nc.
- Dukes & Their Duchess: (Webster Hall) Detroit, h.
- Durham, Don: (Topper) Cincinnati, h.
- Duranda: (La Conga) Hollywood, nc.
- Durant, Ray: (Kit Kat) NYC, nc.
- E**
- Edwin, Earl: (Club Aztec) Milwaukee, nc.
- Ellis, Joe: (Queen Mary) NYC, re.
- Engle, Freddy: (Rest Ye Inn) Albany, N. Y., re.
- Engles, Charles: (Harry's New York Cabaret) Chi, nc.
- Ennis, Skinnay: (Victor Hugo) Los Angeles, nc.
- Ernie, Val: (Whitehall) Palm Beach, Fla., nc.
- Estes, Robert: (Ensley Chateau) Birmingham, Ala., nc.
- F**
- Fada, Frank: (Village Brewery) NYC, nc.
- Farsetto, Joe: (Philadelphia) Phila., h.

- Feathers, Eddie: (Club Mayfair) Yatesville, Pa., nc.
- Felt, Don: (Stratford) Bridgeport, Conn., h.
- Ferrara, Don: (Dempsey's Bar) Miami Beach, Fla., c.
- Fidler, Max: (Club Versailles) Hollywood, nc.
- Fidler, Lou: (Country Club) Chi, nc.
- Felder, Johnny: (Flaza) San Antonio, h.
- Flo-Rito, Ted: (Trocaadero) Hollywood, nc.
- Fisher, Jack: (Vienna Room) Boston, re.
- Fisher, Buddy: (Old Vienna) Cincinnati, re.
- Fodor, Jerry: (Front St. Gardens) Toledo, nc.
- Fonseca, Basil: (St. Moritz) NYC, h.
- Frankie & Johnnie: (St. Paul) St. Paul, h.
- Franks, Wee Willie: (Ye Old Tap Room) NYC, nc.
- Fulcher, Charles: (Colonial Club) Augusta, Ga., re.
- Fulton, Jack: (Nicollet) Minneapolis, h.
- Punk, Larry: (Village Barn) NYC, nc.
- Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
- G**
- Gamble, Jack: (Lincoln Terrace) Pittsburgh, h.
- Gardner, Dick: (Lookout House) Covington, Ky., nc.
- Gart, John: (Shelton) NYC, h.
- Gasparre, Dick: (Ambassador) NYC, h.
- Gates, Marnie: (Royal Palm Club) Miami, nc.
- Gendron, Henri: (Colosimo's) Chi, nc.
- Gill, Emerson: (Van Cleve) Dayton, O., h.
- Girard, Gerry: (Windsor Castle) Atlanta, nc.
- Golden, Nell: (Stuyvesant) Buffalo, h.
- Golly, Cecil: (Biltmore) Dayton, O., h.
- Goyden, Leonard: (New Fine Lodge) Eau Claire, Wis., nc.
- Gonzalez, Aaron: (Club Serape) Hollywood, nc.
- Goodman, Benny: (Earle) Phila., t.
- Gordon, Gray: (Edison) NYC, h.
- Graffiorer, Frenchy: (El Tivoli) Dallas, nc.
- Graziano, Ozzie: (Garde) New Haven, Conn., h.
- Gray, Glen: (Waldorf-Astoria) NYC, h.
- Green, Johnny: (Ball-Ball) Chi, nc.
- Grier, Jimmy: (Topsy's) Los Angeles, nc.
- Griffin, Benny: (Savari) Buffalo, nc.
- Griffin, Jack: (Little Rathskeller) Phila., nc.
- Gunter, Johnny: (Perkins Club) Kansas City, Mo., nc.
- H**
- Hagener, Herbert: (Fatio) Palm Beach, Fla., nc.
- Hall, Sleepy: (Show Bar & Bermuda Room) Forest Hills, L. I., nc.
- I**
- Hamilton, Bob: (Majestic) Long Beach, Calif., h.
- Hamp, Johnny: (Adephi) Phila., h.
- Hard, Bob: (Flamingo) Boston, nc.
- Harris, Phil: (Wiltshire Bowl) Los Angeles, re.
- Hauser, Will: (O. V. Tavern) Cincinnati, nc.
- Hawkins, Erskine: (Savoy) NYC, h.
- Heidt, Horace: (Biltmore) NYC, h.
- Heller, Jackie: (Benny the Bum's) Phila., nc.
- Henderson, Fletcher: (Grand Terrace) Chi, nc.
- Herbert, Arthur: (Dupont) Wilmington, Del., h.
- Hernandez, Pete: (Casa Manana) Boston, nc.
- Hernandez, Frank: (Royal Palm Club) Miami, nc.
- Hertz, Mill: (Chez Firehouse) NYC, nc.
- Hols, Elton: (Main Central) Asbury Park, N. J., h.
- Hodaski, Frank: (Orpheum) Springfield, Ill., h.
- Hoffman, Earl: (Ivanhoe Gardens) Chi, nc.
- Holt, Ernie: (El Morocco) NYC, nc.
- Holmes, Herbie: (Edgewater Beach) Chi, h.
- Hoppe, Carl: (George Washington Tap Room) W. Palm Beach, Fla., h.
- Hunter, Bob: (Wonder Bar) Cincinnati, nc.
- Hutton, Ina Ray: (Rose Bowl) Chi, nc.
- J**
- Irish, Mace: (Chanticleer) Millburn, N. J., nc.
- Jahns, Al: (Biltmore) Providence, h.
- James, Frank: (Franklyn) Phila., h.
- Johnson, Pete: (Lone Star) Kansas City, Mo., nc.
- Jurgens, Dick: (Aragon) Chi, h.
- K**
- Kane, Allen: (Gibson) Cincinnati, h.
- Karson, Maria: (Onesta) Canton, O., h.
- Kassel, Art: (Bismarck) Chi, h.
- Kay, Herbie: (St. Francis) San Francisco, h.
- Kay, George: (Stage Door) Westport, Conn., nc.
- Kaye, Sammy: (Commodore) NYC, h.
- Keck, Al: (Matteoni's) Stockton, Calif., re.
- Keller, Willard A.: (Royal Worth) W. Palm Beach, Fla., h.
- Kendis, Sonny: (Book-Cadillac) Detroit, h.
- Kent, Larry: (Rainbow Rendezvu) Salt Lake City, nc.
- Ketchin, Ken: (Club Hollywood) Madison, Wis., nc.
- King, Wayne: (Drake) Chi, h.
- King, Henry: (Peabody) Memphis, h.
- King's Jesters: (Claridge) Memphis, h.
- King, Ray: (Lexington) NYC, h.
- Kirby, John: (Onyx Club) NYC, nc.
- Kraemer, Ray: (Belvidere) Sault Ste. Marie, Mich., h.
- Kuhn, Dick: (Astor) NYC, h.
- Kurtze, Jack: (Kentucky) Louisville, h.

- Lally, Howard: (5 o'Clock) Miami Beach, Fla., c.
- Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
- Lang, Jules: (St. Regis) NYC, h.
- Lang, Lou, Trio: (White) NYC, h.
- Lang, Sid: (Hi Hat) Chi, nc.
- Lang, Teddy: (Club Cavalier) NYC, nc.
- LaPorte, Joe: (Old Roumanian) NYC, nc.
- Lapp, Horace: (Royal York) Toronto, Ont., h.
- Le Baron, Eddie: (Rainbow Room) NYC, nc.
- Legge, Wade: (Royal Arms) Buffalo, re.
- LeHarr, Billy: (Spa) Richmond, Ind., nc.
- Lewis, Sassy: (Royal Palms) Boston, nc.
- Lewis, Johnny: (Gibson) Cincinnati, h.
- Lewis, Ted: (Royal Palm) Miami, nc.
- Light, Enoch: (Taft) NYC, h.
- Littlefield, Frank: (Ritz-Carlton) Boston, h.
- Lombardo, Guy: (Roosevelt) NYC, h.
- Long, Johnny: (Stater) Buffalo, h.
- Lopez, Vincent: (Paramount) NYC, t.
- Lorch, Carl: (Jefferson) St. Louis, h.
- Los Gatos: (Club Gaudio) NYC, nc.
- Loveland, Archie: (Olympic) Seattle, h.
- Low, Bert: (Lenox) Boston, h.
- Lowry, Babe: (Sylvan) Odessa, Tex., nc.
- Lyman, Abe: (Royal Palms) Palm Beach, Fla., h.
- M**
- McCoy, Clyde: (Palomar) Los Angeles, h.
- McCoy, Will: (Bossert) Brooklyn, h.
- McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.
- McFarland Twins: (Rainbow Grill) NYC, nc.
- McFarlane, Frank: (Chateau Moderne) NYC, nc.
- McGraw, Eddie: (Brothead) Beaver Falls, Pa., h.
- McIntire, Lant: (Muehlebach) Kansas City, Mo., h.
- McIntire, Dick: (Hula Hut) Hollywood, nc.
- McKay, Coyle: (Jefferson Beach) Detroit, h.
- McPherson, Jimmy: (Torch Club) Los Angeles, nc.
- McRae Bros.: (Havana Casino) Buffalo, nc.
- McShann, Jay: (Martin's) Kansas City, Mo., nc.
- Malneck, Matty: (Cafe Lamaze) Hollywood, nc.
- Manone, Wingy: (Off Beat) Chi, nc.
- Manuel, Art: (Dell's Inn) Poughkeepsie, N. Y., re.
- Marcellino, Muzzy: (Rainbow Rendezvous) Salt Lake City, nc.
- Mario, Ray: (Swing Club) NYC, nc.
- Mario, Don: (Firenze) NYC, re.
- Marsala, Joe: (Hickory House) NYC, nc.
- Marshall, Bill: (Century Room) Tulsa, Okla., nc.
- Marshall, Jack: (Plaza) NYC, h.
- Martell, Paul: (Arcadia) NYC, h.
- Martin, Dave: (St. George) Brooklyn, h.
- Martin, Freddie: (Cocoanut Grove) Los Angeles, nc.
- Martin, Lou: (Leon & Eddie's) NYC, nc.
- Master, Freddie: (Nu Club) NYC, nc.
- Mature, Henry: (Lenny's Wagon Wheel) Bridgeport, Conn., nc.
- Maul, Herbie: (Silver Moon) Pueblo, Colo., nc.
- Mays: (Monte Carlo) NYC, nc.
- Mellen, Earl: (Danceland) Whiting, Ill., h.
- Melson, Ozzie: (Colonial) Dayton, O., t.
- Messner, Johnny: (McAlpin) NYC, h.
- Meyers, Vic: (Trionan) Seattle, Wash., h.
- Miller, Gene: (Plains) Cheyenne, Wyo., h.
- Millington, Basso: (Black Cat) NYC, nc.
- Molina, Carlos: (El Patio) San Francisco, h.
- Molina, Carlos: (St. Francis Drake) San Francisco, h.
- Monroe, Vaughn: (Dempsey's Bar) Miami Beach, Fla., c.
- Noble, Billy: (21 Club) Grand Rapids, Mich., nc.
- Morgan, Russ: (Earle) Washington, D. C., t.
- Morris, Ken: (Gray Wolf Tavern) Sharon, Pa., nc.
- Morris, George: (Whirling Top) NYC, nc.
- Morton, Gerry: (Savoy Plaza) NYC, h.
- Morton, Hughie: (Anchorage) Pittsburgh, nc.
- Munro, Hal: (Athletic Club) Milwaukee, cc.
- Murphy, Francis: (Ten Eyck) Albany, N. Y., h.
- Murray, Charlie: (Mon Aris) NYC, nc.
- N**
- Nagel, Harold: (Pierre) NYC, h.
- Nelson, Ozzie: (Colonial) Dayton, O., t.
- Newman, Ab: (Riviera) Ironton, O., nc.
- Nielson, Paul: (Moonlight Gardens) Saginaw, Mich., h.
- Nosa, Bert: (Brant Inn) Burlington, Ont., h.
- Norton, Eddie: (Kit Kat Club) Des Moines, nc.
- Norva, Red: (Southland) Boston, nc.
- Notaragale, Al: (Village Celler) NYC, nc.
- Nottingham, Gary: (Bal Tabarin) San Francisco, nc.
- O**
- Olmes, Major: (Webster Hall) Pittsburgh, h.
- Olson, Carl: (Sir Walter) Raleigh, N. C., h.
- Orzco, Ladislaw: (Bal Tabarin) NYC, nc.
- Owens, Harry: (Beverly-Wiltshire) Los Angeles, h.
- Owens, Freddie: (New Windmill) Natchez, Miss., nc.
- Owens, Leon: (Pepper Tree Inn) Riverside, Calif., nc.
- P**
- Pablo, Don: (Palm Beach) Detroit, nc.
- Palermo, William: (La Marquise) NYC, nc.

- Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
- Pancho: (Versailles) NYC, nc.
- Panico, Louis: (White City) Chi, h.
- Parks, Bobby: (Plaza) NYC, h.
- Paul, Eddie: (Cleveland) Cleveland, b.
- Paul, Toasty: (Graener) Chi, h.
- Pendarvis, Paul: (Palace) San Francisco, h.
- Perez, Chuy: (Club Zarape) Hollywood, nc.
- Perry, Ron: (Boca Rotan) Miami, h.
- Petti, Emilie: (Everglades Club) Palm Beach, Fla., nc.
- Peyton, Jimmy: (Plaza) Pittsburgh, re.
- Phillips, Ray: (Crawford House) Boston, h.
- Piemonte, Vic: (Warwick) NYC, h.
- Poley, Bob: (Bancroft) Worcester, Mass., h.
- Press, Jack Arnold: (Berkeley-Carteret) Asbury Park, N. J., h.
- Prima, Louis: (Jitterbug House) Hollywood, nc.
- Provost, Eddie: (Murray's) Tuckahoe, N. Y., re.
- R**
- Ravel, Don: (Greenwich Village Casino) NYC, nc.
- Red Jackets: (Crystal) Fargo, N. D., h.
- Reichman, Joe: (Mark Hopkins) San Francisco, nc.
- Reid, Bill: (Club Continental) New Haven, Conn., nc.
- Reylea, Al: (Lenos) Troy, N. Y., re.
- Reynard, Jacques: (Cocoanut Grove) Boston, nc.
- Revs, Chica: (Continental) Detroit, nc.
- Riley, Mike: (New Penn) Pittsburgh, re.
- Rines, Joe: (Road to Mandalay) NYC, nc.
- Rio, Rita: (Casa Manana) NYC, nc.
- Rodriguez, Nuno: (Havana-Madrid) NYC, nc.
- Rogers, Eddy: (Belvedere) Baltimore, h.
- Rogers, Harry: (Half Moon) Coney Island, N. Y., h.
- Rollin, Adrian: (Belmont Plaza) NYC, h.
- Rommel, Rooney: (Clinton Ford Pavilion) Rosendale, N. Y., b.
- Rose, Maurice: (Ringling) Sarasota, Fla., h.
- Royal Palm Boys: (Royal Palm Club) Miami, nc.
- Ruhl, Warney: (Lincoln) Hancock, Mich., b.
- S**
- Sabin, Paul: (Colony Club) Hollywood, Fla., nc.
- Sainsack, Tony: (Blue Meadow Club) Lexington, Ky., nc.
- Sanabria, Junita: (Havana-Madrid) NYC, nc.
- Sanavia, Aguste: (Cuban Casino) NYC, nc.
- Saunders, Hal: (Montparnasse) NYC, re.
- Sawitt, Jan: (Lincoln) NYC, h.
- Scoggin, Chic: (Heidelberg) Jackson, Miss., h.
- Seal, Don: (Caliente Club) Chi, nc.
- Shaw, Maurice: (Dempsey's) NYC, re.
- Shaw, Artie: (Strand) NYC, t.
- Shelley, Lee: (Le Mirage) NYC, nc.
- Sherman, Maurice: (Oriental Gardens) Chi, re.
- Siegel, Irving: (Herby's) W. Palm Beach, Fla., re.
- Sissie, Noble: (Paramount) NYC, h.
- Skinner, Fred: (Capri) Hollywood, nc.
- Smith, Joseph C.: (La Rue) NYC, nc.
- Spar, Paul: (Biltmore) Palm Beach, Fla., h.
- Stable, Dick: (Stater) Cleveland, h.
- Stanley, Red: (College Inn) Chi, nc.
- Stapel, Leonard: (P. Derby) Detroit, h.
- Sten, Elinore: (Old Mill) Olean, N. Y., re.
- Sterner, George: (Coq Rouge) NYC, nc.
- Stewart, Billy: (Gaffney's Grove) Seattle, h.
- Stipes, Eddie: (Frankie's) Toledo, nc.
- Stoelker, Wally: (Tantilla Gardens) Richmond, Va., b.
- Straight, Charlie: (White City) Chi, b.
- Strong, Benny: (Brown) Louisville, h.
- Stutz, Dick: (Baron) Boston, nc.
- Swenson, Sammy: (Putnam & Thurston) Worcester, Mass., re.
- Swingsters, The: (Piccadilly) NYC, h.
- Sylvio, Don: (Bertolotti's) NYC, nc.
- Sylvester, Bob: (Club Rex) Birmingham, nc.
- T**
- Tanella, Steve: (Hi-Hat) Bayonne, N. Y., nc.
- Thompson, Lang: (Schroeder) Milwaukee, h.
- Thompson, Grand: (Wollington) NYC, h.
- Tisdale Trio: (Coq Rouge) NYC, nc.
- Tisen, Carl: (Troika) Washington, D. C., re.
- Tofte, Norman: (El Chico) Binghamton, N. Y., h.
- Tom, Voren: (Hi-Ho Club) Wichita, Kan., t.
- Tolbert, Lorens: (Plantation) NYC, nc.
- Trace, Al: (Sherman) Chi, h.
- Travers, Vincent: (Saracel) NYC, nc.
- Tucker, Orrin: (Palmer House) Chi, h.
- Tucker, Tommy: (Baker) Dallas, h.
- V**
- Valentine, Jimmy: (The Midwood) Brooklyn, N. J., nc.
- Van, Charlie: (Mike's) W. Palm Beach, Fla., nc.
- Van Gelder, Leon: (Melody Club) Union City, N. J., nc.
- Varzos, Eddie: (885 Club) Chi, nc.
- Venuti, Joe: (Belmont Plaza) NYC, h.
- Versatilians: (Montebelne) New Orleans, h.
- Villany, Bela: (Hungarian) NYC, nc.
- Vorden, Vivian: (Cafe Venice) Galveston, Tex., nc.
- Vouzen, Nick: (Coq Rouge) NYC, nc.
- W**
- Wagner, Buddy: (Midnight Sun) NYC, nc.
- Walton, Jack: (Schenley) Pittsburgh, h.
- Walton, Vern: (The Tavern) Reno, Nev., nc.
- Warren, Richard: (Six Club) NYC, nc.
- Webb, Chick: (Park Central) NYC, h.
- Weber, George: (Henry) Pittsburgh, h.
- Weeks, Renny: (Club Mayfair) Boston, nc.
- Weems, Ted: (Palace) Cleveland, t.
- Weldon: (Armando's) NYC, nc.
- Wolk, Lawrence: (Schroeder) Milwaukee, h.
- West, Ray: (If Cafe) Hollywood, nc.
- Wharton, Harry: (Village Barn) Phila., nc.
- Whiteman, Paul: (Paramount) Ft. Wayne, Ind., t.
- Widmer, Buz: (Plamor) Cheyenne, Wyo., nc.
- Williams, Ossie: (Esquire Club) Toronto, Ont., nc.
- Williams, Ernie: (Subway) Kansas City, Mo., nc.
- Wintz, Julie: (Top Hat) Union City, N. J., nc.
- Woods, Howard: (Laurel-in-the-Pines) Lakewood, N. J., h.
- Y**
- Yates, Billy: (Chez Ami) Buffalo, nc.
- Young, Johnny: (Excelsior House) Snyder's Lake, N. Y., h.
- Z**
- Zarin, Michael: (Roney Plaza) Miami Beach, Fla., h.

Music in the Air

By DANIEL RICHMAN

Dot and Dash

APPARENTLY an ideal breeding ground for good dance remote programs is Bill Green's roadhouse down Pittsburgh way. A few weeks ago Ray Herbeck was embellishing network airwaves with a particularly good remote that originated from that rendezvous, and now AL FREMONT (*Bill Green's Casino, Pittsburgh, WOR*), has taken over the band stand to send out a mid-night recital equally worth while and with at least one highly original and unique touch.

The latter has to do with Fremont's method of carrying out the literal implications of his catch phrase, *Dot and Dash Music of Al Fremont*. It's the same technique Walter Winchell brings to the news flashes on his Sunday night commercial, and moviegoers who observe such matters know it as the introduction to every RKO-Radio picture. Fremont uses the wireless dots and dashes back of the six or eight bar intro on every second number, and further brings it in, musically arranged, in transitions between choruses at times. Smartest part of the whole thing is that he doesn't overdo it, and instead of becoming monotonous thru too-frequent repetition the effect remains intriguing and novel.

Maestri Use Their Heads

FREMONT'S program selections don't nullify the interest he builds up thru the distinctive stunt. Pops are interspersed with lyric and musical novelties, the latter especially listenable. Two on the program caught were *That's A-Plenty*, announced as an old-time jam session—it was—and the perennial *Long, Long Ago* in a solid swing arrangement. Former favorites of another genre, such as *Time on My Hands*, also get their in-nings in a well-rounded, well-thought-out remote.

In several other instances could be discerned evidences that band leaders are slowly coming around to the belief that they must offer an accented listenable rather than danceable quality when they get a wire. GEORGE HAEFLEY (*Donahue's, Mountview, N. J.*, WNEW) comes thru with a great deal better remote than might be expected, and the result of careful programing was apparent all the way thru. Novelty was present in a swing version of *Way Down Upon the Swanee River* and in an original by the maestro, appropriately titled *The Haeffley Hop*. Current pops and standards alternated for the balance (in both its meanings) of the program.

Music With a Mood

TINY HILL (*Melody Mill, North Riverside, Ill.*, WOR) capitalized on his having been made a Big Brother, or something, of a local Chicago sorority to inject an original bit in his remote. In return for the honor, Hill played a dance arrangement of the sorority song, which was hardly another *Sweetheart of Sigma Chi* but which gave the remote its touch of individuality. For the rest it was pretty straight, a *Memories on Parade* medley of former hits topping off a list of present favorites.

Unfortunately, a "music with a mood" idea was limited to the announcements, with not much of a mood conveyed by the music itself. Band leaders would be wise to make sure that what they play and how they play it doesn't make a monkey out of their elaborate and poetic catch phrases. Dialers remember music that's tagged with an appropriately descriptive phrase, but if the line doesn't bear any relationship to the particular musical style, listeners recognize it for what it is—an attempt to reap whatever benefits there may be in a euphonious but meaningless title.

Hawaiian Tin Pan Alley

OFFERING an endless stream of Hawaiian melodies, to the exclusion of anything else, is HARRY OWENS (*Beverly-Wilshire Hotel, Los Angeles, WABC*), proving again that it's possible to get too much of a good thing. For 30 minutes it's a succession of practically every tune that ever came out of the islands, with Owens doing the announcing like the voice behind a Fitzpatrick travelog. Specializing in one type of thing is all right, but Owens should take into consideration the fact that his listeners may not share his boundless enthusiasm for the songs of the islands.

Breaking it up with a few American numbers, past or present, would offer the desperately needed contrast and in so doing enhance the charm and novelty of the Hawaiian music.

The Reviewing Stand

Jan Savitt

(Reviewed at Blue Room, Hotel Lincoln, New York)

FROM fiddling with the Philadelphia Orchestra to fronting a tip-top terb band underlines the success story of Savitt, who makes his metropolitan debut here an auspicious one after schooling at the KYW-NBC studios in Philadelphia. In this current vogue for trademarked foxrotology Savitt has branded his music with the shuffle rhythm. And while several others appear on the ork horizon with a double-beat, the Top Hatters shuffle out their musical effusions from the top of the deck.

The tunes all get the same treatment, colorful arrangements and varied vocal embellishments help to alleviate any element of staleness. Basically, the shuffle rhythm catches the ear immediately, going just as fast to the feet. Tempos are nicely varied, the swingeroos predominate, and go a long way toward satisfying dancers who like it heated for their hoof instinct.

Instrumentation takes in six brass, mostly on the screaming side but musical; four sax and like rhythm, with Savitt, sans stick, conducting too seriously. Hot horn kicks are provided by his trumpeters, all three being iron-billed, with Bob Spangler taking the spots for some powerhouse drum-skin beatings—always a delight to the shag hounds, altho it's just so much noise for folks who just like a tune.

Vocal calisthenics are capably handled by full-voiced Carlotta Dale, quite a looker and lots of what it takes to project ballad lyrics thru the mike; Bon Bon, remembered as one of the one-time septa Three Keys, who had a fine set of pipes and handily raps 'em around a rhythmic ditty, and the Toppers Trio, mixed team of tonsters.

Definitely in favor is the good-looking, clean-cut and well-groomed appearance of both band and vocalists. Make a striking flash in white tie and tails.

Orodenker.

Van Alexander

(Reviewed at Chez Firehouse, New York)

VAN ALEXANDER, who until a few weeks ago was just plain Al Feldman, the man who gave birth to *A-Tasket A-Tasket* among many songs and the fellow who made that and other sparkling stock arrangements, has blossomed forth under this nom de plume as a maestro, fronting an 11-piece brass-sounding band.

The main fault with his band is the overbearing presence of enough brass to start a junk yard. Arrangements are full of Chick Webbish intonations, which are the delight of the jitterbugs, but not everyone cares to jit when he hears a band; consequently the noise is a discouraging factor.

Crew, consisting of four sax, three trumpets, trombone, bass, drums and piano, is basically okeh, showing a fine flair for terp rhythms, while Alexander reflects a likable personality from the band stand without playing any instrument. Jayne Dover fronts a nice appearance with her vocalizations, and as band vocalists go does a nice job.

More than anything else the fault seems to be that the band is entirely out of place in the small nitery where it was reviewed. The spot is intimate, but the music isn't. If given a chance to spread out the boys are apt to make a good showing for themselves. Zatt.

Lee Dixon

(Reviewed at Turnpike Casino, Lincoln, Neb.)

RHYTHMS which can either be scorchy or sweet are dished up by Lee Dixon's gang, altho he's too short of brass to do the smash and clatter that attend outright swing. Strictly danceable music, not much for showy presentation. Only one femme, Kay Keever, on the rostrum.

Dixonites feature a trio, Miss Keever, Dixon and Harry Jones; Jones single on either vocals or trumpet; Johnny Powers, guitar or solos, and Miss Keever (Mrs. Dixon off). Treatment is smart and sophisticated at all times, no tin-can corn manufactured. Probably would strike solder in ballrooms for single nights and week-ends if there was a little more. Gang appears to have ma-

terial to satisfy for the long runs in clubs and hotel locations.

Dixon has an emsee style of presenting each number, likes to gang the music up into medleys (he has one college run which would get him by safely in almost any State) and has volume that is just loud enough. Oldfield.

Frank Trombar

(Reviewed at University Coliseum, Lincoln, Neb.)

WITH a very versatile band in tow, Trombar cut Anson Weeks in a battle of bands at the first informal University of Nebraska interfraternity ball—the first battle of bands in the history of the event. Graduate of 10 years' schooling in Paul Whiteman's sax section, Frankie (nee Trumbater) still maintains a fine hold on any kind of audience with his own—and his band's music.

Outfit goes for rhythm in a big way, whether it's dished out in plain swing or the sugar-coated manner. There are five brass, five sax (with Frankie joining, as he does often) and four rhythm. Reed feature, other than Trombar, is Don Bonnee, with his blazing clarinet. In the brasses it's mostly Matt Hendrickson, who fires hard into his trumpet, and "Pec" Pecora, who injects plenty via the slide. Arnold (Bliss) Bliesner fingers the piano keys expertly.

Vocals are left solely to Jeannie Webb, formerly with KMOX, St. Louis, and only a little more than a week old with the band. She's youngish looking, has a fresh voice and sells easily with no false motion.

Inclination of band is to save until late in the day. Play dance stuff with not too much on the ball until the last hour and a half of the job, when they sail into some closing stuff which gives the dancers a genuine lift and creates that very valuable good last impression. Frankie has been batting out music since 1920, joining Whiteman in 1927, and only leaving him a couple of years ago to go on his own. Style and versatility here indicate he could take any assignment. Oldfield.

Milt Herth Trio

(Reviewed at Chez Firehouse, New York)

THIS novelty trio, whose "Omar the Swing Maker," is almost solely dependent on Herth's zingy organology for distinctive harmony and rhythmic style. Herth's stock in trade, his electric organ; the piano pounding in the hands of Frank Froeba and the drums (and xylophone) manned by Dick Ridgely comprise the trio. Work on original arrangements and are decidedly a novelty entertainment item for theaters and night clubs.

Surprisingly enough, the Herthians, who are proficient enough on the swing songs, instill a lot of life into dirgy waltzes and slow numbers that are both listenable and danceable. Musicians give able support to one another, with, of course, the electric organ standing out, but nevertheless giving forth with well-coordinated musicianship. Zatt.

Off the Records

By M. H. ORODENKER

Franco-American

HUGUES PANASSIE may be hot stuff in France. But if *Comin' On With the Come On*, taking both Bluebird sides which he supervised, is any indication of his le jazz hot, we'll stick to French post-cards in the hereafter. For a true interpretation of the New Orleans brand of hot jazz, Panassie has rounded up Mezz Mezzrow, a clarinet has-been and the only paleface, the trumpeting of Tommy Ladnier and Sidney De Paris, and a rhythm section comprising Teddy Bunn, guitar; Elmer James, bass; Zutty Singleton, drums, and James P. Johnson pounding the piano. The first side is a blues. And apart from Bunn's swell pickings of the theme, it's 4 G.M. tooting—4 a.m. in a gin mill when the vapors hang real low. Tempo is picked up on the flip-over with a free-for-all ensuing from start to finish. Neither Mezz, who lends his name to the label, nor the buglers are capable of the solid rhythm section provided. And it's all so sad. The boys all have that relaxed feeling which swing requires, Panassie preaches. In fact, so relaxed that you expect 'em to waste away with every blow. (See OFF THE RECORDS on page 70)

Bank Night in Ballroom

TACOMA, Wash., Feb. 11.—"Coliseum Night," Bank Night stunt applied to a terp palace with \$30 going to the winner, is proving good bait for the steppers at the Coliseum Ballroom. Joe Thomas and his Dukes of Rhythm make the music here.

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10,000	\$8.00
20,000	7.25
50,000	4.75

New Plays on Broadway

Reviewed by Eugene Burr

MAJESTIC

Beginning Thursday Evening, February 9, 1939

STARS IN YOUR EYES

A musical comedy with book by J. P. McEvoy, lyrics by Dorothy Fields and music by Arthur Schwartz. Staged by Joshua Logan. Dances staged by Carl Randall. Settings designed by Joe Mielziner. Costumes designed by John Hamblcock. Orchestra directed by Al Goodman. Orchestrations by Donald J. Walker and Hans Spialek. Presented by Dwight Deere Wiman. Settings built by Turner Scenic Construction Co. and painted by Studio Alliance. Costumes executed by Brooks Costume Co. and Mildred Manning. Press agent, Alise Chisholm. Assistant press agent, Howard Newman. Stage manager, Andy Anderson. Associate stage managers, Robert Bentzen, David Weinstein and Ambrose Costello.

Assistant Director.....Ted Gary
Second Assistant Director.....Davis Cunningham
Third Assistant Director.....Edward Kane
Fourth Assistant Director.....Robert Shanley
Fifth Assistant Director.....Dan Dailey Jr.
Sixth Assistant Director.....Roger Stearns
First Girl.....Edith Grant
Second Girl.....Thelka Horn
Third Girl.....Nancy Wiman
Wardrobe Woman.....Johanne Hoven
Carpenter.....David Morris
Fourth Girl.....Frances Rands
Electrician.....Anthony Albert
Sound Man.....Rennie McEvoy
Babe.....Walter Casell
Widder.....Clinton Sundberg
Camera Man.....Richard Barbee
Fifth Girl.....Phyllis Roque
Sixth Girl.....Natasha Dana
Dancing Girl.....Nora Kaye
Leading Man.....Walter Casell
Script Girl.....Gloria Clare
Bess.....Mildred Natwick
Jeanette Adair.....Ethel Merman
Voice Coach.....Mary Wickes
Maid.....Kathryn Mayfield
Bill.....Jimmy Durante
Jockey.....Basil Galahoff
Darrow.....Robert Ross
John Blake.....Richard Carlson
Tata.....Tamara Toumanova
Dawson.....Edward Kane
Photographers.....Walter Casell,
Edward Kane, Davis Cunningham and
Robert Shanley.
Russian Consul.....Russel Protoppoff
French Consul.....Dwight Godwin
Italian Consul.....Fernando Alonso
English Consul.....David Morris
German Consul.....Ambrose Costello
Watchman.....Paul Godkin, Audrey West-
phal

LADIES OF THE BALLET: Alcia Alonzo, Peggy Conrad, Maria De Galanta, Jane Everett, Gail Grant, Marion Haynes, Thelka Horn, Johanne Hoven, Marjorie Johnstone, Nora Kaye, Maria Karnloff, Frances Rands, Audrey Reynolds, Olga Suarez, Margaret Vasilieff, Mary Jane Williams.
GENTLEMEN OF THE BALLET: Anthony Albert, Fernando Alonso, Paul Alvin, Savva Andreieff, Dwight Godwin, Basil Galahoff, George Kiddon, Russel Protoppoff, Richard Reed, Newcombe Rice, Jerome Robbins.
Entire Action of the Play Takes Place on Sound Stage No. 7 of the Monotone Picture Corp., Hollywood.

Stars in Your Eyes, the new musical comedy that Dwight Deere Wiman brought to the Majestic Thursday night, has very nearly everything that a musical comedy should have—an excellent cast (at least when its individual members get going together), a lilting score that should give a couple of numbers to the "most popular tunes" tabulations, reasonably amusing lyrics, a gorgeous production, exciting dance routines, colorful costumes, unusual and mightily effective scenery and direction that is generally slick and smooth. The only thing that it does lack, as a matter of fact, is a book—but at times that seems, unfortunately, pretty important.

J. P. McEvoy, who ground out the script evidently had an idea of satirizing Hollywood, a pastime that should have—and to all intents and purposes had—and with *Once in a Lifetime*. He brings the young Nebraska producer of an art epic out to a commercial studio, all set to offer meaning and social content to Hollywood. The only meaning he finds, however, is in the boudoir eyes of the studio's ace female star, who conceals a yen for him. He, in turn, conceals a yen for a little Russian dancer who is living in a probox on sound stage No. 7. The little Russian gets into his picture about the hillbillies of Kentucky—don't ask either Mr. McEvoy or me just how—and shows signs of running off with the honors. So, the lady star bounces her and the Nebraska art boy. The second act shows the star again on the make for him, offering to back his picture with her own money; but he

tURNS down the offer and departs for home and the farm with his little Russian dancer tucked under his arm. That's really the plot.

There are, it is true, one or two genuinely satirical cracks, but they seem very lonely in the vastness of the production at the Majestic. For the most part Mr. McEvoy has provided not a satire, but a dull and pointless burlesque—a burlesque that insists upon getting in the way of the lovely dancing and the excellent individual performances. In the second half Ethel Merman and Jimmy Durante manage to shake off their shackles and go to town, strictly on their own; but by then it's almost too late. This helpful reporter would suggest cutting about half an hour out of Mr. McEvoy's "plot" in the first half, since the show's about half an hour too long anyhow, and letting the second act carry the evening. Thanks to Miss Merman and Mr. Durante—but most particularly the former—it probably would.

That second half, as a matter of fact, brought a dangerously wilting Merman fan back to life. In the first act Miss Merman, hampered by what is obviously a bad cold, was practically a stage wait every time she opened her mouth; and her singing voice, which was never precisely of operatic caliber anyhow, brought shudders to this faithful admirer. But toward the end she really swings into style, becoming the eternal gamin that she is, and carries the show's

one really hilarious scene entirely upon her own shoulders. Later she teams with Mr. Durante in some informal rowdy-dow that brings down the house, and in general does herself proud.

Another performer who helps tremendously is Tamara Toumanova, who, like Vera Zorina, star of another Wiman show, is from the Russian ballet. The critics, who have been weeping scalding tears ever since Miss Zorina married George Balanchine, can now wipe their lovely dancer, she has a pert and attractive. Miss Toumanova is a marvelously live personality, and she can even read lines with great charm and delightfully broad Russian pyrotechnical effects. She is, as you may be gathering by this time, a honey.

And Mr. Wiman, who snatched Shepherd Strudwick from the more nearly legitimate stage for an earlier musical, continued his inroads and yanked Richard Carlson, one of our best juveniles, into the role of the Nebraskan. Probably if Mr. Wiman wanted an operatic tenor he'd go out and hire Maurice Evans. Young Mr. Carlson acquires himself very creditably, however; and also highly creditable is the work of another fugitive from the dramatic stage, Mildred Natwick, who jumps amazingly from her usual grandmother roles into the part of a hard-bitten scenario writer. Dancing of the more nearly Broadway variety is admirably handled by Dawn Roland, Ted Gary and Dan Dailey Jr. and the cast as a whole is about all that could be asked.

The dance routines, the work of Carl Randall, are unusual, difficult and excellent; Jo Mielziner's sets are interesting and lovely; the production is lavish.

With a half hour out of the first half it ought to be an excellent show.

LONGACRE

Beginning Tuesday Evening, February 7, 1939

I MUST LOVE SOMEONE

A play by Jack Kirkland and Leyla Georgie. Staged by Frank Merlyn. Settings designed by Karl O. Amund and executed by Amund Studios. Costumes designed by Alfred Stern and executed by Brooks Costume Co. Incidental music arranged and directed by David Mordecai. Press agents, Michael Goldreyer and Maurice Turet. Stage manager, Theodore Corday. Presented by Jack Kirkland.

Marg Keston.....Melba Deane
Ann Gibson.....Dorothy Libraire
Maude Schultze.....Ivan Caste
Alice Long.....Ethel Jackson
Ed Long.....John Dixon
Bess McClintock.....Claire Carleton
Joe Kelly.....Jack Sheehan
Paul Strand.....Charles Ansley
Jennie Sneed.....Marion Pierce
Charles Sheldon.....James Rennie
Sam Graves.....Harry Bannister
Birdie Carr.....Martha Sleeper
Bill Green.....Theodore Corday
Bob Goessing.....Scott Colton
Joshua Quackendall.....Frank McCormack
Mark Blair.....Robert Bernard
Moses.....John T. Ricks
Ira Pond.....Harry Koler
Mike Flaherty.....Lew Eckels
Six Clerks.....Richard Burdette,
Vane Carlin, Jack Douglas, Meredith Johnston, Jack Spinelly, Turnely Walker.

The Entire Action of the Play Takes Place on a Winter's Night During New York's Golden Era.

ACT 1—Scene 1: A Chorus Dressing Room. Casino Theater. 7:30 P.M. Scene 2: On Stage. Scene 3: Same as Scene 1. ACT II—Scene 1: The Stage Door. That Night. Scene 2: Carriages in the Night. Scene 3: A Private Room at Canfield's. ACT III—Birdie's Apartment. Later.

Jack Kirkland, the pugilistic playwright who socked Dick Watts Jr. of *The Herald-Tribune*, last season because Watts was unfortunate enough to dislike Mr. Kirkland's dramatization of *Tortilla Flat*, has collaborated with Miss Leyla Georgie in the production of a new one. It is called *I Must Love Someone* (a title doomed to a pathetic lack of reciprocity in light of later events), and it opened Tuesday night at the Mansfield Theater under the sponsorship of Mr. Kirkland himself. This corner wonders nervously whether that double capacity will entitle him to take two swats this time.

In the program the authors announce that it is their "hopeful intention to capture the spirit of New York's glittering and legendary years"—and to that end they present the sad tale of the trials and tribulations of what is, I trust, an entirely legendary Florodora Sextet. For, as they are presented at the Longacre, the six girls are a litter of rutish demi-reps who take a few moments off each evening from their habitual pursuits to appear briefly on a stage, and whose disrobing den is less a dressing room than a bordello. They reap a golden shower of trinkets from gentlemen engaged in the somewhat supererogatory task of deflowering a plain already as bare as the Sahara, and taste of stark tragedy when a couple of them fall sweetly and purely in love. One of these traitors to the caste goes for a yokel from Detroit, while the other, enamored of an artist, finds that her rich Svengali has included a more physical and less savory gift among his other trinkets. So she shoots him, and the five other tarts of gold rally round to save her.

They are aided by a noble rake, the former sweetman of the lass intent on committing matrimony with the Detroit; but the Detroit himself turns out to be a coward and a cad. The sweet young murderer escapes on a yacht, in a last act that is probably the silliest since *The House of Doom* in 1932; and the Detroit having shown himself in his true colors, the other lass is left free to resume her ribald romance with her original pearl-dripping seducer. This is supposed to be a happy ending.

Whether or not this is a fair picture of coryphees of another era—or even of their modern counterparts—is a question that hardly matters in view of the fact that *I Must Love Someone* is in any case far from a fair play. Mr. Kirkland and Miss Georgie mistake conspicuousness for romance, lubricity for glamour, and venereal disease for drama. Worse still, they mistake themselves for playwrights, and so offer the droppings that are now discernible on the Longacre stage. Their dialog must be heard to be believed—and even then there are reasons for scepticism.

Frank Merlyn has directed it all like a cross between a boiler factory and a madhouse; and a cast that is forced to howl itself hoarse has little chance to lift the curse. James Rennie, however,

From Out Front

By EUGENE BURR

Dilatory as usual, this column has just now managed to read *War in Heaven*, Philip Barry's novelization of his own *Here Come the Clowns*. That in itself would hardly be news, particularly in a province wherein *Here Come the Clowns* has been mentioned almost to the saturation point. The reason for bringing it up is just this. *War in Heaven* follows the play closely, being in effect nothing more than a transcription of dialog—but *War in Heaven* includes, among much other material not in the acting version, two pages of dialog that occur after the last line of the play. And those two pages would have cleared up any lingering doubts that anyone might have had concerning the play's meaning; they round out the thought, giving it point and depth and, actually, added dramatic effect. If they had been used, not even a dramatic critic could have managed to avoid understanding the play. There are many other passages in the book that should never, never have been cut—but chiefly those two pages.

Why were they omitted? Frankly, I can conceive of no possible reason. They are poignant, beautiful and dramatic, and they magnificently round out and clarify the play's thought. *Here Come the Clowns*, once it was redirected, needed no clarification except for the boys who are paid to sit in judgment on the drama. But the point is that the added lines, bringing even greater effect and certainly taking nothing of any sort away, would have announced the theme so definitely that the ridiculous accusation of muddle-headedness couldn't possibly have been made.

Those who like *The Clowns* like it tremendously; last week two strangers called this column (separately) to thank it for recommending the play and so giving them, both said, one of their greatest experiences in the theater. But at the same time *The Clowns* is doing very badly at the box office; twice so far Eddie Dowling, its gallant producer and chief player, has decided to close—and twice he has fought on, urged by the tremendous enthusiasm of those who have seen it. The answer, of course, lies in its notices, which were almost cannily calculated to keep customers away.

With or without those two extra pages, *Here Come the Clowns* is to this corner one of the very few truly great plays of our generation; but with them, the notices would have been—must have been—entirely different.

Please, Mr. Dowling—please, Mr. Barry—why were they omitted?

Speaking of printed plays, in the preface to the printed version of *Kiss the Boys Goodbye* Clare Boothe claims that her acridly hilarious comedy is really an allegory on the rise of Fascism in the United States. That claim has aroused plenty of published finger-poking (and it does seem extremely hard to maintain); but in the same preface Miss Boothe makes a couple of other statements that are eminently worth thinking about. Since they're worth thinking about, nobody, naturally enough, seems to have thought about them.

Fascism, says Miss Boothe, is a peculiarly persuasive system, creeping into the thought of a nation by subtle stages. Because it obviates the necessity of individual thinking, it provides the populace with an easy and almost subconscious opiate; because it bases its primary claims upon accepted generalities that are hard to define specifically, it can push itself forward in the guise of "patriotism" or "national honor" or "fighting for the right" or "a place in the sun"; and those who accept it won't awaken to its crushing realities until their easy, opiate sleep has worn off—until it is, tragically, too late. Miss Boothe is very much alive to its possible insidious growth here in America; and she sees its danger not in the introduction of alien ideologies (which no large section of our people will ever seriously support) but in the spread of American jingoism, of blind unseeing "patriotism"—which is precisely what it was when it started in the other countries that it now smothers and blinds. That, at least, is what she indicates.

For, she says—with insight and appalling good sense—when Fascism does come to America it will be wrapped in a bunting of red, white and blue.

Messrs. George S. Kaufman and Moss Hart might spend a profitable week or two thinking about that.

Recently an alarming trend has come to light, expressing itself on both stage and screen: whenever an author wants to depict a former scholar and gentleman who has become a depraved and dipsomaniac bum, he makes that character a Harvard alumnus. It happened in *The Primrose Path* on the stage and in *The Great Man Votes* on the screen; and it indicates that the boys who write plays and pictures think the entire student body of Harvard is composed of serious scholars who later become drunkards. That seems to me to be highly unfair. I've known quite a few Harvard men, and not one of them was a serious scholar.

offers his usual steady, good work as the noble seducer; Martha Sleeper has occasional moments as the seducee; and Dorothy Libaire does an amazing job as the young murderer. In the midst of the awful mess Miss Libaire manages to be sincere, honest and dramatically effective—really a major acting miracle.

Miss Georgie, the co-author, it is to be noted, was the original Charmaine of What Price Glory. She seems never to have recovered.

GUILD

Beginning Friday Evening, February 3, 1939

JEREMIAH

A play by Stefan Zweig, translated by Eden and Cedar Paul, in an acting version prepared by John Gassner and Worthington Miner. Staged by Worthington Miner. Settings and costumes designed by Harry Horner. Scenery constructed and painted by Kaj Veldon. Scenic Construction Co. Costumes executed by George Pons. Incidental music composed and arranged by Chemjo Vinaver. Incidental lyrics by Ruth Langner. Choral direction by Fred Stewart and John Hendrik. Incidental dances staged by Felicia Sorel. Press agent, Joseph Heidt. Stage manager, John Haggott. Assistant stage manager, John O'Connor. Presented by the Theater Guild, Inc.

Table listing cast members and their roles for the play Jeremiah, including characters like Jeremia, Mother, Zebulon, Baruch, etc.

The ruins of a mighty play lie scattered upon the stage of the Guild Theater, where Stefan Zweig's Jeremiah opened last Friday night. Like Shelley's Ozymandias, its tremendous fragments are flung upon the desert—the arid desert of an unworthy English adaptation—half buried by the drifting sands of a heavy, blind production. Round the decay of that colossal wreck, those theatergoers who manage to catch hints of the original can only wring their hands in sorrow and despair.

It may be that the original was no better than the adaptation now on view—but the remnants showing thru the sand at the Guild Theater seem imposing and majestic and marvelously beautiful. The theme is mighty, the thought is noble, there are hints that the original language must have been

BROADWAY RUNS

Performances to February 11, Inclusive.

Table listing Broadway runs for Dramatic and Musical Comedy plays, including titles like Abe Lincoln in Illinois, Dear Octopus, and Blackbirds.

both powerful and surpassingly lovely. But Eden and Cedar Paul (who did fine jobs translating Zweig's more prosaic tomes) have made a translation that never reaches the necessary heights and that often descends to muddled and commonplace prose; John Gassner and Worthington Miner have dredged out an "acting version" that is practically unactable; and Mr. Miner's direction looks as tho he had been bowed down by awe at the magnitude of the task assigned to him and never managed to raise his eyes again to see what was going on.

Jeremiah, as you know, was written by Zweig during the First World War as a protest against militarism, junkerism, hate and mass murder, as a portrayal of the plight of the sensitive and intelligent man who keeps his head and his honesty in the midst of national hysteria and blood lust, as an answer to that blind and dangerous fanaticism which is represented on the one hand by the atrocities of Hitler and on the other by the jingoism of The American Way. Unable to take contemporary events as his theme, he hit upon the Biblical tale of the prophet Jeremiah, who was cursed by the blessing of God.

Jeremiah was cursed with sight clear enough to see the end of any war, with a love for humanity that was revolted at the thought of wanton, useless suffering; with a true, deep love for his own nation, Israel, that shuddered to see it cheapening itself at the altars of greed and hate. And, too, he was cursed with a surging, pounding honesty that forbade him to seal his lips. All these things united, then, in an utterance that became prophetic only because it foretold the inevitable. Naturally he was stoned and reviled; he, the only true patriot in the land, was called a traitor and imprisoned. But when the inevitable evil he foretold became a fact, then the people raised him up as a prophet, never realizing that his "prophecy" was the unavoidable result of clear sight, great love and incorruptible honesty.

For a while, when the evil came despite his warnings, Jeremiah turned from the God who had blessed him with this curse and who had yet turned His back upon Israel. But then Jeremiah saw the greater truth—that the evils he foretold were not little passing curses falling upon Israel, but rather the enveloping, unalterable evil that forever falls upon any land that gives itself up to greed and hate, to passion and blood lust, to pride and cruelty, in the name of surface patriotism. He foresaw that victorious Babylon, victim of the same attributes, would fall in the same way—that any nation, no matter what its

high-sounding catch-phrases, its passing ideals or blood-stained gods, would fall in the same way so soon as it raised a sword against its fellows.

All this is magnificently told by Zweig—at least there are indications that the telling was magnificent in the original—with the further addition of a clear-sighted wisdom that sees the people who forced their king into war turning upon that king when the war is lost, that sees the tragedies as well as the incompetence of temporal leadership, that looks deeply and clearly and with tragic understanding into the hearts and minds of men.

Zweig, like his own Jeremiah, is cursed with the blessing of God.

It seems almost impossible that a play of such stature can be made to seem either dull or ineffective; but Messrs. Paul, Gassner, Miner et al. have managed to encompass that miracle. Language that should have soared is prosaic and often almost ridiculous; no single thought-line is followed, no gloss is given to the dullness, no dramatic effect is brought by the painfully stilted acting version; and the direction, which shows little or no understanding of the characters, does almost everything possible to make the production seem stylized and foolish.

Naturally, under the circumstances, the large cast is uncomfortable. Kent Smith tries valiantly to bring life to the title role, but he declaims rather than acts most of it. Arthur Byron, who wasn't sure of his lines even on second night, falls as the king to give Mr. Smith any aid whatsoever in his Trojan efforts. Effie Shannon brings sympathy and effect to the role of Jeremiah's mother. Few in the host of minor players can stand out; but there is no excuse for the one-tone vaudeville playing of Charles Jordan or the painfully ineffective work of Alfred Ryder. One tiny performance, however, did stand out—that of Byron McGrath as a guard. Mr McGrath's reading of the little role was perfect; and it was the only reading in the entire production that managed to catch the necessary intelligence and spirit.

Harry Horner's settings and costumes singularly lack the seething color and magnificence that seem demanded.

Even despite all this, however, a trip to the Guild Theater is worth taking. For it is seldom enough that we are privileged to see even the scattered ruins of a mighty, noble and surprisingly beautiful play. My homage—and my sympathy—to Mr. Zweig!

LYCEUM

Beginning Wednesday Evening, February 8, 1939

MRS. O'BRIEN ENTERTAINS

A play by Harry Madden. Directed by George Abbott. Settings and costumes designed by Jo Mielziner. Presented by George Abbott. Scenery built and painted by Studio Alliance, Inc. Costumes executed by Brooks Costume Co. Press agent, Ben Washer. Frank McCarthy and Al Tamarin. Stage manager, uncredited.

Table listing cast members and their roles for Mrs. O'Brien Entertains, including characters like Timothy Callahan, Susan McGowan, Katherine Meslik, etc.

ACT I—Mid-afternoon in the Spring of the Year 1848. ACT II—Scene 1: The Following Morning. Scene 2: Several Hours Later. ACT III—Scene 1: Late Afternoon. One Week Later. Scene 2: The Following Night. Election Night.

The Action of the Play Takes Place in the Parlor of the O'Brien House on Nassau Street, New York City.

George Abbott's newest comedy is a genial, witty and folksy story of immigrant life in New York back in those

vital days of 1848 when Old Europe was in revolutionary flames and America was just getting its bearings as a vital new nation.

Author Harry Madden does not hide the parallel of 1848 with 1939, and the eloquent pleas for an America that is the haven and melting pot of European nationalities were received by a keenly appreciative audience. But the play is no political potboiler. Rather, it is a good-natured comedy of immigrant ways, and its political implications are salt to the lively dialog and amusing situations.

The plot is laid in the Mary O'Brien House in New York City in 1848. Miss O'Brien is a matriarch who is violently anti-foreigner (and all non-Irish are foreigners to her) and she is always having trouble with her father, Timothy Callahan, who has a passion of inviting immigrants to stop off at his house and then matching them with foreigners. Despite the vigorous protests of his daughter, he invites another batch of relatives and then successfully maneuvers his grandson into proposing to a Swedish neighbor, his maid into meeting the local Italian barber and another Irish colleen into accepting a German youth. And, in the end, Callahan gives his daughter a terrific lecture on the need for her accepting his melting pot views and the curtain comes down as she indicates she has been properly reformed.

A subordinate and vastly amusing plot is that of Patrick O'Toole, who mixes in with Tammany politics the very day he arrives from Ireland and who promptly sets about reorganizing Tammany and winning an election for it. New Yorkers in particular will love this juicy satire.

As in most Abbott shows, it isn't the plot that is important so much as it is the excellent direction, the perfect casting and the meticulous production. The cast is satisfying, with James Lane, Margaret Mullen, Marie Brown, Harry Shannon, Gene Tierney, Daniel Ocko, Paul Ballantyne and Daniel O'Donnell turning in good performances. Shannon does a grand job in particular.

If you love thick Irish brogue and its grand rolling "rs" and if you don't mind jolly slapstick, loud voices, actors who run in and out as tho the stage was Shubert alley, obvious posturing and characters who are funnier than they are real, then you will enjoy this show immensely. We did. Paul Dents.

Cedar Rapids' Legit Season

CEDAR RAPIDS, Ia., Feb. 11.—"We are in no hurry to reach Broadway as we are perfectly satisfied to find out what the average showgoer thinks of our production before breaking into the 'big time,'" said Sam Stratton, company manager of Angela Is 22, which played to a large audience at the Iowa Theater here February 2. It was the second road show to play this RKO house so far this season, Ethel Barrymore having been here only a few weeks ago.

Next attraction at the Iowa will be Our Town February 20, with Frank Craven and the New York cast. Lunt and Fontaine are booked for March 17 in Amphitryon 38.

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N. Y. Lawmakers Rush to Tell Agents What and Not To Do

ALBANY, Feb. 11.—Altho the State Legislature has taken no action yet, various bills are pending to amend Labor Law in relation to employment agencies (including theatrical booking agencies). Proposals are to establish State control of agencies, with one bill exempting theatrical agencies.

Measure introduced by Senator John J. Howard, Democrat of Brooklyn, N. Y., proposes a license fee of \$50 in cities having a population of less than one million, and license of \$100 where population exceeds one million. Also provides for a surety bond of \$3,000 to be filed with license commissioner, and for appropriation of \$17,500 to defray expenses of department issuing licenses. Measure defines theatrical employment agency as an agency or bureau procuring, offering, promising or attempting to provide engagements for circus, vaude, theatrical or other entertainers or performances, or giving information as to where such engagements may be procured. If passed measure would become effective July 1.

Three other bills, two of which are companions to Howard's bill, differ only slightly from the latter. A bill affecting motion picture machine operators would require licenses for persons threading such machines in first-class cities. This permits practical experience in lieu of apprenticeship towards credit of those desiring licensed operator's license. Bill is sponsored by Senator Phelps Phelps, New York Democrat.

Senator Thomas C. Desmond, of Newburgh, N. Y., has a bill which would authorize removal of advertising signs adjacent to highways if such signs are hazardous to traffic.

Bill which exempts theatrical agencies from State control is that sponsored by Assemblymen Ralph Schwartz, James J. Lyons and Oscar Garcia-Rivera. Measure also exempts theater circuits with 20 or more houses and radio networks from application of the employment agency provision.

Opinion is that bookers who try to evade the "agent" classification and

Racing Season Will Hypo Hot Springs Niteries

HOT SPRINGS, Ark., Feb. 11.—Winter business in this Southern resort is experiencing a nice lift with the approaching Oaklawn Park race meeting, which annually brings a heavy influx of visitors. Night clubs and restaurants are going in for talent on a larger scale than heretofore.

While peak business is not anticipated until the advent of the 30-day spring racing period, February 27 to April 1, floor shows at three night spots are under way.

Philip and Dolores, tap stylists, at Avalon Club, are drawing nice crowds, Philip filling in as emcee. The Two Kays, novelty skating, are other feature. Acts booked by Amy Cox, Kansas City, Mo.

Belvedere Club's floor show has been clicking. Featured are Rollett and Dortha, dance team; Audrie Merritt, singer, and Louise Lucono, interpretative dancer. Johnny Saba, vocalist with Joe Capra's Orchestra, is emcee.

Ray Sliker's Dixieland Band and rep troupe have become a permanent fixture at Edgemoor Club, going into their third month. Sliker, pianist and accordionist, and Willie Green, drummer and comedian, are doing specialties. Show is to be augmented later this month.

Southern Club and Grill in downtown Hot Springs, operated by W. S. Jacob interests, along with Belvedere Club, as most fashionable of spots, is featuring the International Trio. Unit does request musical numbers and is composed of Maurie Douglas, vocalist; Johnnie Sutton, accordionist, and Dale Barrow, guitar. Booked for winter season, the unit came here from Platinum Grill, Chillicothe, O.

Former Western picture star Jack Hoxie's venture with string band at dude ranch at Ozark Lithia resort, near here, has folded.

claim they come under "buy and sell" status are out of luck, the New York State Constitution forbidding such practice. Constitution states: "Labor shall not be a commodity or an article of commerce," and interpretation is that therefore the services of human beings cannot be bought or sold."

Old Mellers in Buffalo Niteries

BUFFALO, Feb. 11.—Old-time melodramas are invading local night clubs and have met with good success.

The Club Mayfair, located in suburban Williamsville and recently reopened under management of Earl Wreath, has installed the Green Lake Players, a local dramatic group, for melodramatic productions. Wreath formerly produced plays here at the Hotel Fillmore.

At Gerry's, newly opened downtown night spot, owner Gerry Rudolph has tried something similar by bringing old-time melodrama in form of antiquated movies.

Lake George Area Thin in Floor Shows

GLENS FALLS, N. Y., Feb. 11.—Usually well sprinkled with roadhouse entertainment thruout the winter months, the Lower Adirondacks is scrimping along on a hand-to-mouth set-up.

Such popular spots as Royal Pines and Halfway House in Lake George area, and Meadowbrook, Saratoga, have done away with shows until summer. Invasion of the area by skiers from many parts of the State has failed to help the roadhouses any.

Occasional cocktail entertainment is offered in local restaurants. Holding forth at the Commodore are Jean Rose and Ted Hale, who mingle sentimental and swing vocals with piano accompaniment by Hale. Their stuff is well received by the circulating clientele in the marine cocktail lounge.

Regina's First Night Club

REGINA, Sask., Feb. 11.—Oriental Gardens, first local night club, has been opened by H. Louis, coin machine operator. Spot in downtown area features Oriental foods in modernistic atmosphere, all Chinese help after 8 p.m.

As yet only music is by music machine. Fifteen-minute floor shows are given by local pro talent four times a night. No liquor whatever, no dancing after 12 p.m. Saturdays, no cover charge but minimum of 35 cents per plate at night.

Accommodation for over 100. Business very good.

Maisie Wrecking Her Career And Hazy a Phony, Says Fred

By PAUL DENIS

Detroit, February 9, 1939.

Dear Paul Denis:

I JUST heard this morning from an act that Maisie was going to double with I some guy named Hal Hazy. I couldn't believe it, so I rushed over to the library to see if there was anything in *The Billboard*. (I didn't buy it this week—too many cheap skates waiting to cop it.)

Sure enough, there it was. You could have knocked me over with a sledge hammer, Paul. I thought I had the inside track. I see they are fighting before opening—well, what can you expect when a hooper and a dancer get together? I wish you'd try and convince Maisie she needs a talented emcee and snappy comic, not a shuffler.

Where does that guy get the nerve wanting \$50 for an old full dress suit? If he paid \$50 for a suit, I bet he got two overcoats with it.

I kinda figured Maisie was having a tough time, and was going to send her some stamps when I got paid on Saturday.

I think I ought to come to New York, but nobody will pick you up with a big grip. Anyhow, the agents are trying to keep me here—they won't give me a date to leave town, so you can see how popular I'm getting.

No wonder Hazy doesn't want any "lifts" in the act—I bet all that guy can lift is suds and material.

What does he look like anyhow, Paul? I wish you could see me in the suit I got from another toptotch emcee—I gave him two bucks for the ticket.

Well I ain't crying, and it's Maisie's tough luck if she wants to wreck her career. From now on I'll do a single. Yours,

F. S.: If you run across Daisy Dale, Hazy's old partner, put in a good word for me. FRED FRAZER.

Champ High Kicker

LONDON, Feb. 11.—Mlle. Veronica, world's champion high kicker, plans leaving for New York in August. Object is to set up new record of 10,000 high kicks and then retire from the stage. Has in mind qualifying for American citizenship.

Despite her French stage name, Veronica is of Scottish birth.

She set up her record of 7,025 kicks in three hours 28 minutes 50 seconds at Croydon on July 8, 1938.

Sacramento Clubs Forming Assn. To Meet AFA Demands

SACRAMENTO, Calif., Feb. 11.—Local night club owners are planning an association following showdown with American Federation of Actors.

Move was started by Marg Ogle, co-proprietor of Roxie's Penthouse, opened in downtown Sacramento two weeks ago after she folded the Bungalow cabaret.

New AFA wage scale, which was to have gone into effect February 1, would have given entertainers average of \$45 a week. Marg got Silver Bowl and Donovan's Cafe of Nations to agree to do away with live talent—except for orchestras and a singer—if the AFA persisted in putting the new scale into effect.

"We just can't cut it at that scale," she said. She says she received conciliatory telegram from AFA in San Francisco and at this writing it appears shows will stay, but at a lower scale.

However, both Mac McGriff (Silver Bowl) and Tommy Donovan (Donovan's) said they would like to eliminate live talent. Claim they can't make a profit with the shows upping nut.

Upshot, according to Miss Ogle, will be the formation of an association of spot owners, "so we can meet the AFA as it meets us."

Frisco Niteries May Get Later Closing During Fight

SAN FRANCISCO, Feb. 11.—Assemblyman Ray Williamson announced this week that when the State Legislature reconvenes next month he will introduce emergency legislation to permit night clubs and cocktail bars to remain open later than the present 2 a.m. closing hour thru the duration of the Golden Gate Exposition. Williamson tentatively suggested 4 a.m. as the new closing hour.

"California, and particularly San Francisco, must be in a position to play host properly to its fair visitors," Williamson said. He also declared that the majority of legislators feel the same as he does on the new closing hour proposal.

New Club at Tomalawak

TOMAHAWK, Wis., Feb. 11.—Jimmy Morris unshuttered his Alamo night club south of here Saturday. Tom Litzner and his seven-piece band are set.

Name Bands Head For Chi as Hotels Resume Radio Time

CHICAGO, Feb. 11.—Return of local hotels to the networks is expected to attract once again the biggest band names in the business, as was evidenced by some bookings completed this week.

Wayne King extended his stay at the Drake Hotel until April 12 and will until then broadcast over CBS. The College Inn in the Sherman Hotel, which is airing over NBC, will reinstate the big-time picture in April when Gene Krupa opens his first Chicago engagement in conjunction with a new ice revue.

Reopening of the Rose Bowl February 15 will have Ina Ray Hutton's band and a floor show. Near-by Colony Club brought in Libby Holman last night for a month's stay at \$2,000 per week, and the next-door Hi Hat is bringing in Lou Holtz March 1. The Falkenstein Brothers, Hi Hat operators, were trying to get Rita Rio's all-girl band, but the booking fell thru. With the Colony to air its bands over Mutual, it is a probability that the Hi Hat will also secure a wire. Colony has had a Mutual wire for a number of weeks.

Palmer House is bringing back Eddy Duchin April 13 after Orrin Tucker winds up a record stay. Chez Paree topped its show budget for this month to include both Benny Fields and Helen Morgan on the same bill, a last-minute replacement of Lupe Velez, who canceled her engagement because of illness.

Oregon Bill Hits Niteries

PORTLAND, Ore., Feb. 11.—A heavy blow will be dealt night club business in the State, especially here, if the Legislature passes a bill sent to the House legislation and rules committee.

A new section which the liquor control commission recommends be added to the Knox liquor law makes it "unlawful for any person not possessing a Class A hotel, Class B hotel, restaurant or club license issued by the commission, for a financial consideration, whether by way of a charge for service, membership fee, admission fee, club dues, contribution or other fee or charge, to serve or permit to be served, or to use or permit to be used, any room, place, bar, glasses, mixers, locker, storage space, chairs, tables or other facilities for the mixing, storage, serving or drinking of spirituous liquors."

The bill is aimed at night clubs which serve "set-ups" and mixers to be used by persons who bring their own liquor. It also puts the clamps down tighter on any which may seek to serve their own liquor.

Team Uses Ballet-Pantomime

CONCORD, N. H., Feb. 11.—A new dance team, Kyra and Huntington, has selected an out-of-the-way lodge hall near Concord to routine a series of dances suitable for the night clubs. The numbers are a combination of formal ballet and pantomime.

Gambling Closes Club

BIRMINGHAM, Ala., Feb. 11.—Bangor Cave Club, just over county line from Birmingham, was padlocked last week when county sheriff raided the spot on charge of gambling. Owner forfeited \$2,500 cash bond posted several months ago on assurance no gambling would be allowed. Durwood Rivers is manager of the spot.

Club's Student Nights

MILWAUKEE, Feb. 11.—Club Sahara, liquorless niterie west of here, presided over by Elmer Conforti, has instituted a high school night idea, with students doing their own entertaining. The Friday night events are packing in the students, according to Conforti.

For World Fair News

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

Leon and Eddie's, New York

The latest of Leon and Eddie revues is a fast, lively floor show that has no trouble pleasing despite its occasional weak spots.

Like most of the previous shows here, the bill is a mixture of novelty turns, singing, dancing, flesh displays and comedy and fits in nicely with the saucy wall paintings, the lively music and that informal atmosphere that visiting firemen love.

Main point of interest is J. Harold Murray, who occasionally comes out of retirement to pick up a date. He still is a presentable fellow, and his baritone is still sure and deft in handling musical comedy songs. He pleased, aided as he was by the sentiment evoked by his appearance here.

Rags Ragland, burly comic, who was in musical comedy recently, won howls with a typical burly blackout (but cleaned up) in which he gets good assistance from Russell Trent. Trent does a neat job and also emcees. A real novelty is a boxing red kangaroo—said to be the only one of its kind in this country. Ted Elder boxes with the queer-looking animal, and, altho those who expect real boxing will be disappointed, the novelty of the act alone is sufficient to put it over.

Blond Ginger Manners, recently in *Sing Out the News*, sticks to jitterbugging and does all right. She could do better with comedy, as she is a nifty comedienne, but even her singing is enlivened with her ebullient playful personality.

Ada Alvarez, a young and handsome brunet, holds close attention with flashy Spanish dancing. Kania is a gal who brings out a trunk and then makes a raft of costume changes, mostly skimpy stuff that enables her to show her shapely chassis in parade dances.

Andrew Sisters (not the ones you're thinking of) are a couple of pretty blondes who shake and tap away while exhibiting their charms. Good-looking turn, Maurice and Betty Whelan, brother-sister adagio turn, win their audience easily. Have refreshingly young appearance and perform stock adagio maneuvers nicely. Adagio has faded so much, this act is now a real novelty.

Wally Wanger's six girls prance around in old-fashioned costumes for a novel comedy number that pleased the customers. The kids are good looking, young and versatile.

The Three Playboys (Mills, Starr and Tracy) are doing a return engagement and again shape up as the best three-man comedy act in local night clubs, excluding only the Three Stooges.

Haines, Beal and Simpson (two girls and a man, colored) offer singing and piano entertainment that takes care of the intermissions nicely. Lou Martin's Band is on tap (except Mondays).

Leon Enken is your friendly host. Eddie Davis is away on one of his occasional vacations. Harry Davies is the p. a.

Paul Denis.

Hollywood Beach Hotel, Hollywood, Fla.

About 18 miles north of Miami, and well worth the trek, is the Bamboo Room

Presenting BOBBY PARKS



and his ORCHESTRA

concluding successful 3 months engagement

Persian Room PLAZA HOTEL New York

Direction MCA.

Night Club Reviews

of the Hollywood Beach Hotel. Spot is strictly for the upper crust, and getting chummy with strangers at the bar always draws a raised eyebrow. Setting is more than slightly smart, with sprinkling of bamboo, foliage and voodoo murals. Menu numbers are tilted, but nobody seems to mind an extra buck.

New early-February show was ushered in with customary fanfare. Temperamental Dario and Diane took off as usual with a partly legit squawk re Lon Chassey's baton gestures. Chassey fronts the Meyer Davis unit. After opener, however, the dancers stopped glaring at Chassey and turned into an encore highlight. They move with lightning speed, are accurate in timing and are plenty graceful. Diane shows her petite figure to advantage in soft-draped evening clothes.

No. 2 spot has Houston and Harden, a pair of singing and dancing kids who peddle personality. Material is so-so, but who's got everything?

Topnotcher Cass Franklin (reviewed in a previous issue) emcees nonirritatingly. Show is concluded with exhibitions by Arthur Murray terp teams. Also show the customer's help to do the Lambeth Walk. It's hard to believe, but there are still people wanting to know how to do the L. W. Lee Simmonds.

The Nite Spot, San Antonio

After periodic raids by police on the regular female impersonator acts offered here, Proprietor Ben Block has installed a run-of-the-mill floor show.

But he still offers one such impersonation just for old time's sake.

The spot, located in the heart of the downtown business section, is below the sidewalk and faces the river. Good music, a fair floor show and reasonable prices attract a goody crowd from midnight until 4 a.m.

Professor Billy King, musician and magician, does emcee in addition to directing the five-piece King's Vagabonds. The professor's magic includes such illusion oddies as saving a girl in half.

The orchestra, which seldom caters to the jitterbugs, renders smooth tunes, including a generous sprinkling of old-time favorites that are good for dancing or just listening.

Norma Eubanks, a brunet, and very pretty, too, clicks well with her torchy songs and graceful, spirited tap dances. Her best number is a neatly executed dance on skates.

Shapely Betty Lee, a redhead, fills out the terp department with acro and tap numbers. The gal has plenty of personality to sell her specialties.

Acts are presented three times nightly. Stanley Gunn.

Chez Paree, Chicago

The most colorful work in the new show is contributed by the "supporting cast" and the eye-filling girl numbers produced by Fred Evans. Delayed by a picture assignment, the Lupe Velez spot is filled by Benny Fields and Helen Morgan, two Chez veterans who are probably grabbing off the richest slice in the budget pie. From the standpoint of entertainment alone, the two were off this time, particularly Miss Morgan, whose growing indifference to the caliber of her performances will endanger her standing even with her most ardent followers. Unfortunately, there is no room for sentiment in business, and unless she can continue to muster up customary talent to see her thru in the competitive field of today the younger set will greet her with their absence.

Fields was in better form, but there was too much singing on the bill to do his comparatively weaker voice any good. As a salesman and minstrel-flavored song dispenser he held his own and introduced some new tunes in addition to doing his old standards. Both headliners, of course, must enjoy a following to rate a repeat engagement from Operators Joe Jacobson and Mike Fritzel.

Harris and Shore, Paul Haakon and Gloria Day hold up the honors of the revue with some excellent dancing, each with a style of his own. Harris and Shore manage to burlesque the art of ballroom work with grace. Their numbers are entertaining and the act on the whole is a tasty highspot in a well-patronized room of this type.

Haakon, with his excellent ballet work and original routines that boast of a

number of intricate and commercial tricks, went over big. He has an engagingly youthful personality that blends well with his artistic endeavors.

Gloria Day is another young and striking personality, tapping in a carefree and pleasing fashion. Both her looks and steps are easy to take.

Everett West, the romantic tenor held over from the last show, boosted his stock with another batch of tunes delivered in fine voice. He has a promising future, considering the true quality of his vocal work and gradually maturing delivery.

The six routines executed by the 18 Chez Paree adorables contain both flash and novelty. Each is freshly and tastefully costumed and the most impressive is probably the patriotic finale of the early show in which the girls typifying the army, navy and air corps work up to a salute of the American flag while the customers rise to sing *Star-Spangled Banner*. It is timely and not as corny as it may at first appear. The novel highlight is the interpretation of *Ferdinand the Bull*, which milks some comedy out of a line number. Mary Gorgas capably assisted Evans in the staging of these productions.

Bob Hannon is still on hand to tenor melodious vocals in both the line numbers and during dance sessions, while Lou Breese and his band will continue until March 3 to dish out good dance music and play swell shows. Russ Morgan follows in for his first nitery engagement here. Intermission tangos and rumbas are furnished by Don Orlando's Band.

Ted Weber is the p. a. Sam Honigberg.

Lookout House, Covington, Kentucky

New floor layout is tagged Donn Arden's *Big Anniversary Revue* and honors the youthful Arden, the spot's line and show producer, who enters his second year here and whose dance and producing talent and originality have won him many friends among the Lookout House customers.

The Arden Artist Models (Jackie Glad, Vera Richter, Jinx Walthers, Lois Stately, Deloris Weiss, Helen Garahity, Dorothy Schoemer and Gale Page) fill three niches in the new show and deport themselves in their usual able fashion, first, in a socko opener, *Jazzmooracy*; second, in a routine labeled *Bluebody in White*, and then in the finale, a tribute to Victor Herbert, in which all members of the show participate.

While the show itself sports no outstanding name, it's entertaining floor

fare went well with this Thursday (9) clientele. Ork leader Dick (Hot-Cha) Gardner handles the emcee chore and does acceptably by it.

First to show is C. Ray Smith, who creates interest and displays novelty with his musical marionettes. Smith manipulates the wooden stooges in fine fashion, pulling a goody bundle of laughs and applause. His first is a Harpo plunking the harp; next he presents a miniature Veloz and Yolando in action, and for a closer offers a fancy male pianist cutting all the usual dicos. All action is accompanied by souncc effects, making for unusual effectiveness. Best on the bill for our money.

Band fills in here with its version of *St. Louis Blues*, Gardner netting himself a sound mitting by holding a note on the clarinet for five full choruses.

The Di Gatanos, dance team, offer nothing above the average in routines but click mainly on the sensational spins which highlight their two offerings. Appearance is good, and their sensational flings sent them away to a good applause reward.

Rex Weber, vent singer, who mugs and warbles his ditties without moving his lips, started slowly but warmed ten up quickly and wound up in a show-stop. Opening with *I Love Again* and *Moon Over Miami*, he followed with an imitation of a Hollywood star infected with a British accent singing *Ole Black Joe*. His encore on Dick Powell singing *Change Partners* stopped the works, Weber returning again to satisfy with *Two Sleepy People*.

Gardner combo does fair with the dance and show melodies.

Bolstered by convention trade and by the fact that Beverly Hills Country Club, the chief opposition located in the next county, has been dark since New Year's Lookout House biz has been nothing to squawk over, altho host Jimmy Brink is still striving for improvement. As it is the spot is playing to the bulk of the Cincinnati spending trade. Bill Sachs.

Clover Club, Portland, Ore.

Patrons went overboard in expressing approval for Ralph and Olga, odd dancing pair. The show, which opened February 6, for the most part seemed to take well with its audience.

Olga, about the size of a Dionne quinn, appeared as a doll, prouetting expertly in a graceful toe dance. Ralph, well over six feet, took the floor to give out some eccentric tap comedy in his winning style. Then he and Olga got together to offer some dancing monstrosities, bits of ballroom and tap dancing and jitterbugging mixed with slapstick. They used the difference in their sizes to good advantage, earning demands for encores.

The piece of whirlwind acrobatics with

THE ROYAL WHIRLWINDS

Aristocrats of Skating



Speed Thrills Grace Class and Precision

Now Appearing at BILLY ROSE'S CASA MANANA New York

... on the smallest mat in the world ...

East—Yates Agency Middle West—Seymour Shapiro

which the Koene Twins and Vic and La-Marr wound up their act seemed to be just a breeze to them. The boys especially had an ease of motion that made their work smoother and more pleasing to the eye than the average. The twin girls at times had a little difficulty keeping their stunts timed with the orchestra. Simple tap dancing by the quartet was woven into their forte of flipping, forward and backward, sometimes with half twists.

The voice and violin of Olive Brosseau struck a comparatively sentimental note in the program. A pretty French-Canadian, she is capable of doing a sweet job of playing classical numbers and singing pop foreign-language melodies. But she has hardly enough sparkle and vivacity for the club floor.

Margot, a familiar figure here, presented a mermaid dance that met with mediocre response.

The emcee role and singing of request numbers was handled by Monte Ballou. A small orchestra led by Archie Thomas furnishes the music.

Business so far this year was said to be "not bad." More people are being entertained than at same time last year but are spending a little less.

Kenneth Madden.

Shelton Corner, Hotel Shelton, New York

Floor show here is limited in content and also, unfortunately, in talent. Only act is Tom and Sis Dowling, brother-and-sister tap team, and their efforts are totally conventional and ineffectual. In routines to *Flat Foot Floogie* and *The Yam*, followed by a puerile rumba, duo showed little or nothing to merit their holding the sole spot in a room like this. Pair is youthful-looking but costumed badly, which can be corrected easier than their footwork.

John Gart and his Electric Rhythm Makers are responsible for the melodic outpourings, with Gart deserting his Hammond electric organ to step to the floor between Dowling numbers for an accordion solo. Maestro is equally proficient on both instruments.

Prices are moderate for dinner or supper. Food is all right and served in a nice atmosphere.

John Andrews, entertainment manager for the Knott Hotel chain, of which the Shelton is a part, books the divertissement. Is also Gart's personal manager.

Daniel Richman.

Glass Hat, Hotel Belmont-Plaza, New York

Tuesday opening at the Glass Hat revealed some top talent. Show, tho short, is suave and in keeping with the elegance of the room. Instrumental fare is

primarily in the hands of Joe Venuti's Orchestra, with the Adrian Rollini Trio furnishing a change of style and pace.

Soundest hand to the MERRY MACS, radio singing quartet, whose selection and delivery of tunes left the audience begging for more. The Macs are rhythmic and are blessed with subtle arrangements which forego the trite but leave the melody essentially intact. In-line with current popularity of swing versions of old tunes, Macs warbled *Old Gray Bonnet*, *Mocking Birds*, *I'm Forever Blowing Bubbles*, etc. It's a smooth brand of swing, and the act is aided immeasurably by the voice and charm of its feminine member, Helen Carroll.

Rollini Trio, bull fiddle, guitar and xylophone, are deft instrumentalists, lending their swing a precise, classic quality. Trio plays pops, rumbas and such tunes as *Loch Lomond* and *Floy Floy*. As a dance combo they deliver well, playing intermission music while Joe Venuti's Band is off.

Belmont Balladeers, choral group of about 12 Negro writers, sang *Look Down* and *Stout-Hearted Men*. So-so stuff.

Don Dorsey, male vocalist in opening spot, displayed fair quality with two tunes.

Glass Hat has no cover; minimum charge only on Friday and Saturday after 10 p.m.

Paul Ackerman.

Chez Ami, Buffalo

Current attraction at Buffalo's swankiest downtown nitery is Billy Yates' Band. Yates is a personable sort and with his suave manner fits in here very well. The players, 11 of them, comprise a fine dance unit and work especially well as accompanists to the floor show. One of their novelty numbers finds each member playing a beer bottle, producing a harmonious arrangement of melodious owl-like sounds that not only appeal in cleverness but also in tone.

Those in Yates' Band are Joe Triscari, first trumpet; Sam Brady, second trumpet; Bud Hill, third trumpet; Herbie Osgood, trombone; Cy Weistman, first sax; Nifty Kleber, second tenor sax; Leo Marchione, third alto sax; Mike Scrima, drums; Johnny Hartnett, piano; Joe Kramer, bass viol. Yates has a very pleasant voice of the soft crooning type.

The standout is the ballroom team, the MacArthurs. Jack and Donna have been to Buffalo before, and we remember them as heads-up performers. They're still tops. Their numbers are diversified and well executed. The phantom dance particularly is deserving of the applause earned here. Straight ballroom dancing, semi-acrobatics, current hotcha steps and whistling whirls are offered.

Some peppy sister-singing is warbled

by the Drayton Sisters, who can dance as well as they harmonize. Very appropriately they offer *Devil and the Deep Blue Sea* while garbed in stunning blue. With this unit is Jack Drayton, a balancer and juggler of no mean talent. His feat of balancing 10 cups on his chin appears ridiculously impossible. His stacking of four or five wine glasses, one atop the other, also supported on his chin, is even more daring.

The Chez Amettes, a five-girl line, perform well and are garbed rather attractively.

Toml Geonetti, harpist, plays while the band rests. Request numbers are encouraged.

Phil Amigone is proprietor and Jack Grood manager.

Harold J. Warner.

El Chico, Miami Beach, Fla.

Drawing more than its share of the 23d street mob is El Chico, year-round bar.

Club offers a Spanish motif and then goes haywire with the Russian Imperial Orchestra (three men, a woman and an Airedale), an American swing crew featuring Nick Morris, hot trumpeter; a Swede head waiter, not to mention owners McCastland from Killarney and Wells from Buffalo.

Spot's slogan, "Spend what you like," can be taken literally, as there are no trick charges.

Lee Simmonds.

Colosimo's, Chicago

The Gay '90s atmosphere is prevalent both in this large rectangular room and in the setting of the new show. Staged again by George Promath, it boasts of flashy opening and closing production work and some good talent once it overcomes the early hurdles.

The line numbers in the early show include a brilliantly costumed finale dedicated to Ziegfeld, in which the 12 attractive chorines in several changes parade to well-known tunes of his hit revues. The opening is a cowboy hulla-balloo featuring Betty Robin, a lively blonde, in an eccentric routine. Betty returns later in the show with a cute comedy cut-up to *The Lady Is a Tramp*.

Harry Rose, the old Broadway jester, is back in the Windy City after a long absence to emcee the proceedings, and while some of the song material does not get the proper reception in this environment, his ringing voice and sharp delivery help him across. Another veteran on the bill and quite fitting in this spot is Pat Rooney, who went over big with his familiar hoofing. In with his singing daughter-in-law (Janet Reade) at a reported \$450 a week, he will undoubtedly draw some business from the older patrons who still remember him at the height of his shining career. He may also be an attraction for the younger element who heard of him nad may want to see him in the flesh.

Miss Reade's act was not impressive. Her singing of special arrangements of pop tunes lacks quality of voice and color demanded of the modern warbler. She is perhaps best in a bit with Pat when he hooks an encore to her vocal rendition of *Something Tells Me*.

Tyler, Thorne and Post, dance trio, do an amusing knockabout concoction that has a good slow-motion bit and follow with a sock competition routine. Appearance is good.

Tullah and Miy, Egyptian dancers held over from the last revue, appear in what may be termed an unorthodox display of jungle dancing. The girls, in little clothes, are feverish workers and are okay for those who care for this type of untamed dancing.

Still others on the bill are Marlon Vinay, dancing violinist, who appears briefly in a couple of spots, and Eddie Polo, strong man, who is on early with a side-show type display of his amazing strength. He lifts heavy objects with chains suspended from his long crop of hair and blows up a regular tire with his own wind.

Carole Manners, operatic soprano, did well in two semi-classic tunes, displaying a fine voice and a suitable personality. Her pipes are strong enough to do justice to her work without the aid of a mike.

Included in the line of girls are Ruth Muller, Frances Briles, Ruth Thomas, Marge Bishop, Myra Fontaine, Michaelene De Lau, Ann Kenwood, Helen Dodds, Gwen Sweeney, Mary Macek, Doris Meecker and Marion Bell. Henri Gendron's Ork continues to furnish show and dance tunes, while Bobby Danders is still around to sing at intermissions.

Sam Honigberg.

TMAT Again Tries To Organize Night Club Press Agents

NEW YORK, Feb. 11.—Theatrical Managers, Agents and Treasurers' union recently held a meeting to again devise ways and means of corraling the night club p. a.'s as members and to reduce admission fee from \$110 to \$25.

An organizational meeting for the purpose of taking in night club publicity men was last held in the fall, at which time conflicting aims cropped up. Drive languished owing to problems, chief of which was antagonism between legit and club p. a.'s. Legitizers wanted ruling that club p. a.'s must undergo apprenticeship of 40 weeks before touching the hem of glory by taking on a legit show. The Harry Sobol and Jay Faggen, both non-TMAT members, were then appointed chairman and treasurer, respectively, of a committee to get up a constitution and set of by-laws for a night club chapter of TMAT, but nothing much came of it.

Recent meeting, chairmanned by Harry Sobol, has been kept very shush shush.

Liquor Board Hits Ohio Night Clubs

AKRON, Feb. 11.—The long arm of the new Republican State administration reached here and darkened the lights of the Merry Go Round Club, operated by A. C. (Tony) Masino. The Merry Go Round has been a consistent user of acts and bands for several years.

Masino admitted he closed his club on orders of the State liquor department inspectors.

State agents who carried out the Columbus order said, "This same thing is going to happen to plenty of other night clubs and so-called private clubs before long."

MADISON, Wis., Feb. 11.—Bill Hommel has inaugurated dime dancing Tuesday, Wednesday, Thursday and Sunday night at his Hollywood Club to the strains of the Dixieland Band.



THE THREE PLAYBOYS

EDDIE MILLS — BOBBY STARR
ROY TRACY

Return Engagement
And Held Over By Popular Demand
LEON & EDDIE'S

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ARTISTS' MODELS

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JINX WALTERS

LOIS STATELY
MARTHA WEISS

HELEN GARVEY
DOROTHY SCHOEMER

VERA RICHTER
GALE PAGE

Extends Thanks to the Managers

Bon Air Country Club, Chicago; Commodore Club, Detroit; Arrowhead Inn, Cincinnati, and Lookout House, Covington, for making possible 151 out of 156 weeks.

Now in second year appearing nightly at Lookout House.
—Thanks to Jimmie Brink.

"The season's initial offering at the Lookout House, Covington, Ky., one of the soundest and most pretentious this reviewer ever has had the pleasure of gazing on at this spot, had the near-capacity crowd in a lather thruout. Holtz registered with the force of a hurricane, and the rest of the turns ran not far behind. Donn Arden turns a neat

hand on the production and his 10 attractive and well-coached line girls are not mere fill-ins but an integral part of the show. Their novel routines and attractive wardrobe brought them sound applause and much favorable comment."

BILL SACHS

The Billboard, Oct. 15, 1938.

Doing the Didu (polka routine) long before the polka became an exhibition ballroom fad

DI CARLO AND DU BOIS

FLAMINGO CLUB, LOUISVILLE, KY.
Direction: MILES INCALLS, RKO Building, New York

ROSE, HITZ BEST PUBLICIZED

A Bride, Between Shows

PITTSBURGH, Feb. 11.—Marriage on the installment plan. Whistler Elmo Tanner, playing the Stanley with Ted Weems, became a bridegroom Wednesday a week after his marriage. Friday before, in Indianapolis, he bought a license between his first and second shows, a ring between the second and third, was legally wed to Eleanor Jones, of Birmingham, Ala., between the third and fourth. Then they parted so she could return home to resign a school-teaching job. This week she rejoined Elmo, ready for a full-time position as Mrs. T.

Club Talent

New York City:

RUSS HALE returns February 21 from a West Indies cruise. . . . RUBY NEWMAN'S Orchestra, Ray Heatherton, Arthur Boran, John Ehrle and Electa Leonard broadcast from the Normandie last Sunday on a hook-up of 108 stations in United States, Canada and Hawaii. . . . MARY (STUTTERING SAM) DOWELL, Texas showgirl in Billy Rose's Diamond Horseshoe, landed a feature story in *The World-Telegram* last week. . . . PAUL DUKE, magician, plays his first Florida date when he opens at the Hollywood Beach Hotel, Hollywood, February 18. . . . VELOZ AND YOLANDA, now vacationing in Miami, go into the Coconut Grove, Los Angeles, February 24. . . . THREE ROYAL WHIRLWINDS have replaced the Four Vespers at the Casa Manana here. . . . RUTH AND VICTOR DE MERANVILLE, who say they are the tallest ballroom team in the business (he's 6 feet 2 inches and she is 5 feet 11) are being held over at Le Mirage, New York.

Chicago:

BELVA WHITE, local nitery canary, is breaking in a vaude act around Detroit. . . . MARCELLA SHERR, soubret, goes into Tony Scibilla's unit at the State-Lake Friday. . . . LOIS HARPER, dancer, is back after an extended vacation in her home town, Dayton, O. . . . THE CALLAHAN SISTERS, now at the Schroeder, Milwaukee, will go into the Colledge Inn's ice show in April.

MANNO AND STRAFFORD closed an engagement at the Edgewater Beach Hotel. . . . PATRICIA ELLIS may be spotted in a local nitery after playing a Chicago theater engagement week of April 28.

Here and There:

SARA ANN MCVABE opened at Detroit Athletic Club Friday. . . . ARREN AND BRODERICK are still at the Earl Carroll spot in Hollywood. . . . FOUR ORTONS sailed for Europe February 4 to open at Adelphi, London, for run of the show. . . . JOHNNIE DAVID playing a return engagement at Club Tivoli, San Francisco, after 19 months at the spot. Vern Faldez now in his fourth month at the same club.

ORVILLE REVELLE, former p. a. at Jimmy Brink's Lookout House, Covington, Ky., and now handling the press for the Antonio Lopez orchestras, Betty Lee Taylor, Griffin and Young and Juanita Miller in Miami, Fla., plans to return to the Cincinnati area early in the spring. . . . ARTHUR BORAN is emceeing on the Normandie, now on its annual cruise to South America. The boat sailed February 4 and returns to New York March 1. . . . BLUE GRASS INN, Newport, Ky., is featuring a 10-act floor show, including Teresita, June and Jerry Rich, Foots Oliver and Stanley Novak.

BUSTER AND BILLIE BURNELL playing a return date at Coconut Grove, Boston, after a month in Albany, N. Y. . . . DILLON AND PARLOW playing at the Hawaiian Gardens, San Jose, Calif. . . . JACK POWELL held over six weeks at Savoy and Berkeley hotels, London. . . . BERNHARDT AND GRAHAM are now at the Adelphi, Philadelphia. . . . JOE AND BETTY LEE held over at Benny the Bum's, Philadelphia. Follow up with Hollenden Hotel, Cleveland.

Win Poll of N. Y. Writers as Most Publicized Nitery Men; Spier Most Efficient P. A.; Martin, Shaw Best Build-Ups

By PAUL DENIS

NEW YORK, Feb. 13.—Billy Rose is considered the "most effectively publicized New York night club owner," Ralph Hitz the "most effectively publicized New York hotel owner," Sydney Spier is the press agent who meets the needs of local newspaper men most effectively and the Casa Manana and the Diamond Horseshoe are the most effectively publicized local night clubs, according to a poll taken by *The Billboard* this week among local Broadway columnists, night club editors and syndicate writers covering the Broadway scene. The poll also revealed that the newspaper boys and girls feel Mary Martin has been given "the best publicity build-up this past year" and Artie Shaw the best build-up among the band leaders. And the booby prize goes to the Paradise Restaurant which was voted "the local night club or hotel entertainment spot making the least of its exploitation possibilities."

The poll revealed clearly that the Rose-Spier-Casa-Horseshoe combo is outstanding so far as publicity is concerned and that Billy Rose, in particular, made a spectacular comeback in newspaper favor during the 15 months he's been back on Broadway. When he returned many of the newspaper men avoided plugging him due to personal feelings over the Rose-Brice-Holm situation. Thru the engineering of Spier, Rose again wormed his way into favorable newspaper comment and today is the biggest space-grabber in town. Sherman Billingsley, owner of the famed Stork Club, drew four votes to Rose's 12. Leonard MacBain press agents the Stork Club, hangout of Walter Winchell, Eddie Davis, co-owner of Leon and Eddie's, drew one vote. No other nitery owners were mentioned in answer to the query "who is the most effectively New York night club owner."

Hitz Wins Hotel Vote

As for the most effectively publicized hotel owner or manager, the final score was: Ralph Hitz (hotels New York and Belmont-Plaza), first with 12 votes; Robert Christenberry (Astor), second with two and Vincent Astor (St. Regis), Frank Case (Algonquin) and Charles Rochester (Lexington) third with one vote each. Hitz is exploited by Richard Mockler, formerly with *The World-Telegram* and with the hotel a couple of years. Steve Hanagan did a six-month job for the Hitz group last year also.

Christenberry is plugged by Henry Fargo, who handles the hotel, and also George Lottman, who exploits the dining rooms and shows. Astor's St. Regis publicity department is headed by Miss Barbara Semple. Rochester's Lexington Hotel is publicized by the Sutton News Service and Case's Algonquin Hotel is publicized by Tom J. Collings.

Several of the ballots cast complained that hotel spots were poorly exploited. One columnist commented that "every hotel room is dull, staid, ineffectual, inconsistent and utterly lacks showmanship."

Spier Top Press Agent

Sydney Spier, a local night club press agent for only about four years, drew 10 votes against only a single vote for each of his 11 rivals. Those receiving one vote as the "press agent who meets your (the writer's) editorial needs most effectively" are Leonard MacBain, James P. Davis, Harry Davies, Len Golos, Richard Mockler, Arthur Price, Harry Sobol, Ted Saucier, Les Zimmerman, Irving Zusman, Ed Weiner.

Mockler, Sobol, Saucier and Weiner are the only p. a.'s among the winners handling hotel accounts — indicating again that the night club press agents are servicing the columnists and night club editors more effectively. Hotel press agents would undoubtedly have shown up better, however, if society editors had voted.

Rose Niteries Win

Spier's effectiveness as a press agent showed itself clearly in the top position attained by Rose's twin night clubs, the Casa and the Diamond Horseshoe. Combined, they drew seven votes, compared with two for the runner-up, the Stork Club (MacBain press agenting), and one each for Cotton Club (Harry Sobol), Leon and Eddie's (Harry Davies), Road to Mandalay (S. Jay Kaufman), Terrace Room of the New Yorker (Dick Mockler), Cocolaut Grove of the Park Central Hotel (Ed Weiner), with Al Wilde handling the Chick Webb band campaign), Cafe Society (Ira Steiner until recently) and Paradise (Jack Tirman).

Classified, this means five big cabarets, two society spots, two hotel rooms and one small nitery in Greenwich Village. Clearly, a good publicity job can be done on any kind of nitery. No type has any monopoly on free space.

Mary Martin Best

In answering the query "what entertainer has been given the best publicity build-up this past year," the ballots put on top Mary Martin, featured in *Leave It to Me* and now doubling into the Radio City Rainbow Room. Miss Martin got three votes, compared with two for John Hoystradt and one each for the Hartmans, Harry Richman, Evelyn Chandler, Sonja Henie, Betty Hutton, Jack White, Hildegarde and the Jack White-Pat Harrington-Frank Hyres trio.

Miss Martin does not appear to have a personal p. a., but she's been getting a break from Vinton Freedley's publicity department headed by Karl Bernstein and also from the Rainbow Room's p. a., Edward Seay. As the musical comedy find of the season, she has been getting a terrific fall in the press.

Hoystradt's p. a. has been Jack Diamond. Ted Hartman (brother of Paul) has been plugging the Hartmans. Richman does not seem to have a p. a. at the moment. Miss Chandler hasn't a p. a., either, it appears, but her run at the International Casino this summer (George Lottman p. a.'d the ice show) apparently built her up. Miss Henie's build-up came from 20th Century-Fox, Madison Square Garden, etc. Miss Hutton gets her press build-up from Joe Glaston. Jack White and his boys have Len Golos plugging for them and Hildegarde has Spier handling her publicity when playing in town.

Artie Shaw Top Band Leader

Among the band leaders, Artie Shaw is the surprise, from the publicity angle. His six votes as the best publicized bandman of the year put him ahead of Kay Kyser with five; Benny Goodman, four, and Sammy Kaye and Vincent Lopez, one each.

Shaw has had Les Zimmerman and Sid Garnel working on him since last year. Kyser has Irving Lehrer plugging for him. Goodman has the Tom Fizdale office, which also publicizes the Camel Hour in which he appears, along with MCA, which also books him. Kaye is plugged by John Wasserman, who is the house p. a. at the Commodore Hotel, where Kaye is now playing. Lopez has Joe Glaston pushing him.

They Didn't All Vote

Not all newspaper men invited to vote did so. Ted Friend (*Mirror*) said he could not give an unconditional yes or no and that the questions were too pointed—despite the fact that the ballots were confidential. John Chapman (*News*) refused to answer, claiming he couldn't see the point to such a poll. Richard Manson (*Post*) said he didn't want to become mixed up with press agents and that *The Billboard's* survey of night club press agents last year had gotten him into trouble.

Walter Winchell (*Mirror*) is in Florida.

The Winner

Sydney Spier, in the Broadway p. a. business only the past four or five years, is the standout of this poll.

He was voted the "press agent that meets your editorial needs most effectively"—getting 10 votes against one vote for each of his 11 rivals.

Spier's boss, Billy Rose, was voted the "most effectively publicized night club owner" and the Casa Manana and Diamond Horseshoe (publicized by Spier) were voted the entertainment spots that got the best publicity build-up the past year.

Spier is 27 years old and hails from North Carolina. His first night club p. a. job was with Jay Faggen four years ago. He succeeded Mack Millar as p. a. for the Casa Manana March 1, 1938. Recently he quit his partnership with Dorothy Ross to give all his time to Rose, the Casa and the Diamond Horseshoe—with the exception of handling Hildegarde when she's playing in town.

Spier says he believes that a good night club p. a.:

1. Should not underestimate a newspaper man's intelligence;
2. Should not waste a newspaper man's time;
3. Should make himself available and of service to the press, and
4. Should always avoid pretension.

Leonard Lyons (*Post*) was out of the office during the week due to the death of his mother, and Louis Sobol (*Journal-American*) is on the Coast. They could not be reached for their vote.

Paradise Least Exploited

The toughest question asked was "Which local night club or hotel spot has been making the least of its exploitation possibilities?"

Only after assurances that no press agent would see their ballot would the newspaper men take their life in their hand and vote the Paradise as the poorest publicity job.

Others mentioned in the same category were the Trianon Room of the Ambassador (Harry Sobol, p. a.), Hollywood (now closed, but handled by Ed Weiner before it folded the last time), Savoy-Plaza Hotel lounge (Newkirk Crockett), the Pierre Hotel (also Crockett), Tony's (no press agent), International Casino (now closed, but p. a.'d by Len Golos, George Lottman and Karl Bernstein during its hectic career last year), Hans Jaeger's, a Yorkville cabaret; and the Diamond Horseshoe and the Casa Manana (Spier). The citing the Horseshoe and Casa is a surprise, as these spots were voted the best publicized.

North Dakota Bill Up

BISMARCK, N. D., Feb. 11.—Directly aimed at North Dakota night clubs is a measure that would make it unlawful to permit drinking of alcoholic beverages in any room to which the public is admitted other than the room in which the beverage is sold.

Genesis of the proposed law lies in the law adopted in June, 1938, that divorced bars and dancing in the same building. Finding a loophole, night club operators constructed small barrooms adjacent to their dancing premises, permitting customers to buy their liquor at the bar and carry it into the dance floor.

The Voters

Those voting in the poll of night club editors, columnists and syndicate writers conducted last week by *The Billboard* were:

Hal Eaton, syndicate writer; Brooklyn Felder, *Cr.*; Hy Gardner, *Brooklyn Eagle*; Will Gordon, *Morning Telegram*; Dale Harrison, Associated Press syndicate columnist; Dorothy Kilgallen, *Journal-American* Broadway columnist; Malcolm Johnson, *Sun*; Robert Musel, *World-Telegram*; Dorothy Partridge, *Stage Magazine*; William Rawak, *Esquire*; George Ross, *World-Telegram*; Ben Schneider, *Women's Wear Daily*; Theodore Strauss, *New York Times*; Robert Sylvester, *Daily News*; Danton Walker, *Daily News* Broadway columnist.

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

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-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.

A. B. C. Trio (Paradise) NYC, nc. Abbott & Costello (Paramount) NYC, t. Abbott & Robert (State-Lake) Chi, t. Ails, Roscoe (Harry's New York Bar) Chi, nc. Allan & Croel (Oriental) Chi, t. Allen, Roberta (McAlpin) NYC, h. Ammons, Albert (Cafe Society) NYC, nc. Anderson, Helena (Midnight Sun) NYC, nc. Andrea, Andre (Downtown Casino) Detroit, nc. Andrews, Joanne (Queen's Terrace) Woodside, L. I., nc. Apollon's Dave, Unit (Riverside) Milwaukee, t. Aphen's, Don, Artist Models (Lookout House) Covington, Ky., nc. Armstrong, Harry (Diamond Horseshoe) NYC, nc. Aran & Broderick (Earl Carroll's) Hollywood, nc. Atterberry Players (Del Monico's) Miami, nc.

B. Bailey Sisters (Palmer House) Chi, h. Baker, Ben (885 Club) Chi, nc. Baker, Bonnie (Palmer House) Chi, h. Ballew, Julie (House of Murphy) Hollywood, nc. Baldwin & Bristol (Chez Paree) New Orleans, nc. Ballard & Rac (Hippodrome) Manchester, England, 13-26, t. Banjo Berne (Plantation) NYC, nc. Banks, Sadie (Old Rumanian) NYC, nc. Barclay, George (La Fontia) Hollywood, nc. Barr & Estes (State-Lake) Chi, t. Barrie, Ann (Pepper Pot) NYC, nc. Barri, Jacques (Bal Tabarin) NYC, nc. Barrie, Patricia, & Lee Douglas (Hi-Hat) Bayonne, N. Y., nc. Barrie, Mickey (Mother Kelly's) Miami Beach, nc. Barron, Blue, & Orch. (Loew) Richmond, Va., t. Barry, Della (885 Club) Chi, nc. Barsony, Dr. L. (Zimmerman's Hungaria) NYC, nc. Bartell-Hurst Foursome (Royale Frolies) Chi, nc. Bates, Lulu (Diamond Horseshoe) NYC, nc. Beaucaine, Pierre (Monte Carlo) NYC, nc. Beaucheres, Ruth (Gleam Dinner Club) San Antonio, nc. Behan, Arthur (Gay Nineties) NYC, nc. Boles, John (Paramount) NYC, t. Bell & Grey (Old Mill Inn) Pensauken, N. J., nc. Belmont Bros. (Churchill Tavern) Pittsburgh, nc. Belmont Balladeers (Belmont-Plaza) NYC, nc. Belostotsky, Boris (St. Regis) NYC, h. Bennett, Ethel (Old Rumanian) NYC, nc. Benson, Ina (Radio Franks) NYC, nc. Berg, Alphons (State-Lake) Chi, t. Bergman, Elmer (Reynolds' Red Roof) Worcester, Mass., nc. Bergman, Herman (Roumanian Village) NYC, nc. Bernivolt Unit (Paramount) Springfield, Mass., t. Bestor, Don, & Orch. (State) NYC, t. Bettel, Jimmy (Shrine Circus) Sacramento, Calif.; (Shrine Circus) Santa Barbara 20-25. Birse, Daria (Russian Kretchma) NYC, re. Blaire, Dorothy (Hungaria) NYC, re. Blake, Barbara (Rut Club) NYC, nc. Blanche, Jeanne (Paradise) NYC, t. c. Blanche & Elliott (Southern Dinner Club) Houston, nc. Boaz, Jean (Alms) Cincinnati, h. Bolton, Jean (Royal) Miami, nc. Boucher, Yvonne (St. Regis) NYC, h. Bowie, Arthur (Barney Gallant's) NYC, nc. Breede, Del (Gibson) Cincinnati, h. Brent, Harriet (Maxim's) NYC, nc. Breck, Heine (Pan-Pacific Rink) Los Angeles, a. Bronday, Arthur (Happy's) Glendale, L. I., nc. Brooks, Artie (Chateau) Rochester, nc. Brown, Jimmie (Commodore) NYC, h. Brown, Barbara (Rut Club) NYC, nc. Brown & Ames (Colonial) Dayton, O., t. Byrne, Kathleen (Chateau Moderne) NYC, nc. Burnett, Denise & Louise (Earl Carroll's) Hollywood, nc. Byrne, Barbara (Netherland Plaza) Cincinnati, h. Byrne, Kathleen (Chateau Moderne) NYC, nc. Byton, Dorothy, Girls (Stevens) Chi, h.

C. California Varsity Eight (Lyric) Indianapolis, t. Calloway, Hazel (Plantation) NYC, nc. Carlisle, Cookie (Half Moon) Brooklyn, h. Carita (Club Gaucho) NYC, nc. Carlos & Carito (Adelphi) London, England, t. Carney, Alan (Music Box) San Francisco, nc. Carpenter, Imogene (Weylin) NYC, h. Carr, Billy (608 Club) Chi, nc. Carr, June, & Joe Rollo (Oriental) Chi, t. Carter & Bowie (Barney Gallant's) NYC, nc. Cassandra (Patio Club) Palm Beach, nc. Carter, Betty (Harry's New York Bar) Chi, nc. Carter, Frank (Barney Gallant's) NYC, nc. Castro, Jose (Palmer House) Chi, h. Chadwick, The (Village Barn) NYC, nc. Chandler, Patsy (2 o'Clock) Baltimore, nc. Chapman, Dorothy (Blackhawk) Chi, nc. Chic (Mon Paris) NYC, nc. Chiquita (Bedford Rest) Brooklyn, nc. Chita (Bertolotti's) NYC, nc. Christian, Eleanor (Stevens) Chi, h. Claire, Dorothy (Blackhawk) Chi, nc. Claire, Jean (Piccadilly) NYC, h. Claire & Sana Sisters (Chez Firehouse) NYC, nc. Clary, Michael (La Cava) NYC, re. Clayton, Ruth (18) NYC, nc. Cobey, Lew (White) NYC, nc. Collette, Joan (608 Club) Chi, nc. Colligan, Bill (Crisis) NYC, nc. Collins & Beasley (Plantation) NYC, nc. Collins, Larry (Earle) Washington, D. C., t. Collins & Patrick (Arrow) Los Angeles, t. Colt, Phyllis (Midnight Sun) NYC, nc. Connors, Jack (Onyx) NYC, nc. Contant, Three (4th & Market) NYC, re. Conville, Frank, & Sunny Dale (Tower) Kansas City, Mo., t. Cook, Aileen (Ruban Bleu) NYC, nc. Cooker, Etiz (Kit Kat) NYC, nc. Cortez, Sammy (Earl Carroll's) NYC, nc. Corvino & Ardella (Exposition) Aurora, Ill., h.

Craig, Reginald (Earl Carroll's) Hollywood, nc. Crawford & Caskey (Palmer House) Chi, h. Cross & Dunn (Palm Island Club) Miami, nc. D. D'Artois, The (Casa Manana) NYC, nc. D'Avails, Rodolfo (Versailles) NYC, re. Dagmar (608 Club) Chi, nc. Dancing Dietrichs (608 Club) Chi, nc. Daniels, Jean (Plantation) NYC, nc. Daniels, Billy (Mammy's Chicken Farm) NYC, nc. Daro & Blair (Gibson) Cincinnati, h. Datsko, Yasha (Russian Art) NYC, re. Davis, Johnnie (Tivoli) San Francisco, nc. Davis, Dolly (Lexington) NYC, h. Davis, Benny, & Gang (Capitol) Washington, D. C., t. Dawn & Darrow (Nixon) Pittsburgh, re. Day, Gloria (Chez Paree) Chi, nc. DeCamp, Ronnie (Old Rumanian) NYC, nc. De Flores, Felipe (Havana Madrid) NYC, nc. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. De Carmen, Maria (Club Gaucho) NYC, nc. De Rio, Diana (Havana-Madrid) NYC, nc. DeMar & Denise (Bismarck) Chi, h. De Merriville, Victor & Ruth (Zimmerman's Hungaria) NYC, nc. Dematt, Helen (Chateau) Rochester, nc. Denning, Ruth (Club 17) Hollywood, nc. Dennis & Sayers (Lantz Merry-Go-Round) Dayton, O., nc. Denny, Jack (Casa Manana) NYC, nc. Deray, Phil (Orpheum) Memphis, t. Dering, Rosemary (Bal Tabarin) San Francisco, nc. Dermody, Cliff (Tic Toc) Montreal, Que., nc. De Thury, Iona (Tokay) NYC, re. Diamond Brothers (Earl Carroll's) NYC, nc. Di Gatanos, The (Lookout House) Covington, Ky., nc. Di Palma, Angelo (Nixon) Pittsburgh, re. Dixon, Alice (Kit Kat) NYC, nc. Dominguez, Paquita (El Chico) NYC, nc. Donnelly, Harry (Gay Nineties) NYC, nc. Dooley, Mary (Pennsylvania) NYC, h. Dorsey, Don (Belmont-Plaza) NYC, nc. Dowling, Tom, & Sis (McAlpin) NYC, h. Downey, Morton (Plaza) NYC, h.

Doyle, Buddy (Diamond Horseshoe) NYC, nc. Drackon, Russell (Whirling Top) NYC, nc. Duanos, The (Hi-Hat) Chi, nc. Dubois, Wilfred (Gibson) Cincinnati, h. Duchin, Eddy, & Orch. (Stanley) Pittsburgh, t. Duke, Marilyn (Royal Palm) Miami, nc. Dunn, Vera (Tic Toc) Montreal, Que., nc. Dunbar, Dixie (Oriental) Chi, t. Duncan, Midget Jackie (Frank's Casa Nova) Buffalo, nc. Duntan, Jack (Casa Manana) NYC, nc. Durkin, Nelie (Swing) NYC, nc. Dutton, Gertrude, Crook & Edward (Ambassador) NYC, h. Duval Sisters (Maxim's) NYC, nc. E. Elaine & Henry (Earle) NYC, re. Ellis, Patricia (Paramount) NYC, t. Engel, Joan (Casino Russe) NYC, h. Enters, Johnny (Geo. Washington) Jacksonville, Fla., h. Enters & Borgia (Hollywood Beach) Hollywood, Fla., h. Evans, Steve (Lyric) Indianapolis, t. Everett, June & Jack (Miami-Biltmore) Miami, h. F. Fagan, Nutsey (Village Nut) NYC, nc. Fanton, Joe, & Co. (Casino Municipal) Nice, France, t. Farney, Evelyn (Royale Frolies) Chi, nc. Farrell, Bill (Place Elegante) NYC, nc. Fay, Vivian (Earl Carroll's) Hollywood, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Fears, Kay (Diamond Horseshoe) NYC, nc. Fenner, Mildred (Drake) Chi, re. Feltchit, Stepin (State) NYC, t. Fields, Benny (Chez Paree) Chi, nc. Fink, Henry (Kris' Chop House) NYC, re. Fitzgerald, Ella (Park Central) NYC, h. Fitzgerald, Lillian (Plantation) NYC, nc. Fiorretta & Boyette (Desher-Wallick) Columbus, h. Florian, Jean (Lyric) Indianapolis, t. Folies Bergere (Keith) Columbus, O., t. Forbes, Maria (Chez Firehouse) NYC, nc. Forrest, June (St. Moritz) NYC, h. Foster, Gae, Girls, 16 (Earle) Washington, t. Foster, Gae, Girls (Roxby) NYC, t. Fox, Dorothy (Casa Manana) NYC, nc. Frances, Emma (Diamond Horseshoe) NYC, nc. Francine, Anne (Le Coq Rouge) NYC, re. Francis, Emily (White) NYC, h. Franklin, Cass (Hollywood Beach) Hollywood, Fla., h. Franks, Four (State) NYC, t. Fredynons, Seven (Tower) Kansas City, Mo., t. French, Eleanor (Le Mirage) NYC, nc. Froos, Sylvia (State) NYC, t. Gale Sextet (Royal Palm Club) Miami, nc. Gale, Judith (Fifth Ave.) NYC, h.

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

Gallagher, Joe (Radio Franks) NYC, nc. Gall, Yolo (Chicago) Chi, t. Gallus, John (State-Lake) Chi, t. Gauchos, Three (Club Gaucho) NYC, nc. Gaver, Bob (Club 18) NYC, nc. Gavin, Margo (Harry's New York Bar) Chi, nc. Gay, Sally (Hollywood Beach) Hollywood, Fla., h. Gerrets & Ross (State) NYC, t. Gaynor & George, with Pal Rowdy (76 Club) Battle Creek, Mich., nc. Gerrin, Dorothy (Earl Carroll's) Hollywood, nc. Gerrits, Paul (Earl Carroll's) Hollywood, nc. Gibson, Bobby (Pennsylvania) NYC, h. Gilbert, Ethel (Radio Franks) NYC, nc. Gilford, Jack (Cafe Society) NYC, nc. Gilrone & Janice (Hungaria) NYC, nc. Glivot, George (Oriental) Chi, t. Glover & Lamee (Copacabana) Rio de Janeiro, Brazil, nc. Gomez, Romero (El Chico) NYC, nc. Gomez & Winona (Casa Manana) NYC, nc. Gonzalez & Menen (Alpin) NYC, h. Goodman, Benny & Orch. (Earle) Phila, t. Gordon, Connie (Green Gables) Drums, Pa., nc. Gordon the Great (Orph.) Memphis, t. Grant, Jack (Park Lane) NYC, h. Greene, Michel (St. Regis) NYC, h. Green, Mira (Casino Russe) NYC, nc. Green, Al (Pioneer Nut) NYC, nc. Green, Bennett (Mother Kelly's) Miami Beach, nc. Grey, Betty (Bismarck) Chi, h. Guy, Barrington (Plantation) NYC, nc. Gwynne & Co. (Tower) Kansas City, Mo., t. Gydenkrone, Baron (Wivel) NYC, re. H. Haakon, Paul (Chez Paree) Chi, nc. Hager, Clyde (Diamond Horseshoe) NYC, nc. Haines, Tate & Simpson (Leon & Eddie's) NYC, nc. Halcy, Johnny (New Town Casino) Miami Beach, nc. Hale, Chester, Girls (Pal.) Chi, t. Haley, Patsy (Gleam Dinner Club) San Antonio, nc. Hall, Frank (Garman) Phila, t.

Hallow, Bunny (Hollywood Beach) Hollywood, Fla., h. Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City, nc. Handy, W. C. (Cotton Club) NYC, nc. Hank the Mule (New Town Casino) Miami Beach, nc. Hanscom, Joan (Montparnesse) NYC, nc. Harrington, Pat (Club 18) NYC, nc. Harrison, Shore (Chez Paree) Chi, nc. Harrison & Fisher (Earl Carroll's) Hollywood, nc. Harrison, Spike (Gay '90s) NYC, nc. Hartman, The (Plaza) NYC, h. Hartwell, Seabrook, Revue (Carolina) Burlington, N. C., 14; (Rialto) Danville, Va., 15; (Gem) Kamaopolis, N. C., 16; (Carolina) Asheboro 17; (State) Greenville 18-20, t. Holman, Bob & Bertie (Casa Manana) NYC, nc. Herbet, Florence (Bill's Gay '90s) NYC, nc. Herth, Mill, Trio (Chez Firehouse) NYC, nc. Hickory Nuts (Wivel) NYC, re. Hill, Betty (Chateau) Rochester, nc. Hilliard, Jack (Royale Frolies) Chi, nc. Hilliard, Harriet (Colonial) Dayton, O., t. Holliday, Billie (Cafe Society) NYC, nc. Holmes, Joanne (Savarin) Buffalo, nc. Holman, Libby (Colony) Chi, nc. Honey Family (Riverside) Milwaukee, t. Hope, Peggy (Pennsylvania) NYC, h. Hopkins, Bob (New Villa) Toledo, O., nc. Houtreque, Johnny (Bal Tabarin) NYC, nc. Houston & Tarden (Royal Palm) Miami, nc. Howard, Shemp (Stage 1) Hollywood, nc. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Howard, Bob (Casa Manana) NYC, nc. Hubert, Catherine (Geo. Washington) Jacksonville, Fla., h. Hubert, John (Fifth Ave.) NYC, h. Huggins, Johnny (Kit Kat) NYC, nc. Hughes, Lybeth (Billmore) NYC, h. Hunter, Alberta (Tony's) NYC, nc. Hutchinson, Hal (Biltmore) NYC, h. Hutton, Betty (Paramount) NYC, t. Hutton, Marian (Paradise) NYC, nc. Ice Follies of 1939: Hershey, Pa., 14-18; Miami, Fla., 21-Mar. 5. Irving, Jack (Club Alabam) Chi, nc. Jackson, Jigsaw (Cotton Club) NYC, nc. Jackson, Connie (Plantation) NYC, nc. Jackson, Stone & Reeves (Club Alabam) Chi, nc. James, Dorothy (Greenwich Village Casino) NYC, re. Janet of France (Janet of France) NYC, re. Janis, Deane (Lookout House) Covington, Ky. Jarvis, Sam (St. Regis) NYC, h. Jarvis & Anette (608 Club) Chi, nc. Johnson, Mae (Cotton Club) NYC, nc.

Johnson, Mary Vee (Midnight Sun) NYC, nc. Johnson, Lucille (Belmont Plaza) NYC, nc. Jonay, Roberta (2 o'Clock) Baltimore, nc. Jones, Owen (Leone's) NYC, re. Joyce, Marion (Bedford Rest) Brooklyn, nc. Jules & Webb (Hollywood Beach) Hollywood, Fla., h. K. Kahn-Ashim (Casino Russe) NYC, nc. Kallis & Ranese (Geo. Washington) Jacksonville, Fla., h. Kapelova, Klavdia (Russian Kretchma) NYC, nc. Karavaeff, Simon (Russian Kretchma) NYC, nc. Karina, Karin (Tokay) NYC, re. Karolis (Biltmore Bowl) Los Angeles, nc. Karozy, Eche (Tokay) NYC, nc. Karson's, Maria, Musicales (Onesto) Canton, O., h. Kay, Dolly (Royale Frolies) Chi, nc. Kay, Beatrice (Diamond Horseshoe) NYC, nc. Kaye, Evelyn (Biltmore) NYC, h. Kays, Two (Orph.) Memphis, t. Kenney, Billy (Cortez) El Paso, Tex., h. Kermit & Demris (Washington-Youree) Shreveport, La., h. King, Anna (Garden) NYC, re. King, Carol (Paradise) NYC, nc. Kings, Three (Orph.) Memphis, t. Kinney, Ray (Lexington) NYC, h. Kirk, Joy (Merry-Go-Round) Newark, nc. Kramer, Leon (Hungary) NYC, re. Kress, Carl (Onyx) NYC, nc. Kurer, Vilma (Casa Manana) NYC, nc. L. Laird's, Ruth, Texas Rocketts (Saks) Detroit, nc. Lane Lovebirds, Jack (Paradise) NYC, nc. Lane, Mary (Jimmy Kelly's) NYC, nc. Lane, Joyce (The Drum) Coral Gables, Fla., nc. Lane, Loretta (Royal Palm Club) Miami, nc. Lane, Judy (Club Tivoli) Juarez, Mexico, nc. Lane, Jackie (Chicken Coop) Grand Rapids, Mich., nc. Langford, Robert (Varsity Club) Eureka, Calif., nc. Lanning, Don (Dempsy's) Miami, nc. Lane, Rue & Carol (Capitol) Washington, D. C., 17-23, t. Lassen, Sigrid (Armando's) NYC, re. LaTour, Jona (Chateau) Rochester, nc. Lauren, Vicki (Ambassador) Detroit, nc. LaVelle, Billy (Wonder Bar) NYC, nc. Law, Mildred (Riverside) Milwaukee, t. Lawlor, Terry (Royal Palm) Miami, nc. LaVellas, Aerial (Pal.) Houston 11-18, t. LeBaron, Peggy (Wivel) NYC, re. LeBaron, Sam (Savoy) NYC, re. Lee, Bob (Wivel) NYC, re. Legg, Harris (Pan-Pacific Rink) Los Angeles, a. LeMaîtres, The (College Inn) Chi, nc. Leimmon, Nancy (Lexington) NYC, nc. Leonard, Hazel (Roumanian Village) NYC, nc. Leonard, Bobby (Pioneer Nut) NYC, nc. Leonard, Harold (La Marquise) NYC, nc. LePaul (885 Club) Chi, nc. Lester, Mary (Lamar's) Los Angeles, nc. Le Shay & Leda (Top Hat) Union City, N. J., nc. Leslie, Nancy (Maxim's) NYC, nc. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Texas, Jim (Village) NYC, nc. Lewis, Meade Lux (Cafe Society) NYC, nc. Lewis, H. Kay, & Hollywood Varieties: Glendale, Ariz., 14-15; Phoenix 17-18; Safford 20-21. Lilluse, Frank (Diamond Horseshoe) NYC, nc. Lind, Della (Diamond Horseshoe) NYC, nc. Lind, Beatrice (Casa Manana) NYC, nc. Linda, Hella (Casa Manana) NYC, nc. Listz, Margareta (Hungaria) NYC, nc. Litt, Bernice (Subway Club) Baltimore, nc. Litomy, Leslie (Chez Firehouse) NYC, nc. Lombard, Leda (Queen Mary) NYC, re. Long, Avon (Plantation) NYC, nc. Lopez, Vincent, & Band (Paramount) NYC, t. Low, Ranchero (Weylin) NYC, h. Lowe, Hite & Stanley (Strand) NYC, t. Loyal's, Alf, Dogs (Chicago) Chi, t. Lucien & Ashour (Chicago) Chi, t. Lyman, Al (Auditorium) St. Louis, Ill., 14; (Auditorium) Jacksonville 20. M. McCarthy, Grace (885 Club) Chi, nc. McCalland, Reed (Penthouse Club) NYC, nc. McFarland, Helen (Tower) Kansas City, Mo., t. McKenna, Joe & Jane (Rose Bowl) Chi, nc. Mackie & Paul (Nixon) Pittsburgh, re. Meeks, The (Gray Wolf Tavern) Youngstown, Mo., t. Macks, Three (Nixon) Pittsburgh, re. Madera, Nedra (Gaucho) NYC, nc. Madison, Rudy (Gay Nineties) NYC, nc. Makapanec, Daniel (Rainbow Inn) NYC, re. Mallory, Mickey (Swing Club) NYC, nc. M'Nellis, Maggie (Blackstone) Chi, h. Mangan Sisters (Diamond Horseshoe) NYC, nc. Manners, Carole (Colosino's) Chi, nc. Manners, Ginge (Leon & Eddie's) NYC, nc. Manya & Zanette (St. Moritz) NYC, h. Mara (Old Rumanian) NYC, nc. Marco & Romola (Club Tivoli) Juarez, Mexico, nc. Marco & Roberta (Riverside) Milwaukee, t. Margot (Tokay) NYC, re. Marka (Piccadilly) NYC, h. Marlyn & Michael (Rainbow Grill) NYC, nc. Marr, Patsy (Harry's New York Bar) Chi, nc. Marsh, Floris (Jimmy Kelly's) NYC, nc. Marshall, Everett (Casa Manana) NYC, nc. Martin, Claire (Essex House) NYC, h. Martine, Fjoln (Wivel's) NYC, re. Martin, Mary (Rainbow Room) NYC, nc. Martin, Tommy (Bal Tabarin) San Francisco, nc. Marvey, Gene (Warwick) NYC, h. Marva & Martyn (Gibson) Cincinnati, h. Mason, Melissa (Riverside) Milwaukee, t. Mason's, Jay, Five Rhythmettes (Castle Farms) Lima, O., nc. Mattison's Rhythms (Lyric) Indianapolis, t. Maurice & Gordoba (Book-Cadillac) Detroit, h. Mercedes, Elvira (Queen Mary) NYC, nc. Merry Maes (Belmont-Plaza) NYC, h. Metaxa, Georges (Savoy Plaza) NYC, h. Michon, Michel (Russian Kretchma) NYC, nc. Mignac, Jacqueline (Bal Tabarin) NYC, nc. Miller, Tris, Jim (Gay Nineties) NYC, nc. Miller, Susau (Earl Carroll's) Hollywood, nc. Mills, Star & Tracy (Yaacht Club) NYC, nc. (See ROUTES on page 60)

McCarthy, Grace (885 Club) Chi, nc. McCalland, Reed (Penthouse Club) NYC, nc. McFarland, Helen (Tower) Kansas City, Mo., t. McKenna, Joe & Jane (Rose Bowl) Chi, nc. Mackie & Paul (Nixon) Pittsburgh, re. Meeks, The (Gray Wolf Tavern) Youngstown, Mo., t. Macks, Three (Nixon) Pittsburgh, re. Madera, Nedra (Gaucho) NYC, nc. Madison, Rudy (Gay Nineties) NYC, nc. Makapanec, Daniel (Rainbow Inn) NYC, re. Mallory, Mickey (Swing Club) NYC, nc. M'Nellis, Maggie (Blackstone) Chi, h. Mangan Sisters (Diamond Horseshoe) NYC, nc. Manners, Carole (Colosino's) Chi, nc. Manners, Ginge (Leon & Eddie's) NYC, nc. Manya & Zanette (St. Moritz) NYC, h. Mara (Old Rumanian) NYC, nc. Marco & Romola (Club Tivoli) Juarez, Mexico, nc. Marco & Roberta (Riverside) Milwaukee, t. Margot (Tokay) NYC, re. Marka (Piccadilly) NYC, h. Marlyn & Michael (Rainbow Grill) NYC, nc. Marr, Patsy (Harry's New York Bar) Chi, nc. Marsh, Floris (Jimmy Kelly's) NYC, nc. Marshall, Everett (Casa Manana) NYC, nc. Martin, Claire (Essex House) NYC, h. Martine, Fjoln (Wivel's) NYC, re. Martin, Mary (Rainbow Room) NYC, nc. Martin, Tommy (Bal Tabarin) San Francisco, nc. Marvey, Gene (Warwick) NYC, h. Marva & Martyn (Gibson) Cincinnati, h. Mason, Melissa (Riverside) Milwaukee, t. Mason's, Jay, Five Rhythmettes (Castle Farms) Lima, O., nc. Mattison's Rhythms (Lyric) Indianapolis, t. Maurice & Gordoba (Book-Cadillac) Detroit, h. Mercedes, Elvira (Queen Mary) NYC, nc. Merry Maes (Belmont-Plaza) NYC, h. Metaxa, Georges (Savoy Plaza) NYC, h. Michon, Michel (Russian Kretchma) NYC, nc. Mignac, Jacqueline (Bal Tabarin) NYC, nc. Miller, Tris, Jim (Gay Nineties) NYC, nc. Miller, Susau (Earl Carroll's) Hollywood, nc. Mills, Star & Tracy (Yaacht Club) NYC, nc. (See ROUTES on page 60)

Doyle, Buddy (Diamond Horseshoe) NYC, nc. Drackon, Russell (Whirling Top) NYC, nc. Duanos, The (Hi-Hat) Chi, nc. Dubois, Wilfred (Gibson) Cincinnati, h. Duchin, Eddy, & Orch. (Stanley) Pittsburgh, t. Duke, Marilyn (Royal Palm) Miami, nc. Dunn, Vera (Tic Toc) Montreal, Que., nc. Dunbar, Dixie (Oriental) Chi, t. Duncan, Midget Jackie (Frank's Casa Nova) Buffalo, nc. Duntan, Jack (Casa Manana) NYC, nc. Durkin, Nelie (Swing) NYC, nc. Dutton, Gertrude, Crook & Edward (Ambassador) NYC, h. Duval Sisters (Maxim's) NYC, nc. E. Elaine & Henry (Earle) NYC, re. Ellis, Patricia (Paramount) NYC, t. Engel, Joan (Casino Russe) NYC, h. Enters, Johnny (Geo. Washington) Jacksonville, Fla., h. Enters & Borgia (Hollywood Beach) Hollywood, Fla., h. Evans, Steve (Lyric) Indianapolis, t. Everett, June & Jack (Miami-Biltmore) Miami, h. F. Fagan, Nutsey (Village Nut) NYC, nc. Fanton, Joe, & Co. (Casino Municipal) Nice, France, t. Farney, Evelyn (Royale Frolies) Chi, nc. Farrell, Bill (Place Elegante) NYC, nc. Fay, Vivian (Earl Carroll's) Hollywood, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Fears, Kay (Diamond Horseshoe) NYC, nc. Fenner, Mildred (Drake) Chi, re. Feltchit, Stepin (State) NYC, t. Fields, Benny (Chez Paree) Chi, nc. Fink, Henry (Kris' Chop House) NYC, re. Fitzgerald, Ella (Park Central) NYC, h. Fitzgerald, Lillian (Plantation) NYC, nc. Fiorretta & Boyette (Desher-Wallick) Columbus, h. Florian, Jean (Lyric) Indianapolis, t. Folies Bergere (Keith) Columbus, O., t. Forbes, Maria (Chez Firehouse) NYC, nc. Forrest, June (St. Moritz) NYC, h. Foster, Gae, Girls, 16 (Earle) Washington, t. Foster, Gae, Girls (Roxby) NYC, t. Fox, Dorothy (Casa Manana) NYC, nc. Frances, Emma (Diamond Horseshoe) NYC, nc. Francine, Anne (Le Coq Rouge) NYC, re. Francis, Emily (White) NYC, h. Franklin, Cass (Hollywood Beach) Hollywood, Fla., h. Franks, Four (State) NYC, t. Fredynons, Seven (Tower) Kansas City, Mo., t. French, Eleanor (Le Mirage) NYC, nc. Froos, Sylvia (State) NYC, t. Gale Sextet (Royal Palm Club) Miami, nc. Gale, Judith (Fifth Ave.) NYC, h.

Vaudeville Notes

JACKIE COOGAN returned to Texas this week to resume personal appearance tour. He had gone to Hollywood to see his wife, Betty Grable, recuperating from an appendectomy. . . . MAE WEST is coming east for another p. a. tour under William Morris auspices. Plays the Paramount, Newark, N. J., week of March 24 for \$13,000 for the unit. She is a Newark favorite, her films having broken all records at that house. She plays the Fox, Brooklyn, week of March 17, booked thru Harry Mayer (Warner), but turned down a date at Loew's State, New York. Wants to play the State when the world's fair is on. . . . FORD CRANE, Avis Andrews, Walter Donahue, Lou Taylor, Gloria Grafton, Bob Lee, Adey Aylen and Joe Smith have been appointed to the AFA Trial Board.

WEIR BROTHERS set for RKO Cleveland, February 24, with Lucienne and Ashour, Cinda Glenn, Rolf Holbein, Willie West and McGinty and Chaz Chase. . . . BELLE BAKER is back in New York from Chicago. Opens at the Riviera, Brooklyn, February 17 for four days. Goes into the Walton Roof, Philadelphia, March 9.

NICK LUCAS went into the Roxy, Atlanta, Friday (10). Returns to New York February 20 to guest on Al Pearce show over WEA. . . . JACK DURANT goes to England for an engagement early in May. . . . LOWE, HITE AND STANLEY go into Stanley, Pittsburgh, February 17, and Chicago, Chicago, March 3. . . . LES GHEZZIS booked for Tower, Kansas City, Mo., February 17, and Drake Hotel, Chicago, weeks of March 3 and 10. . . . GINGER MANNERS, Lester Allen and Estelle and Leroy are working in Warner two-reeler, *So Ye Sew*, Sammy Cahn and Saul Chaplin did special music for the pic. . . . Another Warner two-reeler in production has Betty Hutton and Hal LeRoy, Emerson's Sextets, Chaz Chase and Jackie Beekman.

DANNY DANIELS writes from Tampa, Fla., that he is in his third season handling comedy in Lucky Teter's show.

LARRY CLINTON and Dave Tyler orchestras booked into Manhattan From-erade March 11 by Nick Elliott.

WILLIAM AND JOE MANDELL, now on their way from Australia, due to arrive in United States February 20, to open two days later in San Francisco.

FOUR FRANKS open May 1 at the Tivoli, Melbourne, Australia, for 10-week engagement with an option for 10 more.

YOUNG CHINA, equilibrist abroad for many years, are booked for an American engagement in July. . . . BILLY HART, formerly of Billy and Marle Hart, was given a party in celebration of 75th birthday by the Merry Makers' Vaudeville Club at home of Dick Staley in Hollywood. Present were George Bickel, Mr. and Mrs. Harry Howard, Johnnie Morris, John Nagel, Al Anderson, Si Jenks, Mr. and Mrs. Wilson, Lillian Mahu, Mr. and Mrs. Mack, Teddy Aumond, Wilson Brothers, Charlie Rice, Jack Raymond, Mrs. Fred St. Onge, Joe Mitchell, Felix Adler and Walter Clinton.

CARLOS AND CARITA, who opened at the Havana-Madrid, New York, for a 12-week engagement and remained for 20, have left for booking at Adelphi Theater and Savoy Hotel, London. . . . CARITA, vaude singer, has come out of her three-year retirement, during which time she operated a New York beauty shop, and is playing the Club Gauchon, New York.

RAYMOND PAIGE is new pianist with Hildegarde. . . . WALTER DARE WAHL and his former partner, Emmett Oldfield, are doing competing acts at the Shubert and the Paramount theaters, Newark, N. J., week of February 17.

HERBERT HARPER has opened a New York dance studio, specializing in what he calls Style-Ized routines, along with his own modernistic taps. Recent pupils enrolled include Edna Strong, Jane Pickens and Marjorie Hubbard.

SEILER BROTHERS will play another engagement at the Chicago, Chicago, week of March 3. . . . HARRY CLARK, Chicago unit producer, left for Florida last week to negotiate with the Sparks Circuit for shows to be used in eight theaters operated by the chain. . . . MILTON DEUTSCH is breaking in a new jitterbug trio at the Capitol Theater, Passaic, N. J., February 15.

ROXY THEATER, Inc., declared a quarterly dividend of 37½ cents per share on outstanding preferred stock, payable March 1, 1939.

Chicago Name Acts Use Club Dates To Try New Material

CHICAGO, Feb. 11.—Acts here are finding club dates ideal places to break in new material. This practice has been a haven for the bigger acts in particular, since they don't usually work out-of-the-way spots where they can test new stuff, and when they do the audience getting it is not typical of a big-time nitery nor is the supporting orchestra the type to do the new material justice.

Early club date shows have been good testing grounds for cleaner new songs and comedy material. Risque material gets an airing during the later hours.

Bookers as a rule do not kick about this practice so long as the acts are reasonably sure that the material will be entertaining and will not detract from the general performance. And again, acts are not too anxious to boast to the offices that they are using the dates for break-in purposes.

SUGAR'S DOMINO

(Continued from page 4)

them when and if possible, but the band leader who looks ahead of him must and will look out for himself first. When he does that the selection of tunes will be based first of all on what the band leader honestly feels the public wants. When this is attended to in good measure then is the time to do music publishers favors. And they should be favored in proportion to the band leaders' judgment of their tunes.

IF EVERY sensible suggestion for the revival of vaudeville were laid end to end and each made to represent a play-date we would have the largest circuit yet conceived by man. Vaudeville is doing an erratically timed seasaw in its comeback act, but still the suggestions come in. As long as there is still a chance; as long as we continue to believe that the public wants vaudeville far more than those who are depriving them of it are willing to admit, we shall continue to give more than passing attention to these suggestions. Who knows but that among them might lie the sparkling nugget representing a solution to an aging problem and which will be grabbed up eagerly by those who sit and wait—but as yet have not stirred.

The latest of the formulae to reach our desk is the brainchild of Mark Nelson, no longer connected directly with the theater but who shows by his frequent communications that he is keenly interested in it and alive to its problems.

The substance of Nelson's thesis, which we present because we feel that it possesses many commendable points, is that vaudeville will return only if the stagehands, musicians and large circuits put their shoulders to the wheel—the circuits performing missionary work by reinstalling vaudeville in some of their theaters and eschewing immediate profits; the stagehands and musicians offering to take salary cuts in accordance with a plan similar to the following:

The craftsmen would take a 60 per cent cut of their present scale at the outset. Every six months, providing the theaters show a profit, they would creep up towards their original scale at the rate of 10 per cent each period. If the theaters fail to show a profit the union men would continue to work at the same rate. This agreement should run for two years so as to allow for the stagehands and musicians to be back at their old rate at the end of that time. It would allow for a breathing space for theaters experimenting with reinstated stage shows and it would provide work for men who would otherwise remain unemployed.

Nelson disposes cynically of the performer in his plan by stating, "The performer's pay has been cut so much that he should not be asked to cut any more."

Nelson's plan looks good on paper but we wonder how many circuits, under present conditions, are willing to do any experimenting with stage shows. We wonder, too, whether certain pightheaded locals of the IATSE and AFM are quite ready to bow to the inevitable and cooperate with circuits to the extent that Nelson suggests. Yet we throw the plan to the winds. Maybe it will fall in the right place. Greater miracles have happened in the history of this troubled world.

Vaude Grosses

Music Hall, Roxy, Strand Big; State Poor; Para Fair; Other Grosses Throught Country Okeh

NEW YORK.—Despite bad weather during the week, Broadway houses took in some heavy grosses.

Radio City Music Hall was top with \$86,000 for the second week of *Gunga Din* and stage show. Figure is pretty good, but considering size of house and other factors it is not as striking as Roxy's \$42,000 for the fourth and last week of *Jesse James* and a stage show. *James* total for the four-week run was \$230,000, breakdown for successive weeks being \$76,500, \$62,000, \$47,500 and \$44,000.

Strand, with Artie Shaw's Band and a weak pic, *Wings of the Navy*, hit \$44,000—due to the strong stage bill. Show is being held over.

Paramount, with Bob Crosby heading stage show and *Paris Honeymoon*, second week, knocked off a fair \$30,000, compared with \$40,000 the first week of the show.

Loew's State dived, Jay C. Flippen and stinko pic, *Zaza*, pulling only \$16,000, compared with \$22,000 the week before with *Marie Antoinette*.

Capitol had one of best takes in a long time, *Idiot's Delight* grabbing off \$48,000. The house is expected to add a band policy next week—but it won't have to if it continues doing business as good as last week.

CHICAGO.—The town was back to normal after the blizzard, with big pictures helping the Loop combo temples to some profitable figures. Chicago netted a good \$28,000 in its second week with *Jesse James* and Happy Felton's Band on the stage, winding up with a healthy \$68,000 for the run. The Palace has a winning combination in *Gunga Din* and a brief stage revue featuring a Chester Hale line, ending the first stanza with a big \$30,000. Will remain a second and perhaps a third week. State-Lake saw another average \$13,000 with *Ride a Crooked Mile* and an eight-act bill headlined by Gus Van, and the Oriental with two features and five acts pulled in a fair enough \$12,000.

PITTSBURGH.—Despite snow and rain, Ted Weems' Band with the Peggy Taylor Trio grossed \$23,000, mighty good considering weakish box offices in preceding month. Altho about \$3,000 under last stand at Stanley, Weems' week was strongest name-band gate in several months. On the screen, *Zaza* (Para).

PHILADELPHIA.—Russ Morgan's Orchestra heading a stage bill at the Earle this week almost hit bottom at the box office, drawing only \$16,000, two G's below the house par. Picture was *Blonde* (Col).

NEWARK, N. J.—Week ending February 11 found local vaude spots cashing in very nicely. Paramount, the Adams house, was well in the black at the end of seven days of the *Folies Bergere* (International Casino show), having taken in over \$17,000. Screen fare was *Ambush* (Paramount, starring Gladys Swarthout in a straight dramatic role). Adams maneuvered a personal appearance of Miss Swarthout Wednesday evening.

Shubert did fair business with Richard Himber and orchestra and Ben Blue. Gross was \$13,000, which is not bad considering the opposition. House is marking time for February 17, when Benny Goodman and ork debut in Newark, playing against Artie Shaw at the Paramount.

Combination black and white show at

4 Mortons Plan Comeback

NEW YORK, Feb. 11.—According to Paul Morton, of the old-time head-line act, the Four Mortons, the turn will be revived shortly with three of the original members—Sam, Clara and Paul.

Sam is 75 years old. Kitty, now dead, was the wife of Sam and the mother of Paul and Clara.

Act may get a new member for Kitty's spot. Turn will be similar to the old.

Empire (burlesque) proved to be a good attraction and rolled up a \$3,500 gross.

HOLLYWOOD STAR DOUBLES unit, which played the Riverside, Milwaukee, the week before, protests the \$4,000 gross given it in last week's listing here. Claims it did \$9,000. Film was *Swing, Sister, Swing*.

MONTREAL.—Loew's, with Count Berni Vic's *Stars Over Broadway* unit and "Hello Stranger" Schleppeiman, plus *Mad Miss Manton*, grossed \$9,000, one G above average, for week ending February 4.

WASHINGTON.—Loew's Capitol, with Roscoe Ates on stage and pic, *Thanks for Everything*, hit \$15,000, as against average of \$16,500. Warner's Earle, with Lionel Stander on stage and pic, *They Made Me a Criminal*, knocked off \$16,500. (See VAUDE GROSSES on page 27)

City Houses Plan Vaude To Win Back Suburban Patrons

CANTON, O., Feb. 11.—Weekly exodus of hundreds of Canton district theatergoers to near-by Akron is giving local theaters no little concern and may result in early efforts to return flesh here after an absence of more than five years. Apparently fed up on double-feature film programs, the only theater fare here, hundreds of persons are visiting Akron and Cleveland week-ends in search of variety entertainment.

"Bud" Sommers, manager of the Palace, Akron, has been besieged with requests from this and near-by towns to be included on the theater's mailing list and be informed each week as to what the stage attraction will be. Sommers said he has several hundred now on the mailing list and scores are being added weekly.

The two major theaters, Loew's and the Palace, which have had an agreement for the past five years not to use stage attractions, are considering switching to stage units and vaude-film. It is likely stage units will play the two houses alternate weeks.

9 Detroit Agents Take AFA License

DETROIT, Feb. 11.—Contracts were signed by local agents Tuesday with Walter Ryan, local representative of the American Federation of Actors, providing an AFA shop effective February 13.

Delbridge & Gorrell, Gus Sun Agency, Michigan Vaudeville Agency, Artists' Service Bureau, Betty Bryden, Abe Schiller, Sol Berns, Leo Curtiss and Jules Klein signed.

Each contract for an engagement will provide that acts taking work thru these offices will have to be or become members of the AFA. Hitherto a few isolated night spots have been placed locally upon an AFA shop basis, but this is the first time that the agents have accepted an AFA license.

Harry Clark Not Booking Nashville and Birmingham

CHICAGO, Feb. 11.—While Harry Clark, local producer, will continue to handle shows for the Lucas & Jenkins Circuit in Georgia, he is not booking the Princess in Nashville, Tenn., or the Pantages in Birmingham, as was recently stated.

Thru an arrangement with Ed Gardner, the Nashville house continues to use Gardner shows, and, according to E. S. Williams, manager of the Pantages, Gardner may also supply the flesh for the Birmingham house regularly. Williams states that Gardner's *Passing Parade* played to satisfactory business at the Pantages recently, and another of his units, *Ballyhoo Brevities*, has been set for that house over the week-end.

Loew's State, New York

(Reviewed Thursday Evening, Feb. 9)

Don Bestor's aggregation, topping bill this week, delivers solid musicianship and good specialties. Band gives out with a refined type of commercial swing, not the barrel-house variety—but probably much more lasting. Bestor himself fronts and talks with impeccable taste.

Among the specialties, Ducky Yontz, comedy singer, scored sensationally with *Mama Don't Allow No Music* and *Jimmy Had a Nickel*. Could probably do a single himself. Band's vocalist, Johnny Russell, has a fine, masculine delivery with sound arrangements. Emily Adreon, whistler and acro dancer, gives out with both talent and sex appeal. Phyllis Cole, femme vocalist, is not the equal of Russell, but nevertheless knows how to deliver. Scored well on two tunes. Bestor, of course, did a stint on the console vibraphar, a delicate rendition of *A Pretty Girl Is Like a Melody* and *Stardust*. Latter tune also featured Walter Payne, sax. Outfit, generally, is very good.

Opening turn was Gaynor and Ross, mixed skating team, working on a raised platform. This turn is far and away above the average skating act. It's sensational, flashy and fast, the man and girl going thru some daring routines that really held the audience. Took and deserved a solid hand.

Four Franks, two men and two girls,

Vaudeville Reviews

have a varied act that needs changing. The Franks sing, dance, play saxophones, do a hoke impression of a Barrymore-Garbo romance with acro knockabout in it, and do it all very energetically. One brother does a rhythm tap a la Fred Astaire, but it is quite rough. About the best thing is a novelty tap done by one boy and girl. Act has a fast competitive finale. It gained them a good hand, but it can be sharpened up considerably and pruned of excess material.

Sylvia Froos, vocalist, warmed her audience up best with *Franklin D. Roosevelt Jones* and *Jeebers Creepers*. She was excellent in these. Previous tune, a dramatization of *Have You Forgotten So Soon*, seemed to be built up into too much. Miss Froos' voice is excellent, having an enchanting, metallic quality.

Stepin Fetchit, Negro comedian, did the usual lazy man act. It's nutty and funny, what with his whining delivery and tricky eccentric dancing. Could have encored, but pulled the same lazy stuff—being carted out in a wheel chair.

Pic, *Trade Winds*. A stinker. Good house late show. *Paul Ackerman.*

State-Lake, Chicago

(Reviewed Friday Afternoon, Feb. 10)

A better than average eight-act collection, an improvement over the bills in the last fortnight due to the faster pace of the general layout. John Gallus, the clarinet playing juggler, makes a novel opening with his trick tooting and manipulation of a line of dancing marionettes while playing the instrument. It is something different and suitable for both theaters and night clubs.

Stanley Brothers, agile acrobatic team, open with a good scarecrow routine, one of them following with a drunk number and closing together with some fast tricks. Boys work with ease and go over well.

Lois Kaye, attractive songstress with a voice that is fuller than that of the average warbler, did three numbers, but she was somewhat handicapped by arrangements that seemed to hold her back. She makes a nice appearance and is, consequently, a good bet for the niteries.

Abbott and Robey still retain most of their old bits and the talk, as a result, is outmoded. The best thing in the act is the short comic's violin playing, of which unfortunately there is not enough. A blonde comes on to straight for the boys.

Alphonse Berg still dresses his models in full view with the speed and showmanship of a veteran. Act remains a flashy novelty, and Berg's personality lends itself nicely in a hodgepodge of this type. Employs three attractive models.

Leonard Barr and Virginia Estes, eccentric dancers, drew some laughs. Barr is a funny sight with his homely countenance and prominently lanky feet. Act can stand some tailoring during his impersonations where his own applause to indicate that he is finished does not click. Miss Estes is a decorative asset.

Henny Youngman gets featured billing but didn't get any out of the ordinary response. He can use some new material and should by all means discard some of the gags that are kicking around every after-dark hangout here. He can tell a gag but it won't net him anything if it isn't funny.

The Three Reddingtons closed with the usual fanfare, bouncing on their battered trampoline. It is a nice flash and holds the attention of the customers. June, the daughter, smoothed out her work considerably and the father still gets a big hand with his daring cigar-in-the-mouth spring work.

Al Kvale ensued and conducted the orchestra from the stage. Business was off second show opening day. *Torety Blane* in *Chinatown* (Warners) on screen. *Sam Honigberg.*

Paramount, Los Angeles

(Reviewed Wednesday Afternoon, Feb. 8)

Rube Wolfe and ork working on stage this week against very effective South

Sea Island setting. Band attired in summer suits, with red leis for decorations. Show has a sparkle that is pleasing.

Opener found Gifford and Pearl doing a comic routine that had its moments of solid humor. Their stuff borders on the slapstick, but the antics seemed to please the crowd. They did a burlesque of Rogers and Astaire that scored. Next number was a take-off on McCarthy and Bergen, finale finding them doing a zany Mexican dance.

Bert Lynn with his Vibrolynn gave his usual class performance. Working with a novel idea in electric guitars, Lynn is a first-rate showman. He did a trip to Hawaii with boat whistles, fog horns, a storm at sea and finally the arrival of the boat at Honolulu. All this with sound effects on his Vibrolynn.

Fanchonettes made effective background to this number with their hip-tossing. Myla, billed as an exotic dancer, put in her share of swing and sway.

Lynn finished with his version of an air raid with sound effects. Very effective stuff.

Art Tatun, colored swing pianist, added his share to the bill. Did his own arrangement of *Tea for Two*, *Tiger Rag* and *Sweet Sue*. His technique is amazing. Partially blind, he does a flash job of selling his ivory numbers to the crowd.

Finale found the Fanchonettes doing a ball dance. Very tricky stuff, but apparently easy for this seasoned bunch of troupers.

Flicker was *Beachcomber*. Biz good at opening show. *Dean Owen.*

Lyric, Indianapolis

(Reviewed Friday, February 10)

A potpourri of vaudeville acts constitutes this week's stage show, all presented under the title, *Gaieties*.

Benny Ross is the star of the show, which he also directs as master of ceremonies, in addition to waving the baton for the house orchestra, which, for this week, has been moved from the pit to the stage. Ross presents a chatter-comedy turn with singing interludes with his partner, Maxine Stone, whom the audience took to its heart mainly because of her seemingly total lack of energy after she had been introduced as a peppy "super jitterbug." The act was the show's best spot.

The show opens with a wave of dancing by the Mattison Rhythms, a miniature revue. Its featured performers were Lee O'Daniel, polished tap dancer, and the O'Conner Brothers, who play musical instruments while dancing. The routines offered are lively, smoothly done, novel and entertaining; yet the act failed to draw much applause, chiefly because it occupied the stage too long. Possibly if the Mattison Rhythms had been spotted at intervals throught the show matters would have been helped.

Another capable performer is Jean Florian, an expert juggler, who could, however, use some tricks which are not so reminiscent of other artists in the same field.

Steve Evans is a good impersonator, receiving a rousing salvo of applause for his mimicry of Mussolini, which was his best.

The show's only singing was handled by the California Varsity Eight, whose rousing college songs appealed greatly to the audience. Their white tight-trousered silver-trimmed uniforms made an eye-filling spectacle.

Show is low on first-class talent. Especially needs one or two good name attractions. Also needs speeding up.

Pic was *The Three Musketeers*. Business light at first show. *H. Kenney.*

Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 10)

These act layouts here between band units have been loosely produced affairs. With only three to four acts used, production staff must necessarily employ solid ideas to shape the material on hand into presentable attractions. When the theater had a house line of 16 girls it was a comparatively easy task. Their absence, however, left a vacancy that is not easily filled.

Alf Loyal's dog act opened and appeared crowded in front of the band. The turn with its many contraptions can easily use the full stage. Once the setting was made, however, the shaggy rascals had little trouble getting response with some funny and well-timed tricks. Man in riding habit puts them thru

their paces, with a woman helping from the side lines.

Carole Manners, soprano, came in as a last-minute booking to replace the advertised Yolo Galli. Piped very nicely *My Reverie*, *Cheri Berti Be* and *Napoli* and took three bows. Her classy singing undoubtedly goes best in an ace house of this type. Due to a delayed plane schedule, Miss Galli did not arrive until the third show.

Luclen and Ashour, apache team, scored with their solid routine that was a high spot in the last Chet Paree show. Both the boy and girl look equally well, give and take punishment and work to a fitting and tuneful score.

Adrian, the maestro, next conducted a Valentine medley, using a few Turner singers in the background for vocal renditions of sweetheart favorites. A hastily patched up scene.

Ross Wye Jr., with June Mann, closes. While they have been in a couple other Loop theaters recently, act is strong enough to stand a repeated viewing and goes over with impressive proportions. Wye's acrobatics are topped by few and his nonsense with his tall partner is clean fun. It was too abrupt a finale, however.

The Chicago goes arty for the next couple of weeks, bringing in Paul Draper Friday and will feature the following week Catherine Littlefield's ballet, whose commercial possibilities were first exploited in *The Billboard* early last December.

Business was pretty good first show opening day. On screen, John Garfield in *They Made Me a Criminal* (Warners). *Sam Honigberg.*

Paramount, New York

(Reviewed Friday Evening, February 10)

Paramount, with a two-week booking on Vincent Lopez and his orchestra, Patricia Ellis, Abbott and Costello, Betty Hutton and John Boles, unleashes a corking good vaude show, really a surprise vaude show, in that clear show-stops are recorded by the three last-named acts. As a matter of fact, the way the show is laid out takes away somewhat from the luster of a very neat job done by Lopez. Piano playing of the leader and some neat swing dished out by his crew are overshadowed by the mitt pounding accruing Boles, the comics and Miss Hutton.

Lopez features now his "suave swing" music, swing predominating and a clinch to please the jitterbugs anywhere, but sweet enough, too, to avoid alienating the anti-swingsters. Band has several excellent swingers. *Napoleon Bonaparte* and *Swinging With the Goons* among them. Skin beating of Johnny Morris, a Lopez veteran, is featured. Morris tries less to push himself forward

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than when last caught and is consequently an improved act.

Miss Ellis, from pictures, has also improved a mite since last seen at the Casa Manana. However, she suffers from having her act almost devoid of showmanship. She should do smoky torch numbers and get the lighting of the act routinized accordingly. As it is now, very bad hand gestures and a skimpy vocal range hurt her. Potentialities are there but not used. Appearance is swell, in a classy looking black gown.

Last time this reviewer heard Lou Costello and Bud Abbott on their radio show (Kate Smith) is the reason that that was the last time this reviewer heard them. But their routine at the Paramount is hilarious and wowed the assembled populace. Excellent nonsense stuff.

Miss Hutton must be seen to be believed. She is a hopping, jumping, mugging, prancing, grimacing and completely uninhibited jitterbug singer. With Lopez's always classy piano work following the comedy act, followed in turn by Miss Hutton, she really slammed her way, and applause went into the Boies introduction. She had the house in her mitts.

Following the incredible Miss Hutton gave Boles a tough assignment, but he served notice on Hollywood that he's due back before the cameras in a really superb bit of trouping. Boles may not have any great shakes of a voice, but he uses it to perfection, works the mike perfectly and can do personal appearances anywhere. When even the men in the house went for him completely, Boles was in. He looks terrific, incidentally, wears his clothes like a model, and after three numbers his ingratiating encore with *Waiting at the Gate for Katy* finished a superb job.

Weather very bad and business off. Picture, *St. Louis Blues*, throws most of the drawing burden on the show.

Jerry Franken.

Palace, Akron, O.

(Reviewed Sunday Afternoon, Feb. 5)

Addition of several standard turns puts the Roger Pryor-Ann Sothorn unit into the bell-ringer class for the Palace, which continues to attract heavy patronage for stage attractions four days each week.

Miss Sothorn and her band leader husband Roger Pryor headline a revue that includes comedy, song and dance and, of course, Pryor's orchestra.

Pryor's combo is a smoother playing unit than when he brought it to the Palace boards last, making it one of the better orchestras to appear here this season. The band swings merrily from

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Joy Hodges and Waterloo Theater Swap Accusations

NEW YORK, Feb. 11.—Joy Hodges, stage and pic name, cracked plenty of publicity in the dailies over her experiences playing a date in Waterloo, Ia. Miss Hodges, who said she is thrilled at being back in New York, told a *World-Telegram* interviewer that the Iowa theater "had a five-piece orchestra for my 25-piece arrangements," and "then the curtain fell on one of the girl dancers."

Miss Hodges, who squawked at the loudness of the microphone and other things, got J. V. Dostal, Iowa Theater manager, so mad that he announced that it wasn't so long since Miss Hodges was "singing for something like coffee and doughnuts."

Tiger Rag to horseplay convincingly. Imitations of rival orchestras, which might be corny in other hands, are handled crisply by maestro, who knows his mike stuff. He breaks down the audience at the start with *Whistler and His Dog* interpretation.

Show builds up a custom-made entrance for Miss Sothorn, who further ingratiates herself in amiable family banter with her husband. Her clear soprano and microphone poise in three ballads enhances her even more of a treat to the eyes on the stage than on the screen. She sings with a sweet and pleasing voice, her three offerings being well selected.

The comedy tumbling of Marian Bellet and English Brothers draws the loudest laughs of the afternoon and an enthusiastic round of applause. They are a wild trio with a number of astonishing gyrations and a keen sense of humor in acrobatics.

Patricia King does two tap numbers, blending grace of control with the speed of tapping toe.

Lane Truesdale has a pleasing voice in song. Red Hodgeson doubles for the band with his offerings. Screen fare, *Lone Wolf Spy Hunt* (Columbia).
Rez McConnell.

Fox, Detroit

(Reviewed Friday Evening, Feb. 10)

A stage show abbreviated by a long screen program proved exceptionally strong on straight vaudeville-type acts and went over well to an almost packed house on quality alone, despite the lack of star appeal.

Miss Trixie, blond youngster with speed and skill, does some clever juggling with balls and dishes, including catching balls, thrown by the audience, on a baton held in her mouth and keeping five large rubber balls in the air at once. Act has appeal unusual for a girl.

Motter and Davis do a strong act in (See VAUDEVILLE REVIEWS page 27)

Casa Manana Back To Musical Revue

NEW YORK, Feb. 11.—Finding it tougher and tougher to get name talent, Billy Rose will drop straight vaude policy for his Casa Manana here after the four-week bill that opens February 19 and switches to a girl show staged by John Murray Anderson. He says he will use 48 dancers, 25 showgirls and 16 chorus men in the revue.

The vaude opening the 19th will be composed of Andrews Sisters, Mario and Florida, Ozzie Nelson Band and Harriet Hilliard, Willie and Eugene Howard, Gil Lamb, Gloria Gilbert and Jay Freeman's Band. The vaude policy has been in effect since April and Rose claims it grossed more than \$1,000,000 to date.

Goodman-Shaw Battle Goes On

NEW YORK, Feb. 11.—The "battle" between Benny Goodman and the Artie Shaw bands next week at the Shubert and Paramount theaters in Newark, N. J., respectively, will go on—despite reports that Goodman's date had been canceled by MCA.

When the news of Goodman's "cancellation" broke, A. A. Adams, owner of the Paramount, is understood to have wired Eddie Sherman, booker of the Shubert, urging him to keep Goodman so that the "battle" of the nation's key swing bands could be fought to the finish.

Shaw will have the film *Fighting Thorobreds* on the same bill, while Goodman will have only film shorts.

AFA Wins 4-A Investigation

NEW YORK, Feb. 11.—Kenneth Thomson, Mrs. Emily Holt and Leo Fischer, executives of Associated Actors and Artistes of America, issued a signed statement to the press today denying they had stated that the American Federation of Actors was a one-man organization. Story to this effect had appeared in a Coast trade paper and was attributed to Four A's officials. Statement is in line with request by Ralph Whitehead that Four A's clear him. As suggested by Whitehead also, Four A's at next meeting will appoint a committee to investigate AFA to clarify same charge.

Name Shows at Union City

UNION CITY, N. J., Feb. 11.—Top Hat Club here, now on a name policy, debuted Thursday with *Ten Minutes From Broadway*. Cast includes Buck and Bubbles, John Steel, Ann Pennington, Harry Rose. Ensemble has 24 femmes, with production numbers staged by Mildred Ray. Orks are Julie Wintz and Emanuel Ovando.

Gone, But Not Forgotten

DETROIT, Feb. 11.—Merrill F. Hanna, manager of the Hollywood Theater, states there is still a popular demand for vaude. House was formerly a Keith stand, but dropped stage shows several years ago. Patrons, however, still call up regularly and ask what stage show is playing, according to Hanna.

Warner Switches Vaude Policies

NEW YORK, Feb. 11.—Warner is switching its vaude policy from the Earle to the Fox Theater, Philadelphia, February 24. The pit band at the Fox will probably be switched to the Stanley. The Earle will switch to Class A second runs at 57 cents top Saturdays. The Fox will change to 68 cents top Saturdays. The Fox has 400 seats fewer than the Earle.

Warner is also not returning vaude to the Strand, Brooklyn, after Ted Lewis next week. The Fox, part of the operating pool of downtown Brooklyn theater interests, will house the Mae West unit week of March 17, with the Strand sticking to straight films. The Fox hasn't played a vaude attraction in years.

Vaude for Reade Houses Does Fair

KINGSTON, N. Y., Feb. 11.—Walter Reade theater chain, trying out vaude in Hudson, Saratoga and Kingston, N. Y., reports business in Kingston and Saratoga very good, but with Hudson slow. May drop the Hudson date and do two days in Kingston instead.

Presentations carry 10-piece orchestra, girl singer and three acts of vaude—latter being changed every week. Shows last about 40 minutes.

A. & B. Dow agency, New York City, books the acts.



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Good Film, Good Vaude Is Best Combo—Manager of Fox, Detroit

DETROIT, Feb. 11.—Neither a policy of good vaudeville alone nor one of good pictures alone will make money consistently for a big house, is the experience of the Fox Theater here. Study of weekly grosses for the house does not disclose the relative pulling power of the two classes of attractions.

The Fox has been on a film and stage-show policy for about five years, after a brief unsuccessful experiment with straight pictures. This period was so far back in the depression that conditions are in no way comparable with present grosses.

A combination of good films and a good stage show means top grosses for the house, indicated by the recent high of *Kentucky*, with Tony Martin on the stage, which drew \$43,000. The somewhat less sensational combination, *Blondie*, on the screen, and Joan Davis on the stage, drew \$32,000, way above average.

On the other hand, *Jesse James*, with a weak stage show, drew less than the *Blondie*-Davis combination, indicating a weak stage show hurts the business, even if a strong film is booked.

Ideal of the Fox program is Managing Director David M. Idzall's dictum, "We need both—good pictures and a good stage show—to get by."

However, a strong stage show can bring business up the high levels—about 175 per cent of normal—of the *Blondie*-Davis' \$32,000 week. Figuring this out mathematically, the drawing power of a good stage show is about 75 per cent above normal business, while the drawing power of a very good film is about equivalent. Putting the two on a single program results in a gross averaging slightly less than the sum of the two percentages.

The objective of the Fox, which has been under the handicap of a trusteeship for several years, has been a steady profit, despite the huge overhead. Idzall discloses that the average weekly gross for the house for 1938 was within \$200 of the average gross for the entire five-year period preceding—and the variation within the past three years has also not exceeded \$200.

The average gross is the reflection of the objective of a balanced program (good stage attractions plus a good picture)—an objective perhaps rarely attained perfectly in any one week, but one that is still the average, taking alternate weeks when one or the other department may predominate.

Fox Theater was formally taken over by Fox Michigan Corp. this week. Deal involves no change in management and follows action of the Federal Court in reorganization of the property about three years ago. The new corporation is a subsidiary of National Theaters (Skouras).

The theater property itself is being taken over by the new Woodmont Corp. as realty owners, while the adjacent office building is not involved in the transaction.

A possible change in policy is anticipated—perhaps abandonment of vaude, should enough good pictures be avail-

able—but no immediate steps will be taken. Idzall, who has been co-trustee with the Union Guardian Trust Co., remains managing director.

Hirst Circuit News

NEW YORK, Feb. 11.—New show opening tomorrow in Baltimore has Mike Sachs, Alice Kennedy, Benny (Wop) Moore, Harry (Hello Jake) Fields, Lillian Dixon, Adrienne, Evette, Jack LaMont, Ben Hamilton and Rudy Horn in the cast.

Amy Fong closed Thursday in Miami to open with a show in Washington February 19. Moran Brothers open in Pittsburgh tomorrow, and Diane Rowland in Newark same day.

Harry J. Connelly, Charles Schultz, Peggy St. Clair and Bunny Mitchell close in Reading, Pa., February 22. Gates and Claire close with the *Night Hawks* in Philadelphia tonight. Replacing Joe DeRita, Harry (Boob) Myers, Crystal Cook, Franklin Hopkins, Patricia Joyce, Carol Drake and Jackson and Severin in the Valerie Parks show in Pittsburgh February 19 will be Billy (Scratch) Wallace, Billy Reed, Harry (Hickey) LeVan, Lettie Bolles, Harry Ryan, Nydia and Vance and Gordon.

Pinched in San Francisco

SAN FRANCISCO, Feb. 11.—Neither Vicky Darrin nor Sonia Nelson are going to take off so many clothes any more.

Vicky, who's red haired and shapely, was arrested several weeks ago at the Capitol Follies, along with the house's manager, Eddie Skolak, on a charge of presenting an indecent performance.

Sonia, strip-tease queen of the Burlesque Follies, was likewise arrested on charges of presenting a lewd show.

Both cases were dismissed.

Burlesque Review Empire, Newark, N. J.

(Reviewed Thursday Afternoon, Feb. 9)

Black and White Revue this week evidently is based on a new type of entertainment idea: enjoy yourself on the stage and the audience is sure to be pleased.

Fred Binder and Jack Rosen, comedian features of the revue, have so much fun going thru their lines and action—incidentally typical of the usual stuff offered—that you can't help enter into the spirit.

June Marshall and Nona Martin, strippers, also have caught the contagious spirit and go thru their routines with plenty of zip and feeling. Martin, judging from her appearance here in Newark, should bill herself as the Betty Hutton of burlesque. She is just as active in her branch of entertainment as Hutton is in hers. Chorus of the white show is below par.

Black Jazz, colored part of the show, featured Sahja, shimmy dancer who put on an unusual act. The Six Lindy Hoppers added that Jitterbug touch that always scores in these parts. *B. M. Kern.*

Laundry Man Has Ideas

CLEVELAND, Feb. 11.—With vaudeville supposedly having one foot in the grave, the latest to profess an interest and suggest means of reviving the corpse is C. T. Jones. (Mr. Jones is in the laundry business and his outside slant is interesting.)

Claiming the method has been successful in his industry, Jones advocates advertising by use of bridge tally cards and other score pads which would be sent to clubs and organizations by theaters. Cards would advertise next week's vaude bill.

Ft. Worth Without Burly

FORT WORTH, Tex., Feb. 11.—This city is without a burlesque theater for the first time in several years, since the State is being torn down to make room for a modern movie theater. Billy Earle's *Paris Follies* was last burlesque attraction at the State before the closing February 1.

Old Burly House Gone

SEATTLE, Feb. 11.—Palm Theater, former burly house and more recently closed, has been converted into a smart store front.

RACINE, Wis., Feb. 11.—Stan Kohlberg has announced vaude for his Rex Theater four days a week. Opening attraction was La Temple the Magician.

N. Y. Police Dept. Has Kid Act Taken Out of Club Show

NEW YORK, Feb. 11.—Unusual situation occurred this week when notification from the police department, issued thru the mayor's office, caused Hotel Astor management to pull out an act, the Six Lorias, from a function held yesterday on the ground that some members of act were minors.

Occasion was the annual Daniel E. Finn entertainment. Finn is sheriff of Manhattan. Act was booked by Harry Shea, who knew nothing of the police notification until Astor pulled the act. Lorias has been playing around town for some time.

Letter stressed fact that minors without special permission could not perform whether paid or not, and hotels are being warned accordingly. Penalty was stated to be forfeit of cabaret license.

Booker in such a situation is legally the contractor and as such is regarded as an employer. As employer he pays Social Security tax. Owing to Astor incident bookers are advised to be careful to keep within law on minor age, because government can easily check age records of performers thru its Social Security files.

Hotel Astor claimed it had no knowledge of the incident.

Burlesque Notes

(Communications to New York Office)

New York:

ROSE LAROSE, featured at the Star, Brooklyn, treasures a membership card in the Screen Actors' Guild, obtained while out on the Coast when, between appearances at the Burbank and Polles theaters, Los Angeles, she played parts in several pictures. Also confesses to her marriage to Barney Auld, of Toronto, December 23 last. . . . JACKIE BAKER, new stripper here, placed by Tommy Levene, of the Dave Cohn office, at the People's February 10. . . . ART GARDNER and Joy St. Clair new at the Triboro February 12. . . . JOHN R. ENSLEY, character straight, will produce the numbers, with the assistance of Natalie Cartier, for the next edition of the Valerie Parks show on the Hirst Circuit. . . . WALT STANFORD and Steffie left the Republic February 9. Slat Taylor and Ermaine Parker replaced.

FRANCES ROBERTS, novelty flying trapeze stripper, singer and talker, is featured peeler, and Neal Lang, her partner, is emcee, straight man and singer in the new burly stock show at the National, Detroit. . . . ABE GORE, former burlesque comic, is rehearsing with the *Abie's Irish Rose* Co. to open February 17 in Wilmington, Del. Mrs. Gore to play one of the bridesmaids. . . . WHITE SISTERS (not June and Margie) went from Leon and Eddie's straight to the Star, Brooklyn, opening February 10. Dave Cohn booked during the time he was not operating his side line (dresses, etc.), with Al LeRoy as a partner. . . . MARIE CORD and Dorothy Ahearn new at the Eltinge February 10. . . . SAM GOULD replaced Harry Pollard at the Shubert, Philadelphia, February 6. Isabel Brown, Max Coleman and Annette came in February 13. . . . JOAN MELLER, dancer, recently closed at the Gaiety, was shifted to the Nomad Club, Atlantic City, by Stanley Woolf. . . . MANICKA, dancer, left the Monte Carlo nitery and opened February 12 at the Triboro.

JEAN MODE was 18 February 7. So was June Marsh February 11. So both celebrated the same day, February 7, with a big double birthday party backstage of the Gaiety. . . . SALLY KEITH'S London engagement, to start February 20, will be in a musical at the Hippodrome. Booked by William Morris office. Stay will be 10 weeks, with an option of another 10. . . . CHARLES ELBEY, number producer, returned to the People's February 13, exiting Howard Montgomery. . . . MARGIE HART opened a four-week engagement at the Gaiety February 17. . . . ELEANOR DALE, Harry

Rose and George Corwin have built a new vaude act which Al Allen is booking. Played the Majestic, Jersey City, February 4 to 6, and Fay's, Philadelphia, week of February 9. . . . ALLEN GILBERT, producer, played host to Harold Hasken, of *I Married an Angel*, and Fred Brent, athletic instructor, at a dinner in Lindy's after the Continental's midnighter February 5. . . . RUTH BROWN, dancer, moved from the Star, Brooklyn, to the Gaiety, opening at the latter February 10.

CAROL DRAKE, principal with the Valerie Parks show, was honored guest at the regular weekly guest-star party given by the Backstage Club near the Hudson, Union City, N. J., February 8.

FRED WALKER replaced Artie Lloyd February 9 at the Continental. June Taylor and Georgia Sothern replaced Peaches and Dorothy May the same day. . . . JOE ARLENA and his educated dog, Peggy, extra-attractioned at the Republic February 3 week thru Harry Carlin. Was at Loew's State a fortnight before. . . . MONA LEES left to open at the Columbia, Boston, February 13 thru Dave Cohn, who also placed Connie Fanslau at the Star, Brooklyn, February 10, when Irene Austin departed to return to the Republic. . . . FAY TUNIS, now in the bootery line in Wilmington, Del., was approached by a local daily for a story of her former burly experience because of a mention in a recent edition of *Pic.* *UNO.*

Chicago:

MARY GRANT, Marne, Mona Leslie and Gladys Fox head the stripping in the new Rialto bill here this week. . . . N. S. BARGER, Rialto operator, and Milt Schuster, the booker, were in Detroit last week to attend a meeting of the Western Circuit Association. . . . GEORGE YOUNG, operator of the Roxy, Cleveland, is vacationing in Miami. . . . EVELYN NESBIT THAW is featured at the Capitol, Toledo, this week. . . . PRINCESS, Youngstown, O., folded again Friday. . . . LEO STEVENS, the producer, was in Pittsburgh recently to whip into shape a new Hirst unit featuring Mike Sachs and Alice Kennedy.

From All Around:

THE THREE DEMARCOS, dancers, and Stanley Ross, mimic, were added attractions at Minsky's Music Hall, Miami Beach, Fla., last week. . . . NED CRANE, stage manager at the Minsky Music Hall, was out for three days last week with an attack of the flu. . . . EDNA DEE has closed at the Miami Beach burly emporium, and Virginia Jones and Marcia Roche opened February 3.

LUCIENNE AND ASHOUR

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Moody Reports Better Business

HASTINGS, Neb., Feb. 11.—Ralph R. Moody, manager of the Hazel McOwen Players, reports that, with the weather greatly in their favor, business has shown a decided increase since the first of the year. Indications point to a better summer season in 1939 than in '38, Moody says.

The idea of carrying extra vaude features around the circle from time to time has also aided in boosting the box-office takes, Moody informs. The troupe enjoyed its largest week's business recently when it featured the Fuller Family in their *Juvenile Circus Revue*. The McOwen Players are conducting amateur contests all around the circle as an added business stimulator, with the finals to be held here in three weeks. Winners from the various towns will be brought here to compete for the capital prize.

Yarn on Original Showboat All Wet, Says Cap Seymoure

Capt. Milford Seymoure, of the Original Floating Theater, takes exception to the yarn printed on this page in the February 4 issue of *The Billboard*, headed "Court Drama Reveals a Troupers' Loyalty." Captain Seymoure claims that whoever conceived the original story got his facts badly distorted and states that the principal character in the story was a deckhand and not an actor as mentioned in the story.

Writing from Swansboro, N. C., under date of February 8, Captain Seymoure says, in part:

"There is no truth in the article whatsoever. . . . Our reputation has always been that of paying off, and we have always had the respect of the people who have worked for us. . . . The boy who got into trouble was in it before he joined me, and he was not an actor, as your article stated, but one of our deckhands. . . . Last season was a hectic one for us, as the sinking of the boat cost us many thousands of dollars, and the day after she sank everyone was paid off. . . . Hoping you can see our point of view and can run an article to contradict what was said about us, I remain, yours very truly."

Eastman Unit Still Going; Tolbert To Try New Idea

DOTHAN, Ala., Feb. 11.—Toby Eastman's show is in its 14th week at the Club Kokomo here, owned by J. C. Willis. He is using a six-piece orchestra, featuring Jimmy Rowe and his trombone, and a line of six girls, with Dot Eastman as featured vocalist and Toby, emcee. Eastman employs one to four acts on each change.

The line girls comprise Mary Jane Davis, Leota LaDell, Billie Ware, Travise Ware, Nancy Miller and Joan Williams. The Eastman crew does a 30-minute broadcast once a week over Station WAGF.

Buddy Hale, manager of the Milt Tolbert tent show, and Eastman have been in a huddle frequently recently working out plans for the new season. Two new cab-over-motor trucks have been purchased for the new Tolbert tent trek. A radio name will be featured and a new idea in tent show production will be used this season, Eastman says. The Tolbert maintains its winter quarters here.

Mrs. Bryant Sails Feb. 24

CINCINNATI, Feb. 13.—Mrs. Violet Bryant, of the Bryant Showboat, sails from England on the S. S. Manhattan, February 24, after a three-month visit with relatives. She will stop off here for a brief visit with friends en route to the showboat's headquarters in Point Pleasant, W. Va.

Rep Ripples

BETTY CHAPMAN, of the Chapman Sisters, is seriously ill and in destitute circumstances in a Memphis hospital, according to word from her sister, Lucille, who is with her. The girls are anxious to hear from friends. Lucille's address is 1102 Carr avenue, Memphis. . . . CHARLES L. BARRETT, veteran rep manager, has a small trick playing schools in and around Calgary,

Alta., to fair business. . . . BILLY TERRELL'S Arizona Cowboys have two more weeks in Missouri houses before heading into Illinois. . . . BOB CONN and wife breezed out of Dothan, Ala., very suddenly recently, leaving several people dying to know their present resting place. . . . TONY BRANDINO, youthful magician, is slated to make the canvas tour with the Milt Tolbert show the coming season. . . . TOBY EASTMAN infers that he'll sell his interest in that Tennessee turkey for a funny bet or a pair of baggy pants. . . . ERWIN BEHMER, pianist with Toby Eastman's show at the Club Kokomo, Dothan, Ala., is sporting a new Ford V-8.

HAZEL KINNALLY, stock and rep performer, is doing character impersonations in Vermont for local groups under auspices. . . . PEARL LAWSON, formerly Mrs. Everett Lawson, postals that she and Lorraine Tumblin have been presented with a new Chev and that they're taking off a week from their duties at the Roxy, Knoxville, to motor to Miami, Fla. Pearl and Lorraine fail to state, however, who the party is that's giving Chevs away this season. . . . HARRY LATIER, after a week's rehearsal, opened his Alabama circle near Mobile early last week. . . . ART AND MAE NEWMAN, who have been circling thru Texas, and more recently in Arkansas, are arranging to return to their established Indiana territory in the spring. . . . FRANK SMITH is in Little Rock, Ark., making preparations for his canvas swing. He will start a new repertoire of scripts the coming season. . . . RAYMOND BELL circle has just booked a new string of towns in the State of Washington. . . . FRANK DOWLING, whose troupe plays repertoire part of the year and a circle for the remainder, is booking some new spots in his New England territory. . . . LEO AND BROWNIE BROOKS, with the John Lawrence Players the past season, are at their home in Princeton, Ind., awaiting the yodel of the bluebird. . . . XOLAF KETTLE, former juve and drummer with the Educational Players, has joined the Royal Palm Dance Band, playing a circuit of small town niteries in Indiana. . . . GUY STALCUP, formerly of rep and tab, has quit the road to enter commercial lines in Indianapolis.

CONNIE AND JOHNNIE SPALDING, after closing with the Hugo circle in Nebraska, left for the West Coast. . . . ED C. WARD'S winter rotary is now playing a loop of towns in Southern Missouri, with headquarters at Sikeston. . . . JESSIE AND RALPH NICOL have joined B. M. Goff's Comedians in Texas. . . . AGNES CLARKE, ingenue, was spotted in Kansas City, Mo., last week. . . . SKIBET AND PAT CROSS, formerly with Christy Obrecht, are playing vaude dates in Iowa. They are also producing two programs on Station KMA, Shenandoah, Ia. . . . JENNINGS-PORTER

Comedians, after a four-week engagement at Olddale, Calif., are playing week stands in that territory. . . . J. C. MICHAELS, of the Michaels Exchange, Kansas City, Mo., has just returned to his office after a business trip thru Nebraska. . . . WARD HATCHER PLAYERS, who went south last fall, have returned north and will open a circle of Iowa spots soon. . . . HARVEY HARVERSTOCK, having finished his vacation, is making arrangements for the opening of his tent show in Texas early in March. . . . JACK VIVIAN, manager of Allen Bros.' Comedians, in partnership with Walter Pruitt, has a circle in Southern Missouri, with Webb City as headquarters. Vivian will again launch his tent show this spring. . . . FLORENCE MORLAND and Dell Post recently joined the Glen Brunk show in Texas. . . . NIXON AND NORRIS are recent arrivals in Kansas City, Mo., after two months in the South.

VAUDE GROSSES

(Continued from page 23)
slightly above average. Week ended February 2.

CLEVELAND.—RKO Palace, with Roger Pryor's Band, Ann Southern and Eleanor Whitney, jumped to \$18,000, three Gs over average. Film was *Off the Record*. Week ended February 3.

SAN FRANCISCO.—Golden Gate, with stage bill and pic, *Fisherman's Wharf*, grossed \$17,500 week ending February 3. This is \$1,500 above average.

KANSAS CITY, Mo.—Fox Tower, week ending February 2, fell just \$230 below average of \$7,000 with Ted Mack leading a large stage show and pic, *Mr. Moto's Last Warning*.

CINCINNATI.—RKO Shubert, with Billy House and pic, *Lone Wolf Spy Hunt*, fell to \$10,000, two Gs below average, week of February 2.

MILWAUKEE.—Riverside grossed \$6,000, one G above average, for week ending February 3 with Stanley Morner on stage and pic, *Strange Case of Dr. Meade*.

INDIANAPOLIS.—Lyric, with Ted Weems' Band heading vaude slow and pic, *King of the Underworld*, jumped to \$12,000 as compared with average of \$6,000. Week ending February 3.

SEATTLE.—Palomar, for week ending February 3, grossed \$5,800, almost one G above normal, with Keene Twins heading vaude bill and pic, *Little Orphan Annie*.

DETROIT.—Fox, week ending February 2, hit its average of \$20,000 on the

nose with Walter Dare Wahl on stage and pic, *Jesse James*.

MINNEAPOLIS.—Orpheum, with *Disbarred* and Fibber McGee on stage three days and pic only, *Stand Up and Fight*, for remaining four days, grossed \$12,000 as against average of \$4,800 for week ending January 26.

VAUDEVILLE REVIEWS

(Continued from page 25)

tights, working in front of the ballet, who have mammoth white feather fans for an unusual background. Despite a fairly conventional routine, act goes over big because of its perfect control. Dramatic highlight is when partner lifts and throws the other from a prone position to standing on the first's shoulders.

Professor Lamberti and his xylophone panic the house. Lamberti placidly announces how "lousy" his act is and alternates frank confession with maximum conceit, plus throwing away hammers and keys for his instrument, playing every variety of sour note in a Paderewski style, and losing his shoe, pants and dickey. Lamberti audience absolutely won by his comedy, and winds up with just about perfection in xylophoning, achieving unusual depth of tone in some classic numbers and doing popular equally well.

The 16 Danonettes, beside the fan number, have an opener in Walt Disney characters, very well costumed, serving as a prelude to the screen *Ferdinand the Bull* and close the show in kilts with drums as a curtain raiser for the film *Gunga Din*. Overture was cut out because of length of running time.

Total absence of usual song and dance routines not even noted by audience.
H. F. Reeves.

Roxy, New York

(Reviewed Friday Evening, Feb. 10)

Stage bill is a strong one, with Johnny Woods topping the program. Woods' turn is satiric, being a take-off on radio personalities. In the guise of Fred Allen conducting an amateur hour, Woods did impressions of Vallee, Ned Sparks, Winchell, Amos 'n' Andy, Boake Carter, Crosby and numerous others. His talent is very facile, the impersonations being coupled with lines having a pointed wit. Act goes along very fast. Woods taking no time out for changes in make-up. Manner is extremely likable and turn should be a click anywhere.

Twelve Aristocrats are six dancing couples who do their routines in unison. Gals are beautifully gowned and the act is smooth, making a nice flash for those who like this kind of mass dancing. Open with a dreamy waltz, the men lifting the girls in graceful poses, then go into a tap and finally an adagio turn. Regimentation of the six couples, however, seems silly occasionally.

Peg Leg Bates, Negro one-legged hooper, did a very able act. Introduces himself singing, goes into a fast routine, change pace and then gives a lesson in "tapology." Last is done sans music, bringing out the clarity and intricacy of the legwork. It's very neat, with some terrific acro work. Solid stuff.

Choclateers, Negro hoofing trio, did their usual eccentric hoofing turn interspersed with abandoned acro. They are dressed in ragged fashion, act becoming nuttier as it goes along. Hits peak with the trio's "peckin'," a screwy, funny finish.

Four Dudley Brothers, Negro harmony quartet with one playing guitar, offer smooth harmony with lilting rhythm. Did *Old Gray Bonnet*, *Comin' Round the Mountain*, *Jeepers Creepers* and *Old MacDonald*, last sans band accompaniment. An excellent singing turn.

Entire show is against a river showboat scene, the colored performers and the routines of the Foster girls aiding in the illusion. Poster gals, in addition to their regular material, do an accordion number—which was announced as their toughest to date. They played a bit of the *Second Hungarian Rhapsody*, *Jeepers Creepers*, etc. No doubt it was quite a feat but not particularly forte as entertainment.

Pic, *Tallspin* (20th-Fox). House just fair late show.
Paul Ackerman.

Flash Will Help Any Show

By E. F. HANNAN

ONE of the commonest faults with small shows is the matter of dress. This applies not only to dramatic tent and vaudeville outfits but also to small shows offering the circus type of entertainment. Despite the fact that stage clothes are to be had for almost any price, the majority of small outfits go right on neglecting to dress up their shows.

I have seen a clever aerial act capable of doing a routine that could be classed as tops in its line appear in the cheapest kind of wardrobe and for this reason receive only a small part of an audience's attention and favor. And I have seen the most ordinary act of the same kind go over big because the act's appearance was spick and span. I know one of the best Toby comedians in the business whose acting and mannerisms stand out in such rural comedy parts as this type is called to play but who never thinks of the all-important part of the Toby character—dress. This talented comedian works his head off to get laughs, is always on the alert for new material and new plays, but every season he pulls the same old cap, the same old suit and the same shoes from his trunk. He never gives a thought to pepping up his stage appearance. He misses one of the best bets in the whole bag of tricks. If it were a matter of great expense there would be some excuse for performers in small shows falling down on stage appearance. But the outlay is trifling, particularly for stage clothes for comedy parts, and the

reaction of small-town audiences to such dress is remarkable. Dress is the first thing that catches an audience's gaze, and most of the successful comedians of the rough and knockabout type have played it to a fare thee well and cashed in on it.

A small French-speaking troupe operating in Canada and New England has a comedian whose work is along the lines of our small show rural comedians. His lines are in French, but his comedy stage dress will hold the attention of those of his audience who do not understand the language. They laugh even tho they can't understand a word he says. The same thing goes for stage dressing—settings. Small tent and hall shows scour all over town locking to borrow props when a few neatly painted folding chairs and tables would add 100 per cent to the performance. A set or two of heavy drapes, a tack-on drop and a few other stage props cost little, take up small space and make the show look as if it meant business. Residents of the smallest towns are more critical than their forefathers of such things, and a few dollars spent to dress the show is the best investment any traveling manager can make.

The larger circuses are pressing hard toward streamlined effects, and smaller organizations should step up in this respect and keep in line with changing times. This is an era of "front" in and out of show business. Flash will help any show.

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R. S. LITTLEFORD SR., President.

E. W. EVANS, Secretary-Treasurer & General Manager.

A. C. HARTMANN, Editor

Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.

Phone, Main 5306. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1504 Broadway. Phone, ME 3-1419, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lanport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Graves, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

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The Billboard reserves the right to edit all advertising copy.



Vol. 51. FEBRUARY 18, 1939. No. 7

Magic

By BILL SACHS
(Communications to Cincinnati Office)

FLORETTA AND BOYETTE, now working on an indefinite holdover in the Sapphire Room of the Desher-Wallick Hotel, Columbus, O., are slated to move from there to the Biltmore, Providence. Both spots are under the same management. The Columbus papers have been mighty good to them. . . . COURTNEY AND CO. have resumed their touring in Virginia after a three-day layoff occasioned by the wrecking of their truck at Thomas, W. Va., February 2 when it skidded on the ice and wound up against a phone pole. All escaped injury with the exception of Courtney, who sustained a bad cut on the eye. Al Ritchey and wife are recent addi-



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tions to the show. Al is advancing, and the missus is handling piano and vocals on the show. Unit now totes five people. . . . LESTER LAKE (Marvelo) is working the Columbus, O., area for the Frank Belt office. He's doing some magic, but his big feature is King Kong, the marionette gorilla. . . . JOHNNY PLATT, who has just concluded his third week in the Cabana Bar of the Broad Lincoln Hotel, Columbus, O., has been pulling an unusual amount of publicity from the dailies on his clever table magic. . . . HENRY HUDSON DAVIS, tour manager of Virgil the Magician, has made a friendly agreement with the McDonald Birch management to avoid booking conflict and opposition. A like agreement has been effected with Lynn M. Parks, the Marquis show pilot. The Virgil, Birch and Marquis attractions are all currently touring the South. Birch is playing the cotton towns of Louisiana; Virgil is scheduled for the citrus belt of Rio Grande Valley of Texas, and Marquis is making the cattle and oil territory of West Texas. . . . DR. CARROLL RITCHEY was elected president; Joseph Robertson, vice-president; Marvin Jones, second vice-president, and Arthur Martin, secretary-treasurer, at the annual election of the Columbus (O.) Magic Club held at the Nell House, that city, February 3. . . . AL CARROSELLI and Harry Cecl entertained members of the Society of Detroit Magicians at the organization's annual banquet last week. . . . A \$205 SUIT against the Great Blackstone in Circuit Court, Milwaukee, brought by Bert Levey Circuit Vaudeville Theaters, Inc., California, was settled February 4 for \$150. The booking agency claimed that the magician owed for services in obtaining two bookings in the West recently.

CLAUDE H. (KID) LONG, agent with the Will Rock show, is confined to his home in LaGrange, Ill., with illness, with his spot being filled by Felix Blei, well-known magic show impresario, who

has a string of Southern dates arranged for Rock, beginning this week. Rock played a return engagement at the Rialto Theater, Cincinnati, Sunday of last week, and played three other theater dates in Cincy during the week. . . . CARL SHARPE, who recently ditched his magic turn to do a comedy act, has taken as a partner Hy Burnette, comedy pantomimist. The pair are billing themselves as Ballantine and Burnette and this week head for Dallas after working in and out of Kansas City, Mo., the past fortnight. . . . HARRY HUNSINGER, after showing several weeks for Ernie Crech, of the Sun office, Columbus, O., has jumped into Detroit to fill dates for Jack Davis. Harry says he'll soon join up with the Levant show, currently touring Arkansas. . . . LEW DICK, recently installed as president of the Knights of Magic, New York, posts from Miami Beach, Fla., that he will play that sector the next two months, assisted by his wife, Georgette. . . . RUSSELL DRACKEN, magician, is showing his wares at the Whirling Top on New York's East 52d street. . . . HOW CAN THAT Indiana magician work those \$3-a-night dates in the South with a six-piece show? Maybe the guy really is a magician. . . . DEL BRECEE, who formerly presented his manipulations under the label of Cardiel, was a visitor at the magic desk last Saturday (11) during his engagement at the Gibson Hotel's Florentine Room in Cincy. . . . SEATTLE RING No. 59 of the Pacific Coast Association of Magicians will stage a show in Meany Hall at the University of Washington during the forthcoming spring quarter. A number of old-time vaude faves will perform, among them Len Mantell, formerly of the Mantell Marionettes and now a booker, who will do a magic turn; Jimmy Eyster and wife, Donna, card tricks and mentalism, respectively, and Harry Louine, coin manipulator. A number of U. of W. collegians are working their way thru school with magic.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Wellston Biz Holds Up

WELLSTON, Mo., Feb. 11.—At the 300-hour mark 16 couples and three solos remain in the Grand American Speed Derby here, which continues to play to satisfactory business. Staff includes Hal Brown, chief emcee; Maggie Hurley, comic, and Skippy Williams, midnight man, assisted by Pat Wee Collins. Recent visitors to the show were George Bernstein, George Walker, Jo and Jack Kelly and Phil Rainey. Bud Selvers is handling publicity.

JOHNNY HUGHES letters that he is currently working the Green Villa nitery, Baltimore, having left the Coliseum show, Chicago, a couple of weeks ago. Johnny reports that he may join the new Hal J. Ross show. He adds that Bob Turner is in Baltimore selling cars.

J. A. (SMILEY) HALZER, former concession and kitchen man for Zeke Youngblood and others, is now in the manufacturing business, putting out the Jitterbug Twins, a brightly colored knitting yarn novelty doll, a pin-on item. Smiley says that he has a large force working day and night and adds that while he has been out of the field some time, he would like to read a line here on Johnnie and Ceclia Agrilla, Cliff and Frances Shaw, Doc Collier, George Walker, Lou Dans, Joe Gruber and Mary Walker.

MONTE HALL, James Shannon and Phil Murphy breezed into Cincinnati last week to begin preparations for their opening with the Hal J. Ross show, which gets under way Thursday (16) at Tacoma Park, just across the river from downtown Cincinnati. The boys, who had been reading stories on the Ohio River flood in out-of-town papers and who had expected to find everybody paddling around in rowboats, were surprised, upon their arrival, to find the Ohio flowing peacefully within its banks, with absolutely no chance of crabbing the opening of the Ross contest. With a large contingent of contestants already in town, Ross is expecting many more before the start of the proceedings.

GEORGE WALKER tells us that in the last issue his name was omitted as second prize winner of the recent East

St. Louis show. We're sorry, George, old boy. Walker, who has been resting in St. Louis, was due in Cincinnati early this week to enter the Hal J. Ross show. Phil Rainey was to have made the journey in with him. Walker infers that Viola Comerford is at present visiting her folks in Flint, Mich. George is anxious to read a line here on Clyde Wood, Stan West, Billy Donovan, Itsy and Mickey, Phil Murphy, Gloria Stuart, Pat Kroniss, Jim Coffee, Rubberlegs Hagen and Eddie Begley.

FRANK JANSEN, for the past several years with George W. Pughe's organization, is now superintendent of canvas with Seltzer's Roller Derby. Frank is in Miami and states that the weather sure hits the spot.

FLOURNOY LATHAM visited the desk last week and stated that while he hadn't been in a contest since the Silver Springs, Md., affair, he had been making the rounds of the various shows and would try to locate a partner for the Hal J. Ross show, slated to open soon.

G. SMITH, of Brooklyn, would like to read a line here on Hal Loth, Joan Comerford, Louis Meredith, Roy and Millie Meyers, Eddie Leonard and Jack and Marge Berquist.

THE O'RELLYS, Pat and Bonnie, formerly of the endurance field and who have been residing in Chicago the past three years, inform that they have two boys, ages 3½ and 1, and that Pat's brother, Charles (Tubby) O'Reilly, is also a married man with a 2-year-old son. Charles married Babe McKay in 1934 at the Mishawaka (Ind.) show. They all join in saying that they would sure enjoy reading a line on some of their old friends.

DUKE CORTEZ, ex-manager for Zeke Youngblood, scribbles from the West Coast that he is still going strong with his little hot spot there, and would like to read a line here on Jack (Fall) Smith, Harry (Sour Puss) Smith, Bud Coleman and Blackie Latessa.

KENNY GRUWELL reports from San Bernardino, Calif., that he would like to learn the whereabouts of Mr. and Mrs. Fred Carter. "I miss the gang very much, and plan to enter shows this summer," says Kenny.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DO YOU KNOW that Dan Emmett and George W. (Poney) Moore, pioneer minstrel men, both lived to be 89 years old? That George Wilson died at 84? That George R. Guy is 84 years young and still doing his bone solo? That Thomas K. Heath died at 81 and his partner, James McIntyre, passed on at 85? That Richard (Dick) Jose is still singing *Silver Threads Among the Gold* at 70? That Nell O'Brien and John H. King, endmen, are 70 and still active? That John W. Vogel, "The Minstrel King," has hit the 75-year mark and is still capable of organizing? That J. A. Coburn, 70, is holding down a civic job at Daytona Beach, Fla., and leading a band there?—From the records of Walter Brown Leonard.

CARL GRAVES, of the old Van Arman Minstrels, is now operating a tavern in Plattsburg, N. Y.

F. S. WOLCOTT has completed his new winter quarters for the Rabbit Foot Minstrels at Port Gibson, Miss. The new building is 90 x 120 feet and is two stories high. The first floor will house equipment, and the second will be used for rehearsals. Two new trucks and another bus are being added, making six trucks and two buses in all. New parade uniforms and several sets of chorus costumes have been ordered. Company will present a musical comedy type minstrel with a chorus of 16.

BILLY LeROY and Maurice Harding, veteran black-face lads out of New Orleans, breezed into Cincinnati the other day with a valise full of scripts and the hope of landing on a Cincy radio works. Boys clicked on their audition for one of the major Cincinnati studios, but the station had no open time available. Rather than wait around, LeRoy and Harding departed for St. Louis to try their luck. LeRoy formerly headed his own tabs over the Speigelberg and Sun circuits for 21 years, and Harding recently concluded a three-year stint over WWL, New Orleans.

HI-BROWN BOBBY BURNS writes from South Boardman, Mich.: "Things are slow. Got a minstrel coming off next week at a school here in Kalkaska County. Heard from our friend Sam Gill recently. He's out on the Coast. He cracked about Al Tint still playing the beer and free-lunch circuit. I wish those two boys would get at each other again in your column. It was better than the Fred Allen-Jack Benny feud by miles."

LIPPINCOTT'S BIG TIME VAUDEVILLE ROAD SHOW
WANTED—Musical Act, not more than three people, one doubling Piano; Singing and Dancing Comedy Team. Other Acts that can live up to above billing write. Send photo. Advise if you have cur. Please state your lowest first letter.
LIPPINCOTT, THE MAGICIAN,
General Delivery, Houston, Tex.

ANY PERSON KNOWING
the whereabouts of JAMES MACKEND, Vaudeville Actor, born Toronto, Canada, about 52 years ago, complexion fair, height about 5 ft. 9 in., last heard of in New York City about 1918, conducting vaudeville troupe "Jim Mack & Company," communicate at once with JOHN W. ROWLAND, Barrister-at-Law, 330 Bay Street, Toronto, Canada.

OPENING Large City, March 9
Write
C. M. HAYDEN, MASON CITY, IA.

Walkathon Derby Show
OPENING SOON, KNOXVILLE, TENN.
All Old and New Contestants, for information write to ERNIE YOUNG, General Delivery, Knoxville, Eddie Leonard and Harry Smythe communicate at once. Opening date next issue.

The Final Curtain

ANGEL—Frank E., 71, operator of Mt. View Park, near New Philadelphia, O., February 6 at his home in that city following a long illness. In 1921 he took over the New Philadelphia amusement center which he developed into one of the better known Eastern Ohio play spots. Two sons and two daughters survive. Services at the residence and burial in Evergreen Cemetery, New Philadelphia.

BOGUE—Daniel (Danny), 48, in City Hospital, St. Louis, January 25 of a cerebral hemorrhage and pneumonia following a paralytic stroke. He was with the Greater Exposition Shows the past two seasons, where he operated concessions. Survived by his widow, May, also with the Greater Exposition Shows. Services in St. Louis January 28, with interment in Memorial Park Cemetery, that city.

BYFORD—Roy, 66, veteran British actor, for the past 10 years a member of the New Shakespeare Co., London, in that city January 31. Byford made his first appearance on the stage in 1889 and spent his early years playing in numerous farces and stock engagements. He toured the United States and Canada with the Shakespeare company in 1928-'29 and again in 1931-'32. In 1912 Byford was engaged by the late Sir Herbert Tree for His Majesty's Theater, London. In 1917 he appeared at the Coliseum, London, with Ellen Terry as Sir John Falstaff in an excerpt from *The Merry Wives of Windsor*. Among the numerous other plays in which he appeared are *The Man Who Was Thursday*, *Madame X*, *The Squal* and *The Taming of the Shrew*. In 1935 he played a part in the picture *The Immortal Gentleman*.

DORFMAN—Walter S., 27, manager of the Plaza Theater, Norwood, O., in General Hospital, Cincinnati, January 6. Survived by his mother, who lives in Florida, and an aunt.

DUNMAN—Henry, 85, tenor and member of the D'Ovly Carte Opera Co. on its first visit to the United States in the 1890s, at his home in Buffalo February 5.

DUSWALD—George J., owner of the Scio Theater, Scio, O., recently at his home there of a heart attack. Survived by his widow. Services and burial in Scio.

ECKHARDT—Mrs. Emilia, mother of Johnny Eck, half-boy, in Baltimore February 2. Well known in outdoor show circles, she appeared with Johnny on such organizations as McCaslin's Peerless Shows, Greater Sheesley Shows, William Glick Shows and Johnny J. Jones Exposition. Besides Johnny, she is survived by her husband, John Eckhardt Sr., another son, a daughter and two grandsons. Burial in Greemount Cemetery, Baltimore.

FLECK—Mrs. Anna Belle Pollock, mother of G. Dare Fleck, traffic manager of Station KKKA, Pittsburgh, in her Wilmerding, Pa., home January 31. Six children survive.

GODWIN—Robert M., 57, hypnotist and mentalist known professionally as Mr. Q, was fatally shot on a Hollywood street corner February 8 following a quarrel. Police arrested a former booking agent on suspicion of murder and he is said to have admitted the shooting. Godwin had appeared in theaters in this country, the Hawaiian Islands, the Philippines and the Orient with his hypnotic and mystery revue.

HOWE—Herbert H., 40, concessioner, in Winter Haven, Fla., January 27 of a heart attack. Entering outdoor show business at an early age, Howe owned and operated concessions with such organizations as Con T. Kennedy, David A. Wise Shows and Rubin & Cherry Exposition, and for the past three years with Royal American Shows. He was a member of the Showmen's League of America. His widow, Helen, and a son, Herbert J., survive. Burial in Tampa, Fla., February 1.

LANGSTAFF—James K., 80, a director of the Union County Agricultural Society for more than 30 years, February 1 of a heart attack at his home in Richmond, O. He resigned from the fair group six years ago. A son, Guy, of Columbus, O., and two daughters survive. Services and burial in Richmond.

LASKY—Mrs. Annette, 44, wife of Louis Lasky, owner of the Lasky Theater, Detroit, February 5 after a long illness. Her husband and one son survive. Burial in Cloverhill Park Cemetery, Detroit.

LILLBRIDGE—Fred C., 59, well known known in music circles, February 6 in a Detroit hospital of injuries sustained January 29 when struck by an automobile. He was a graduate of the New England Conservatory, Boston, and was a member of the Detroit Musicians' League. Survived by two brothers. Burial in Woodlawn Cemetery.

LONG—James E. H., 77, old-time

showman and retired physician, in St. Elizabeth's Hospital, Danville, Ill., recently. After his retirement from the medical field he took over the management of the Opera House, Dubuque, Ia., and for four years managed the Music Hall, Osage, Ia. He had been a resident of Danville the past seven years. Survived by his widow and two sisters.

LUDINGTON—Robert G., 82, father of Roy E. Ludington, general manager of Crafts 20 Big Shows, at his daughter's home in Indianapolis February 1. Born in Laurel, Ind., he once conducted a hay and feed business and was well known by many circus owners and 24-hour men in the early circus days. Burial in Connersville, Ind.

McMAHON—Charles A., 52, one of the most widely known showmen in the Middle West, in Veterans' Hospital, Leavenworth, Kan., February 8. For the past 28 years he had traveled with the McMahon Shows, founded by his father, T. W. McMahon, and for the past 10 years had been general manager. He was a member of the Heart of America Showman's Club, Kansas City, Mo., and a World War Veteran. Survived by his widow, Doris; father, three brothers and one sister. Services and burial in Marysville, Kan., February 10. Masonic rites were conducted at the funeral home and Legion services at the grave.

MUNSON—Warren Jr., 32, radio entertainer heard over Station WGY, Schenectady, in auto crash near Schenectady, N. Y., February 8. For several years he was studio announcer for WGY. Later he managed a station at Hudson Falls, N. Y. Munson was the original Eddie of Waldo Pooler's sketch, Eddie and Joe. Of late he had handled Del Courtney's band pro-

gram from the new Kenmore Hotel, Albany. Survived by his widow, Barbara; a son, Warren; a daughter, Barbara; his parents and two brothers.

MURPHY—Joseph F., 37, pianist and composer, February 4 in the Philadelphia General Hospital. He had played with Paul Whiteman, Dorsey brothers and Ted Weems. Among the songs he composed are *Sunny Jim*, *All Broken Up Over You* and *My Rose of Yesterday*. Survived by his widow, mother and sister.

NEDERLANDER—Joseph E., 35, father of David T. Nederlander, who operated the Detroit Opera House for many years, February 2 in Detroit. His widow, two sons and 11 grandchildren survive. Burial in Clover Hill Cemetery, Detroit.

IN LOVING MEMORY OF MY HUSBAND,
BENJAMIN FRANKLIN PARKS
Who Passed Away February 7, 1938.
LEONA PARKS.

SEABURY—Ralph (Waugh), formerly of the team Seabury and Price, cartoonist act, in Receiving Hospital, Detroit, recently. Services in Paterson, N. J., February 4. Survived by three daughters.

SILVERMAN—Mrs. Rachel Ganz, 94, mother of the late Sime Silverman, founder and former owner of *Variety*, February 2 at her home in Hotel Alamac, New York. Burial in Salem Field Cemetery, Brooklyn.

STELMAN—Henry Paul (Hank), 36, former movie stunt man and ideoo and circus performer, found dead in the hills east of Atascadero, Calif., January 30, where he had been trapping. He had doubled for many stars in silent film days, including Mabel Normand, Mary

W. H. (BILL) RICE

W. H. (Bill) Rice, one of the most widely known showmen in this country and who spent the major portion of his life in outdoor amusement fields, died at 1:30 a.m. February 7 in Barnes Hospital, St. Louis, of a complication of diseases. He was taken to the hospital from his room in the Maryland Hotel at 9:30 p.m. February 6 after a severe coughing spell, and was placed under an oxygen tent. With him at the time of his death were his wife, Ivy, and son, Warren, the latter arriving from New York on February 6.

Altho his amusement connections were diversified, the deceased was perhaps best known as an operator of water shows, having originated, with Joe Conley, this type of attraction.

Rice entered show business by running away from home and joining the T. K. Burke Circus at Covington, Ky., doing magic and Punch. The next year he organized and owned the Great Olympic Shows, a wagon show offering colored minstrels, dogs and ponies. He then left the road and attended law school at University of Pennsylvania, at the same time working as a commission merchant. The following year found him back on the road handling the side show and doing magic and ventriloquism with Sun Bros. Circus.

For two years he operated a printing office in Saginaw, Mich., and at the same time promoted street fairs. He next became advertising manager of a department store in Saginaw and the following year organized the Great American Shows, a two-day organization playing three-day stands and furnishing ice acts for fairs. Other activities included the following: Frank W. Gaskill's Canton Carnival Co., promoter and contracting agent; Rice & Morley Indoor Carnival Co., organizer; Bostock-Bernal Carnival Co., general agent; Great Rice & Potter Carnival Co. and P. J. Mundy Carnival Co., general agent; Great Alamo Carnival Co., organizer; Great Alamo Shows as operator and that winter started a nickel picture show (black top) in Fort Worth, Tex.; Scout's Revenge (two-car) Show and Rice & Conley Minstrels (one-car), operator; built nickel show picture shows in Dallas and Fort Worth, Tex.; Swor Bros.' Minstrels, operator; Singer & Askin's *Flower of the Ranch* and *Alce Ste by the Fire*, agent; Copeland Bros.' Stock Co., partner; Great Griffith Hypnotic Show, partner; Great Raymond, hypnotist, agent; Con T. Kennedy Shows, concessioner; Harry and Irving Polack Indoor Circus, partner; Frank Hatch and Herbert Kline carnivals, agent, and reorganized, with Harry Dore and Steve Woods, Great Alamo Shows, later selling out to Woods; with Joe Conley built first water circus in this country; operated Rice & Dore XX Shows and that winter Rice & Reese *Days of '49*; operated Rice & Dore Water Circus two years.

With Dore he put Rice & Dore Water Circus on the river, the largest boat show ever organized; later that year organized the Bill Rice Caravan with Clarence A. Wortham; operated Wortham & Rice Shows and Rice & Dorman Shows, two years each; Sheesley Shows, agent; Rice & Dorman Stock Co., operator; had attractions at Fairmount Park, Kansas City, Mo., with Dorman; for six years booked fairs for Western Vaudeville and World Amusement Service Association, and operated the Rice & Emerson Boat Show and the W. H. Rice Water Circus, which made a tour of the Orient; had shows, concessions and program with C. C. Fyle's transcontinental foot race and operated a water show at fairs for one year; operated a monkey farm at Los Angeles for one year; handled marathons, public weddings and other promotions, and booked picnics at Exposition Park, Aurora, Ill., for two years; back to Sheesley Shows one year; West's World's Wonder Shows; exploitation work for Brockton (Mass.) Fair; promoted special events one year; with Hennies Bros., Western States and United Shows of America and did promotional work one year; last few years general representative of Mighty Sheesley Midway.

Rice was a member of the E.K.s, Friars and Showmen's League of America. Survived by his widow, Ivy Cresthwaite Rice, and three children—by former marriages, Dorothy, Ruth and Warren. His parents, Robert and Ruth Rice, both dead, were never in show business. He was married three times. His first wife was Otto Barle and the second Matilda Rudloff. His third wife was the first diving girl ever with Mack Sennett, of bathing beauty fame. After marrying Rice she became manager of his diving act.

The body lay in state at Stuart's Funeral Home, St. Louis, on February 7 and 8 and the following day it was sent to Chicago, where funeral arrangements were in charge of the Showmen's League of America. Services were held from Sbarboro Funeral Home, Chicago, at 1 p. m., February 10, with interment in Showmen's Rest, Woodlawn Cemetery.

Pickford and Billie Dove. For many years he was with the Famous Players-Lasky Corp. and had made two trips to Honolulu with Wild West shows. Survived by his parents, four brothers and two sisters, one of whom is a champion steer roper. Services February 3, with burial in Forest Lawn Cemetery, Glendale, Calif.

TALBOTT—John C., at his home in Beverly Hills, Calif., February 7 after a lingering illness. He had been with a number of the major circuses and was legal adjuster for the old Wallace Shows for many years, then with the Hagenbeck-Wallace Circus, in which he was financially interested. Later he was in the real estate business in Denver, Old Mexico and Los Angeles. Survived by his widow. Services and burial February 10.

TAYLOR—Harry W., 76, well known for his theatrical activities, in St. Peter's Hospital, Albany, N. Y., February 8. Born in Albany, he began his theatrical career in the early '80s as treasurer of the Leland Theater there. Later he became associated with Proctor's Martin Opera House. His first personal production was *Irish Luck*, starring Clem McGee and Nellie Parker. His first venture into stock was the Cook-Parker Co., followed by the Taylor Stock Co., which he owned and managed. When it was disbanded Taylor became interested in amusement parks, operating the Contocook River Park, New Hampshire, later going to Worcester, Mass., where he managed White City Park.

TREADWELL—Mrs. Millie Turnour, performer with the P. T. Barnum and Ringling Bros.' Circus for 20 years, in Valley Stream, L. I., recently, Mrs. Treadwell with her husband and 10 children toured the world with the circus, the family being known as the "human aeroplanes." Mrs. Treadwell performed before President Andrew Jackson in April, 1868; President Wilson, the King of Spain and other royalty. At the time the World War started the family was in Africa and soon after gave up their careers to become private citizens. Four children survive, including a daughter, Mrs. Claude M. Roode, of Glens Falls, N. Y.

WERNITZ—Meade, 75, dean of Akron's colony of acrobats and circus performers, February 5 at his home in that city. He formed the Wernitz and Dillworth troupe of acrobats more than 40 years ago. Wernitz did two acts, a double flying return and a double casting act, using three men and three women in the flying act, and four men and four women in the casting turn. He and his first wife, Della, did a comedy boxing act with many of the major circuses for years. Later he presented the Dillworth troupe of society acrobats. He retired from show business more than 20 years ago when he became associated with the Firestone Tire and Rubber Co., Akron. His widow, a sister and two brothers survive. Services in Akron and burial in Glendale Cemetery there.

WOMACK—Jess (Monk), for several years with the Mighty Haag Shows, of pneumonia in an Oak Creek (Colo.) hospital recently. Burial in that city February 1.

Marriages

AULD-LAROSE—Barney Auld and Rose LaRose, burlesque principal, in New York December 23, it has just been learned.

LEYENDECKER—LUEPKE—Edward Leyendecker, assistant manager of the Gayety Theater, Cincinnati, and Lillian Luepke, chorus girl, in Newport, Ky., February 11.

McDANIELS—KERKES—Elmer McDaniels and Anna Kerkas at the home of E. W. (Red) Abernathy in East Pittsburgh January 31. Groom is the son of Grace McDaniels, "Marble-Faced Woman," and bride was formerly employed on Carl J. Lauther's Oddities on Parade Museum.

TANNER—JONES—Elmo Tanner, whistler with Ted Weems' Band, and Eleanor Jones, nonpro, in Indianapolis February 1.

Births

A 10-pound daughter to Mr. and Mrs. J. N. (Bill) Bailey in Good Samaritan Hospital, Cincinnati, February 6. Father is editor of the WLW-WSAI (Cincinnati) newsmen.

An eight-pound daughter, Beverly Judy, to Mr. and Mrs. Glenn Schmitt in Speers Hospital, Dayton, Ky., February 7. Father is manager of Beverly Hills Country Club, Newport, Ky., and mother is the former Peggy Ronk, a member of a sister dance team in vaudeville.

The 1939 World's Fairs



- ATLANTIC -
 New York World's Fair
 Flushing, L. I.
 Opens April 30

- PACIFIC -
 Golden Gate International Exposition
 San Francisco
 Opens February 18



Construction Calisthenics

NEW YORK, Feb. 11.—Construction started this week on three amusement zone attractions with driving of 40-foot pilings, and was resumed on two other enterprises, temporarily discontinued two weeks ago because of inclement weather. Work was launched on the J. T. Schless Co.'s Merrie England village, American Museum of National History's Time and Space and Harry C. Baker's Coaster. Cuban Village and Frank Buck's Junglecamp resumed pile driving.

Approximately 10 other projects are well under way from a building standpoint, with National Cash Register's exhibit, Ballantine Garden's restaurant, Children's World and Norman Bartlett's Flying Turns leading the parade. Fair-built Music Hall and State-constructed amphitheater, scene of "Billy Rose's Aquacade, are practically completed, but cannot be classified as of definite concession character.

Structures are well along on Nyzos, N. Y. Zoo's walkthru, Dufour & Rogers' Strange as It Seems, Tony Sarg's Enchanted Forest, Sun Valley—a Winter Wonderland, Dr. Martin Couney's Baby Incubators and Cliff Wilson's Live Monsters.

Several attractions are scheduled to launch actual building within the next few days, provided weather remains suitable.

On Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, Feb. 11.—It's casting time for some of the big shows—which really indicates progress in the amusement zone. Billy Rose is selecting his 300 dancing and aquatic girls for Aquacade; Cuban Village has lined up most of its Latin talent; Winter Wonderland supposedly has more than a few winter sport professionals under contracts, and Savoy Ballroom, Moe Gale's sea dance demonstration hall, is understood to have a group of Harlemites in the fold. Merrie England will cast its Shakespearean group shortly, and Children's World sub-concessioners are reported to be well along toward obtaining actual talent groups.

Contrary to rumors prevailing hereabouts, J. T. Schless' Merrie England Village has met its financial requirements and will definitely be a part of the amusement picture. Pile driving began this week, with above-the-ground construction set for the end of the month. Schless Co. at present is busy peddling its sub-concess space. Another attraction which was rumored in difficult financial position was Frank Buck's Jungle Camp. Construction is well under way, however, with Phil Plant, playboy-sportsman, financing. T. A. Loveland, Buck's g. a., supervising building and Buck personally handling production of the show.

The Messmore & Damon-George Jessel "Old New York Village" looks hot again following several weeks of frantic finance hunting. One of the better attractions from out-of-town interest standpoint, enterprise is expected to gross plenty if it actually gets under way. One of the large local breweries is reported to be highly interested in sub-concession space.

Status of South Sea Islands Village remains uncertain, the contemplated big attraction running into organization difficulties following signing of its contract with the fair several months ago. There's a good possibility, tho, that enterprise will undergo a reorganization. (See FLUSHING FRONT on page 61)

Wuxtry! Wuxtry! Brooklyn Bridge Is Sold—Again

NEW YORK, Feb. 11.—Westbrook Peger's Era of Wonderful Nonsense, Damon Runyon's erstwhile description of the dices of the Roaring Forties and Walter Winchell's frequent muckraking of his own Mazda Alley are but milk-fed practices and labels compared to the Phancy Phenagling going on in connection with the World's Fair, which is powerless to cope with the situation.

Wine bricks are being sold at a terrific clip. The shell game is being operated right on Broadway. Parcels of the Brooklyn Bridge are going like hot cakes. Stock market manipulators belong in a nursery beside the estimable gentlemen who are selling Grover's Gotham Gargantua short.

What's happening? This is happening. A dark-skinned gent posing as an Injun has hooked a frail, who was all hopped up about "being connected," to the tune of one-thousand buckeroos—a mighty expensive melody. Pseudo-Comanche flashed an alleged W. F. village contract. Gal went for same like a ton of bricks. Would-be vanishing American finally made the jug, where he is still hibernating at this writing.

Another saint-like person has been making a number of touches (intended as deposits) on the basis of a "contract" with forged signatures which do not even resemble the original. This particular bird is still on the wing.

There are scores of similar incidents, with the phonies employing every known decoy from World's Fair stationery to pocket models of the Trylon and Perisphere, fair's theme center.

Narratives of the goings-on would fill a thick volume. The headaches and heartaches experienced are corking material for a historical-sociological study of these small-time and big-time robber bars.

Pass me an aspirin, Jeeves.

Hungerford's 4,000-Seater Ready for Spec of R.R.

NEW YORK, Feb. 11.—Construction of stadium for *Railroads on Parade* spec at the fair is nearing completion, with sponsors, trunk lines originating in the East or east of Chi and St. Louis, anxious to have physical work out of the way to concentrate on production. Edward Hungerford is scripting show, with score by Kurt Weill.

Outfit using mixed cast of 250, 50 horses and 20 choo-choos operating under their own steam. Amphitheater, inclosed, will seat 4,000, with show space and railroad exhibit spread over 17 acres. Exhibit building has 140,000 square feet, stage and backstage, five and a half acres. Scenery and costumes by Harry Horner, Howie Ketcham and A. Sheldon Pennoyer, and staging by Charles Alan. It's a four-a-day set-up. Feature of track display will be a 519-ton locomotive.

Hungerford, general director of pageant, noted for his *Wings of a Century* railroad specs at Chi, Cleveland and other expos.

W. F. Heads Going to S. F.

NEW YORK, Feb. 11.—Maurice (Mike) Mermey, director exhibits and concessions, leaves next Thursday to make the opening (18) of Golden Gate expo. Also scheduled to look-see the G. G. are Roland Bardell, Maxwell Harvey and George P. Smith Jr., of amusement concession division, latter probably after the get-off.

G. G. To Open As Per Schedule

SAN FRANCISCO, Feb. 11.—Despite heavy rain past week, Golden Gate Exposition will be opened as scheduled on February 18. Illumination system is a reality and ready for a brilliant opening display. To date 72 concessions are on the Gayway, the amusement zone, that area being about 75 per cent filled with attractions. Expectations are that attendance on the Premier Days, February 18 and 19, will be about 300,000.

Grounds work is progressing swiftly to completion in all essential details. Palaces are built, entrances are in place and foreign pavilion area, lawns, courts and gardens are ready. Indications are that any labor problems will be settled prior to opening with assurances that union workers will be hired by concessioners.

Mrs. Whalen Visitor

Mrs. Grover Whalen, wife of the president of the New York World's Fair, arrived here unofficially on Sunday, accompanied by Thomas J. Donovan, Whalen's chief assistant; Herbert Brownell, New York Fair's counsel; Mrs. Brownell; Mary Louise Jorzick, secretary of the New York Fair, and Barclay Johnson, of its operations department. "It is a very beautiful fair," was Mrs. Whalen's comment after a tour.

Another resignation handed in this week was that of Arthur Linkletter, who has been radio director, to become effective on April 1. He has been writing the script for *Cavalcade of the West*. Faith Bacon, fan dancer, arrived to rehearse her role for opening of Greenwich Village.

More Contracts Signed

Concessions Director Frederick Weddleton reported signed contracts for the *Headless Girl*; *Happy Valley Ranch*. (See G. G. TO OPEN on page 61)

Beatty Animal Show Deal Is Called Off

SAN FRANCISCO, Feb. 11.—After it had appeared certain that Clyde Beatty's animal act would be a Gayway attraction at Golden Gate Exposition, negotiations were broken off this week.

It is said that backers objected to the cost of putting up a building but that they were willing to go ahead if Beatty were permitted to put on the show under canvas. This plan was rejected by expo officials.

Arthur Hoffman, manager of the show, and Jake Newman, Beatty's representative, are reported to be scurrying for capital, meanwhile trying to induce the exposition to put on the show as a sustainer.

Survivors of "Streets" Are Assigned Another Site

SAN FRANCISCO, Feb. 11.—Difficulties that beset Streets of the World just after it hit the signing stage for Golden Gate Exposition are over. End came during the week when promoters announced that the name had been dropped and the whole idea abandoned.

Three sub-concessions, Malay, Philippine and Mexican Village, remain of the original nine, and these, it was announced, will be relocated in Wendell McMahill's Television City.

Tex Cameron's Happy Village Ranch takes over the spot vacated by Streets of the World.

SAN FRANCISCO, Feb. 11.—"Stella," which packed a wallop on the fun zone at the 1915 Fair, may be revived for Golden Gate Exposition in another nude, "Stella's Daughter," it is reported.

Scotch Free Days

SAN FRANCISCO, Feb. 11.—Scotch stories are belied by behavior of the group of hardy Glasgow Gaels who have moved into a Village on Treasure Island. Sandy-haired William Russell, head of the clansmen, boasts that his attraction will offer more "Freeman's Days" than any other during the exposition. "Every man from Scotland will be a 'freeman' in An Clachan for any one day he chooses," he said. "And newspaper men will be our guests, 'freemen' every day of the fair. And we have 1,000,000 bottles of Scotch beer and real Scotch whisky."

Timidity of Local Capital Is Blamed For Gayway's Gaps

SAN FRANCISCO, Feb. 11.—Local investors—or lack of them—are being blamed for failure of Golden Gate Exposition's Gayway to reach its peak by opening day. Concessioners and expo officials admit that attempts to interest backers have been chilled by reminders of losses in concessions on the zone at the 1915 fair.

Not one cent of local capital has been subscribed to the fun area, it is declared. Meanwhile efforts are being made to extract something from the hundreds of thousands of dollars that the exposition management is putting into exhibits of an arty and educational nature.

Amusement strength is vital to an exposition, concessioners contend, something which, they say, exposition officials are awakening to as they look about the Gayway, which is wide open. Concession headquarters said it could fill the space allotted to the Gayway if money was not so tight.

New AFA Contract Expected Covering Cast of Cavalcade

SAN FRANCISCO, Feb. 11.—Contract between Golden Gate Exposition and the American Federation of Actors governing performers in *Cavalcade of the West* has been torn up as unfavorable to both sides and will be supplanted by a new one. AFA headquarters said. (See NEW AFA on page 61)

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Feb. 11.—Contingent that is to be with An Clachan, Scotch Village on Treasure Island, arrived on February 5, all of the men and women garbed in kilts of their clans. The 60-piece pipers' band was picturesque as it assembled in military formation in front of the ferry building to march to the administration building on Bush street. All Scottish societies of the bay district had out groups of members in full regalia, including a number of pipe bands, to greet the lads and lassies. Mayor Rossi furnished a police escort. All in all, it made William Russell, manager of An Clachan, feel that he had made no mistake in bringing this show to the fair.

Walter Seaverson, San Francisco, is transforming one of the modern river boats of Stockton into a showboat, to be anchored near the Oakland ferry slips, a short distance from the Gayway.

J. V. Dougherty, Alexander Carrillo and Carlos Irahita, of Guatemala City, are considering building a "Club Tipica," using as a feature a marimba orchestra from Central America.

The Concessioners' Association, headed (See GLEANINGS on page 61)

New Spec, 70-Horse Menage Number for Ringling-Barnum

Plans announced by John North before departing for Florida also include many European acts and more circular big top with box seats in center sections

NEW YORK, Feb. 11.—The 1939 Ringling-Barnum show will sport an entirely new opening spec "more lavish than last year's," more than a dozen European act importations and a newly assembled 70-horse menage number, John Ringling North, circus president, said today on the eve of his departure for Sarasota winter quarters. Back from a six weeks' talent-scouting trip thru Europe, North confirmed reports that on the road the show will operate under a slightly smaller and more circular big top, consisting of three rings and three stages, will be five feet higher at the center poles and will contain box seats in the center sections. Big top will be 28 feet wider at the middle pieces, center poles will be 60 feet in height instead of the usual 55 and canvas will be painted blue on the inside.

New acts obtained by North in his itinerary that took him thru England, France, Belgium, Germany, Switzerland and Hungary are chiefly of the aerial type and include Rosello, air balancing turn, and Fritzl Bartoni, high trapeze, both well known to Continental audiences. Musica Clowns, veteran funster unit on the opposite side of the Atlantic, will be added to clown alley. Names of other newcomers will be released shortly, North said.

Spec Title Selected

Spec, again created and designed by Charles Lemaire, of New York, will be modern in motif and will be tagged *The World Comes to the World's Fair*.

Considerable amount of money is being spent on new wardrobe now being designed by Lemaire and associates. Brooks Costume Co. will again handle the costume manufacturing.

North purchased a new set of menage and Liberty harness for the '39 show, having it especially built in Brussels, Belgium, by M. Herbert Bontems, head of a saddle firm that has supplied European royalty for generations. Menage acts will be featured in the big show, it is assumed, and horse tents, usually closed to the public, will operate under conditions similar to the menagerie for purpose of giving patrons an opportunity for a closer view of the Kentucky saddle horse and thoroughbred stock acquired at the Lexington (Ky.) trot sales last fall. Since that time horses and riders have been training at Sarasota under guidance of William Heyer, who will be in charge of horses on the show this year.

North has been conferring with his brother, Henry, Arthur Hopper, in charge of billing and advertising; Joe Donahue, traffic manager; Charles Lemaire, and Col. John Reed Kilpatrick, president of Madison Square Garden. Show will open at the Garden as usual, some time during the first week of April, depending on termination of the hockey league playoffs.

Denies Rumors

North stated that there is no foundation to the rumor that the show would be split into two parts this year, one operating under Barnum & Bailey title and the other as Ringling Bros. He also said there are no plans of putting the John Robinson title back in operation. Ringling interests will operate only one show this year, the Big One. Barnes-Sells-Floto title will be off the road, it is understood, unless leased to other operators.

NEW YORK, Feb. 11.—Under the care of Richard Kroener, Gargantua, Ringling-Barnum gorilla, returned to this country aboard the S. S. American Merchant this week and was immediately shipped to the Sarasota winter quarters. Animal had appeared as an added attraction at Mills' Olympia Circus in London since the close of the Barnes-Sells-Floto show last fall. Monk will again be with the R-B show this season.

Pepple Again With Russell

KANSAS CITY, Mo., Feb. 11.—T. Dwight Pepple will again be with Russell Bros.' Circus, in charge of auspices bookings. He had been in Hot Springs, Ark., since the Russell indoor circus closed. En route here he stopped off at quarters in Rolla, Mo.

L. B. GREENHAW left his home in Portland, Ind., for South Ft. Smith, Ark., to begin his duties as general agent of the Parker & Watts Circus.

Bradna a Deputy Sheriff

DETROIT, Feb. 11.—Fred Bradna received two honors while here for a few days last week. He was made a Wayne County deputy sheriff by Chief Deputy Carl Staebler in the court of Circuit Judge Dewitt H. Merriam. He also was interviewed by George W. Stark in the radio show *We Old-timers* over WWJ.

Bradna was here arranging for the forthcoming Shrine Circus before going to Cleveland for the Grotto circus opening.

Indoor Date for Clayton

BINGHAMTON, N. Y., Feb. 11.—Clayton's Circus will play under auspices of the Ladies' Southern Tier Bowling League at the Binghamton Recreation Hippodrome, giving two performances February 25. Twelve people will be used. Acts will consist of pony drill, performing ducks, monkeys, birds, rooster, cats, dogs and goats. There will be one aerial act and program will be interspersed with clown numbers. Seating capacity of Hippodrome will be increased by use of blues furnished by the show.

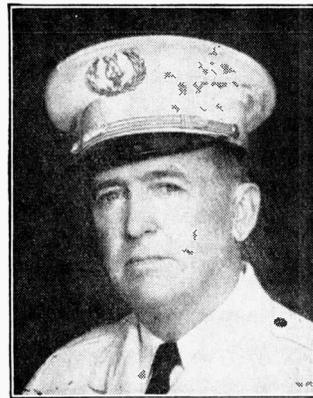
Separate Unions for Circus, Carnival Workers Probable

(Continued from page 3)

councils and pay per capita tax direct to the AFL instead of the AFA paying it to the Four A's as under the Circus Employees' Division.

Formerly non-performers had been members of the AFA but had no council and no vote in the AFA or Four A's, also the AFA paid a per capita tax on each member to its parent union. Under the new set-up, circus council will be empowered to a certain extent, it is understood, also its actions will be subject to the final authority of the AFA council. Whitehead will probably continue as executive secretary. A similar organization will be set up for carnival employees, a field which the AFA has also been trying to organize.

Whitehead maintains that he may retain control of the circus and carnival



L. CLAUDE MYERS, who will direct a 16-piece band on the Parker & Watts Circus this season. The band will be divided into two units for the parade.

Staff, Some Acts Engaged by Myers

NASHVILLE, Tenn., Feb. 11.—Elmer C. Myers' Wild Animal Circus has contracted the following: James M. Cole, secretary-treasurer; Edward Moss, superintendent of show; Chuck Lankford, superintendent concessions; S. W. Floyd, bandmaster; Calvin Spikes, side-show boss canvasman; William I. Sanders, big-show boss canvasman; Jack R. Martin, steward; Emerson Murphy, boss of props.

Among acts engaged are the Ray Family, jugglers and tumblers; Lottie Lee, the human hoop; Capt. Byron N. Huburd, lion act and trained dogs.

George Hamid To Have One-Ring Show at New York World's Fair

NEW YORK, Feb. 11.—Plans for George A. Hamid's one-ring European-type circus at the New York World's Fair have been approved by the Fair boards of design and engineering, and construction is expected to start within a few weeks. One-ringer will be presented in a semi-indoor arena as a sub-concession of the big Children's World unit, kiddy feature of the Flushing expo.

No poles will be used, according to Hamid, arena will seat about 1,500 people and entire top will be air-cooled by the same system used past two seasons on the Eddy Bros.' Circus. Program will consist largely of animal acts and novelties, with two added features to be announced later. Show

will operate on grind policy from 10 a. m. to 1 a. m., change of acts due at 8 p. m. First shift will point chiefly to children trade, with evening shows designed for adult patronage. General admission for kids will be 25 cents, adults 35 cents, with additional two bits for reserved seats. Show will be represented on the American Express Co.'s strip ticket combination as well as on Children's World's own cut-rate ticket system.

Bob Morton will be general manager, with Herman Blumenfeld, Joseph H. Hughes and other Hamid staff members advising. Ed Coronati is in charge of construction, and bookings are being handled thru the Hamid office.

Sixty Men at P-W Quarters

SOUTH FT. SMITH, Ark., Feb. 11.—Sixty men are now at quarters of the Parker & Watts Circus here and work is progressing rapidly. Manager Ira M. Watts has been in and out of the city practically all winter. He just returned from a trip to Kansas and Nebraska.

The organization will have some of the best known showmen. L. B. Greenhaw will be general agent; Claude Morris, car manager; Herb Goerke, brigade agent; Thomas (Skinny) Dawson, general press representative; William DeBarrie, side-show manager; Joe B. Webb, legal adjuster; John Alva Jones, treasurer; George Myers, equestrian director; L. Claude Myers, musical director; Red Monroe, superintendent of canvas; Charles Brady, props; Jimmie O'Connor, elephants; Hazel King, horse trainer; Jimmie Bowersock, ring stock; Sam Maratta, front door; Charles Oliver, steward; Joe Kennedy, candy stands; F. A. Zingaro, novelties; E. M. Keene, steam callpote player.

The performance will be different from last season, with aerial and riding acts predominating.

Fine Houses For Grotto In Cleveland

CLEVELAND, Feb. 11.—The Orrin Davenport Circus playing the Public Auditorium under auspices of Cleveland's Al Srat Grotto is enjoying the best houses in years, thanks to the word-of-mouth of the circus. First three days, February 6, 7 and 8, were well and intelligently papered, and both cash and pass customers have been enthusiastic over this year's show. Paper was not large, as advance sale had gone on for two months, but it filled the already good houses and assured plenty of talk.

The Grotto Circus has always given away autos by drawings, and these have been Chevrolets. This year Cleveland had no auto show, and the Grotto arranged with the Ford dealers to give away cars and to exhibit them at the show. The dealers reciprocated by giving circus lots of space in their newspaper advertising.

Circus was produced by Orrin Davenport, with Fred Bradna as equestrian director. Floresque, billed here under his straight name of Jon Florescu because of Cleveland's large Roumanian population, got special promotion from local group. But in the crowd's opinion the star of the show is Capt. Roman Proské and his eight Royal Bengals. Other acts that are getting special mention are Janet May, aerialist; Castang's chimpanzees; the Great Grottons, high wire; Ostromaier's Albino horse; Three Paroffs, balancing; Naitto Troupe, Rink Wright Duo, Naida and Perez; Voice Troupe, Rodger Troupe, Doru Duo, Aerial Ortons, Aerial Rooneys, Barnett Sisters, Miss Merkel, Loyal-Repenski, Joe Hodglin Troupe, the Davenport, elephants from Ringling-Barnum show, Rudy Rudyhoff, Flying Artonys and Flying Randalls. Clown acts all better than in former years, but joys were given no credit in program.

Co-Operation From Grottos

CANTON, O., Feb. 11.—A dozen Grottos in this State have pledged co-operation with this year's Al Srat Grotto indoor circus in Cleveland, now in progress. In several cities within 50 miles of Cleveland large delegations will attend the Saturday night, February 18, performance. Following the performance out-of-town Prophets will be entertained at an informal party as guests of Al Srat Grotto.

EDDIE ROBERTS will be with Barnett Bros.' Circus on the lunch car.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of *The Billboard* during the winter.



With the Circus Fans

By THE RINGMASTER

President
MELVIN D. HILDRETH
716 Evans Bldg.,
Washington, D. C.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Secretary
W. M. BUCKINGHAM
Thames Bank,
Norwich, Conn.

ROCHELLE, Ill., Feb. 11.—Mr. and Mrs. Frank Hartless, who have been spending the winter in San Antonio, Tex., left February 4 for California, where they will spend a month before returning east.

Frank C. Friedmann, CFA of St. Paul, Minn., writes that he is a member of the Shrine Circus committees for shows to be held there and in Minneapolis. Mrs. Edna Curtis will present the shows.

On February 1 the 250 employees of the Des Moines Union Railway and Iowa Transfer Railway, of which J. A. Wagner is general manager, sent him the following telegram at his home where he is convalescing from an attack of arthritis: "Forty-six golden years of service and devotion to the Des Moines Union Railway are today completed and the heartfelt good wishes and congratulations of your 250 employees are hereby expressed." On February 1, 1893, Mr. Wagner came from the Burlington Road to the Des Moines Union Railway as superintendent.

Fans' Night Big Success on WPA; Hildreth Speaks

NEW YORK, Feb. 11.—Circus Fans' Night, held on the WPA show February 3 in honor of the "Save the Circus Movement" of the Circus Fans' Association, was a huge success. Fans from all over the country were either present or represented.

Melvin D. Hildreth, national president of the CFA, was introduced from the floor and made a short speech on the movement. New York newspapers gave the affair columns of space, and *The New York Times* came thru with an editorial.

One newspaper characterized it "as a tremendous demonstration of circus lovers in honor of the victory achieved by the Fans with their movement."

In Attendance

The following Fans registered: Mr. and Mrs. Walter M. Buckingham, Naima Duffus, Mr. and Mrs. R. L. Duffus, James B. Hoye, W. H. Judd, Elmer C. Lindquist, W. L. (Bill) Montague, J. M.

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Ganey, Frank M. Bullock, Melvin D. Hildreth, Donald MacGregor, Fred S. Clarner, Manuel Enos Jr., John S. Peatty, Chester A. Westcott, Harold J. Minchin, Joe Minchin, Victor B. Cooke, Louis V. Cooke, Mr. and Mrs. Arthur Cawther, Howard Sneed, E. Sneed, Andrew H. Dykes, Victor Frootz, William Hausberg, Harry Weil, Paul Edwards, Dr. William H. Mann. (There were about 30 more Fans who failed to register.)

The following Fans were represented: Stan Rogers, Irving K. Pond, John J. Rengel, Frank C. Upp, Clarence L. Yinger, J. A. Wagner, George G. Halpin, Ed M. Hilleary, Frank W. Magin, Frank C. Friedmann, Paul F. Van Pool, Harold W. Feld, S. Warren Coglier, O. N. Walter, George W. Potter, Enoch N. Olzen-dam, Ralph C. Hoge, Otto P. Engelder, Ed W. Mueller, M. B. Clafin, Tom Gregory, D. I. (Tim) Swenk, Harry E. Schonblom, W. A. Ruwedel, G. Willie Overy, Joe M. Helsler Jr., Phillip W. Schwehm, Mrs. Anna F. Natrass, Mrs. Dellah Thornton Hagan, A. Miller, of London, Eng., a member of the British Fans, was Hildreth's guest.

Among visitors were T. A. Mauntz, Hamilton Mix Gilbert, Sam Handiesman, Beverly Kelley, Earl Chapin May, Frank J. Connolly, Robley Bruce, Joseph Salmon; Len Traube and Roger Littleford Jr., of *The Billboard*, reports Wendell J. Goodwin.

Clyde Beatty at Detroit Shrine

DETROIT, Feb. 11.—Clyde Beatty will open at the Detroit Shrine Circus February 20-March 5 instead of at the San Francisco Fair, according to contract confirmed by telephone by Manager Tunis (Eddie) Stinson of the Shrine this week.

Elaborate advertising is being supervised for the circus by Robert Clifton, including two 100-foot signs at the State fairgrounds and a moving electric neon sign on Woodward avenue giving an announcement every minute and a half for two weeks.

For the first time the show will be known as the Shrine Crippled Children's Circus, with all revenue going into a special fund for this purpose. In view of the definite designation of the revenue, which has always been a major objective of the circus in any case, the federal government has waived the collection of the usual amusement tax. Show will be held at the Coliseum at the State fairgrounds.

No Connection With Shrine Fair

DETROIT, Feb. 11.—The annual Shrine Circus, staged for three decades by Moslem Shrine of Detroit, has no connection with the Shrine Fair and Exposition slated for Forest Hall and announced on the Sponsored Events page of the February 4 issue of *The Billboard*, Manager Eddie Stinson of the circus pointed out this week.

Questioning by Stinson of the promoters of the fair and exposition drew the statement from them that no confusion had been intended and that the duplication of dates, February 20-26, was evidently accidental. Marracci Temple, Prince Hall Affiliation (colored), was stated to be the sponsor of the fair and exposition.

Peru Pickups

PERU, Ind., Feb. 11.—A Ringling unit of 16 elephants, high-school and Liberty horses moved out of here the past week and will be featured at indoor shows. With shipment on way, it was announced that the last week of February would see the winter quarters again taking on old-time activities. All buildings have been repaired and repainted and ornamental gates and fences built.

Mike Wissinger, 1938 Hagenbeck-Wallace Circus official, arrived from the quarters at Baldwin Park, Calif. States that Cheerful Gardner, superintendent of elephants, assisted by Hurley Woodson, Louis Clayton, John Riley, James (Red) O'Connor and Freddie Wells, started working 26 bulls in MGM's Tarzan picture being filmed at Sherwood Lake, Calif.

That troupers have faith the city will always be a circus winter quarters was shown when William (Willie the Great) Weidderach, human catapult, purchased one of the largest farm homes in the county. Mr. and Mrs. Eddie Woekener are spending the winter at their farm home here.

Grace and Harold Moore, aerialists, are working indoor dates. Dan Fast, circus electrician, and wife,

Favorite Outdoor Performer Contest

● Sponsor—THE BILLBOARD ●

DONORS: Circus Fans of America; Dexter Fellows Tent, C.S.S.A.; National Showmen's Association.

For ballot with detailed explanation send request postcard to Contest Editor, 1564 Broadway, New York. Active performers not eligible to vote.

Mabel Stark Takes Lead

In a sensational burst of votes Mabel Stark, wild animal trainer, who was sixth in the rankings last week with 69 points, took a commanding lead and passed Clyde Beatty, who has been first since the contest started. Miss Stark more than doubled her previous score and now has 150 votes. Beatty, with 119 points, dropped to third, the second position being held by the Flying Behrs, 130 points, coming up from fifth to threaten the leadership of Miss Stark.

Fourth and fifth are held by Biondini-Rellins Troupe, 90 points, and Con Colleano, 72 points. The next five leaders and their scores are:

- Flying Concellos.....71
- Wallendas.....51
- Dorothy Herbert.....50
- Maximo.....47
- Cristiani Troupe.....43

A voter who waves the Stark banner notes that love of animals plus kindness are of prime importance in wild animal training. "I have excluded other wild animal trainers in my ballot because, altho they put on showy acts, there is harshness and an unjustifiable amount of cruelty in the handling of their charges. Miss Stark has proved over a period of many years that this is not only unnecessary but that audiences get a bigger thrill from an act when the trainer shows humane kindness. I put Miss Stark at the top of the list because she is still active in the circus and because I consider her the greatest performer in her line under the white tops today."

In a forthcoming issue the contest editor will not only list the first 25 leaders but will, in addition, give the leaders in the major types of performance such as clowning, aerial acts, animal training, riding acts, high acts, teeter-board acts, high and low wire acts and the like. This should prove of tremendous interest and importance to all performer and to all people concerned with novelty entertainment.

SPECIAL NOTE: Many requests for ballots are not clear as to names and addresses. Prospective voters are asked to write or print names and addresses legibly. Incidentally, ballots sent to K. Guerrero and a Miss Rios, San Antonio, have been returned to the editor marked "no such number" and yet their post-cards asking for ballots list addresses which the post office says are non-existent. If they will furnish better addresses, ballots will be remailed to them.

Virginia, are renewing acquaintances in Florida.

Johnny (Humpty) Lowery, pony boy, is here. Jack Cunningham is recovering from a major operation. Jack Walton, Ringling-Barnum tractor driver, is up from Sarasota.

Eleven R-B baggage stock cars are stationed at the circus car sheds. Activities at shops nil, and it is stated that tractors will replace horses, with only gilly train equines. Three pullman coaches will be burned.

Charles Brown, seal trainer, arrived from the West Coast. Harry Smith has the bellows going at the farm. George Valentino, Cole show official, is wintering here.

BARNETT BROS. CIRCUS

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Send photo, age and lowest first letter. Story man experienced in contacting schools. People for all departments, address York, S. C.

Candy Butchers, Novelty and Concession People address
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—FLORESQUE says and all the SHOW WORLD agrees that NO CIRCUS, NO FAIRS, NO PARKS, NO CARNIVAL MIDWAY has a complete THRILL SHOW without THE EARTH'S No. 1 AERIALIST?

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"Still Clicking!"

GROTTO SHRINE CIRCUS, Cleveland, O.

Under the Marquee

By CIRCUS SOLLY

DUKE DRUKENBROD will be in charge of the side show with the Cole show.

ON PAGE 3 is a story concerning two bills to liberalize outdoor show licenses in West Virginia.

P. N. BRANSON, of Kansas City, recently spent several days visiting friends in Macon, Ga.

JOSEPH L. COLE, old-time troupier, is now a crossing watchman for the Nickel Plate Railroad at Bluffton, O.

GORDON AND OLIVIA FOULIS were at the Toledo, O., Sportsmen's and Home Show, presenting impalement act.

BAKER & LOCKWOOD have been given the canvas order and side-show banner line of the Cole show.

KENNETH WAITE, producing clown, will return to the Chicago Stadium for the fourth time for circus in April.

ACTIVITIES at the Macon, Ga., winter quarters now are quiet pending an important announcement concerning the Downie Bros.' Circus.

SUCCESS IN BUSINESS is a franchise granted to those who can organize co-operators.

PEDRO MORALES, touring England and France, attended the Bertram Mills Circus in London and renewed acquaintances with Emmett Kelly.

THE GRAHAMS and Andy Colino, chimp with the human brain, have returned to quarters of the Parker & Watts Circus.

KELLEMS AND WELLS worked the Kiwanis banquet at Terre Haute, Ind., and also were at the Indiana Dairy convention.

CLAUDE A. BRUNTON, former circus man, is president of the Nation's Mechanical Refrigeration organization, with headquarters at Huntington, W. Va.

RALPH NOBLE, who had the side show on Barney Bros.' Circus last season, and wife visited circus folk in Gainesville, Tex., recently en route to Oklahoma City.

DR. WILLIAM L. PHELPS will be the Fall Guy at the Dexter Fellows Luncheon, Circus Suits and Sinners, at Hotel Astor, New York City, February 15.

Work of reconstructing and repainting is exceptionally late at some winter quarters this year. This could mean a curtailing on such work, later openings or a step to avoid an influx of workers until absolutely needed.

BERT AND CORINNE DEARO, aerialists, who have been playing Florida fairs and other dates, will be at the Minneapolis and St. Paul Shrine circuses.

IT IS NOW Hon. Roy McElahaney, former circus troupier out of Portsmouth, O., is a political "wise man" at Huntington, W. Va., and is in the refrigerator game.

CHUCK LANKFORD will be superintendent of candy stands with the Elmer C. Myers Wild Animal Circus. He is at the quarters of the show in Nashville, Tenn.

LEW KISH, with Mighty Haag Circus last season, is in Valdosta, Ga. Says he expects to have his Doberman Pinscher, Countess Mitzi, ready to do a single by spring.

PEDRO MORALES and Luis Martinez are back in the States after a successful six months' tour in England and France. Playing vaude dates in New York State.

GEORGE L. OWENS visited the Grotto Circus in Cleveland last Wednesday, reporting a dandy program. He also saw the side show, under management of Jack Tavlin.

REX ALLAN, wintering in South Bend, Ind., advises that he will again be with Cole Bros.' Circus. He visited the Shrine Circus in Chicago and also was at the Cole quarters, Rochester, Ind.

JACK McFARLAND, formerly with Seils-Sterling Circus, cards that he will be with a railroad show this year. Has been appearing at indoor dates this winter. Visited Al C. Beck in Cleveland.

JOE LEWIS, after spending part of the winter in Florida, left for the North. Is booked for Minneapolis and St. Paul Shrine circuses and Hamid-Morton dates until the New York World's Fair starts.

FINANCIAL MEN of Akron, O., it is understood, have leased the Main Circus title until December 1, 1939, and will operate motorized show under auspices, making three-day and one-week stands, and that Frank Ruttman, of Akron, will be director-manager.

SOLLY REGRETS to learn of the continued serious illness of Mrs. Charles Sparks in Macon, Ga. "Mrs. Addie"—as she is probably better known—has been one of circusdom's noblest women, and a fitting counterpart of her famous husband.

WALTER L. MAIN saw the Cleveland Grotto Circus nights of February 6 and 9 and says that it was the greatest circus he ever saw. Rose Wallet is one of the riders there. Her parents were riders with Walter's show before Rose was born.

CHARLES F. McDONALD, former tramp clown with the Barnes and Ringling shows, has returned to his home in Fort Worth, Tex., after spending several weeks in California. While on the Coast he met several former associates, Mabel Stark and Tommie Hunt.

DOC WADDELL recently visited Dolp Gessley, former lightning circus ticket seller, at Circleville, O. He's 86, looks good to reach 100 and enjoys to reminisce. He inquired especially about John T. Crone, auditor of the old John Robinson Circus. He lives at 517 Franklin street.

IN AN INTERVIEW with Emmett Kelly by Tom Manning, announcer of Station WTAM, Cleveland, on February 2, Kelly gave an interesting comparison of the American circus and the European show, declaring the circus over here superior. Stated that he had been clowning with circuses for many years, starting with the Howe show.

EUGENE SLICK cards that Mike McCoy, past several seasons in charge of the band top on the Hagenbeck-Wallace Circus, is in the Ball Memorial Hospital, Muncie, Ind., and would appreciate a line from friends. Slick was in Henry Kyes' Band on the H-W show in 1937.

AERIAL ROMAS, double trap act of Roy G. Valentine, and Mary Atterbury stopped off at Atterbury Bros.' Circus quarters, Dakota City, Neb., for a few days' visit en route to the Minneapolis and St. Paul Shrine dates from the South, where they had been playing dates with Polack Bros.' Circus.

ELLA BUTLER, of Mansfield, O., who was in an auto accident Thanksgiving Day, suffering a broken neck, is getting along as good as can be expected. She was one of the Clifton Girls. Gordon Orton and Johnny Agee, en route from Peru, Ind., to Cleveland, O., stopped to see her.

IN A RECENT issue it was stated that Jim Conley and his animals were playing North Carolina schools. This was in error. Conley is wintering in York, S. C., using the big stone building formerly used by Barnett Bros.' Circus as winter quarters. Tommy Burns, animal trainer, also is wintering in York and is breaking three high-school horses for Conley.

Showfolk in Florida

ST. PETERSBURG, Fla., Feb. 11.—Tommy Poplin, chief electrician with Robbins Bros.' Circus last season, is spending the winter here dividing his time between his duties as mechanic at the Bayboro Marine Works and deep-sea fishing.

Vic Robbins, band leader, is playing at the Tampa Fair. He recently filled an engagement at the Tin Can Tourists convention in Tampa.

Milt Robbins, side-show manager, and wife are enjoying their new home in St. Petersburg. They recently spent a weekend-visiting friends in Sarasota.

Thomas F. Kennedy and wife, past season with Robbins Bros.' Circus, are in St. Petersburg, spending much of their time fishing.

James P. Baker and wife, Teresa Morales, are touring Georgia with the Tony Lamb show, after having vacationed several weeks in Tampa.

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the 13th of a new series of legal opinions of special interest and benefit to carnival, circus and park people. It will be titled *Liability for Accidents*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Kelly Broadcasts At Sea; Now on Davenport Dates

NEW YORK, Feb. 11.—Emmett Kelly arrived from London on the S. S. Aquitania February 3 and will play Orrin Davenport dates. Opened at Cleveland this week. Following these dates and a visit home Kelly will return to England for another season with Mills' Circus under canvas.

The captain of the ship and Mr. Bishop (engineer of Royal Scot train on way to New York's World's Fair) and Kelly broadcast at sea (two days out) for British Broadcasting Corp. Their talk over the phone was rebroadcast over England.

Kelly sent the following notes pertaining to the Mills Olympia Circus while still in England:

Before sailing for the States Tony Strueby and wife motored around London for a last look. Their act, the Four Queens, was a solid hit in the show. The Starnes-Anavan Foursome also clicked.

The seal act of John Roland and Captain Wesley was the animal hit of the show judging by applause. Little Fred's (European) dog act gave the clowns something to think about in the way of laughs, probably a tie with Charlie Rivels, ace gymnastic comic, in the ring. As for riding, the Cristianis scored at every show, and Machiquita, following the clowns' charivari act, gave the show an excellent start.

Many Americans caught the show and chatted with the performers. Among them were John Ringling North, Tom Mix and Joe Bowers. Another American "boy" who topped everything in his line was the Ringling gorilla Gargantua.

The Christmas television broadcast by the British Broadcasting Corp. included a stint by Kelly. He was presented with candies by the Duke of Gloucester. The best received of Kelly's gags was the burlesque of "Air Raid Precautions."

Picked Up at Rochester

ROCHESTER, Ind., Feb. 11.—Plans are being made for the Cole show, but no statement by Jess Adkins and Zack Terrell as to troupes and personnel.

Gretona troupe, aerialists, now at Cleveland Grotto Circus, will be gone six weeks, working dates in Detroit, Toronto and other cities.

Earl (Irish) Moore, seriously clawed by a tiger, is recovering. He received deep lacerations about the chest, legs and lost a finger. No danger of jungle fever is expected.

William Hunt, Cole concessioner, is here from a month's trip to Florida and Texas.

Jess L. Murden commutes daily from here to his home in Peru.

The unusual in wild animal kingdom was announced here Thursday with birth of five females to Pearl and Menehik, jungle-reared Nubian lions owned by Clyde Beatty. Parents of quint are six years old and this is their first litter. Menehik is featured stand-up lion. Cubs have been named after Dionne quintuplets.

Mr. and Mrs. Jorgen Christiansen moved their horses, ponies and dogs to Fulton, Ind., where a large garage will be utilized as training quarters for the next few months. Christiansen is back from a 3,000-mile trip purchasing 10 head of wild matched Western-bred Argentine Criollos. Troupe is made up of eight Criollos, midget pony, two high-school horses and two Great Dane dogs for a burlesque of Beatty's big cage act.

Seen at quarters: Si Stour, Ernie Sylvester, Eugene (Arky) Scott, Earl Moore and Smithy.

The Corral

By ROWDY WADDY

COME ON, boys and girls, keep us advised of your activities.

CHET AND JUANITA HOWELL, after a successful rodeo and fair season, have been wintering in Chandler, Ariz.

JACK WILSON is assisting J. C. Kinney, rodeo boss, at the 15th annual La Fiesta de los Vaqueros Rodeo and Horse Show to be held in Tucson, Ariz.

ROWDY WADDY has been informed that the annual meeting and election of officers of the Cowboys Turtle Association will be held in Fort Worth, Tex., during the Southwestern Exposition and Fat Stock Show there.

TEX AND SHORTY (Tex Marks and Shorty Myette), erstwhile rodeo hands, will head south soon to play a string of Georgia and Florida theater dates. They were broadcasting over Station WHIP, Hammond, Ind., until a few weeks ago.

PRINCESS SKY EAGLE and husband, Chief Ed Eagle, are presenting the Wild West concerts for Cooper Bros.' shows in Southern Missouri. They plan to remain with the show until the rodeo season begins.

AMONG MEMBERS of the C Bar L Ranch, Grand Island, Neb., sighted recently at the Omaha and Grand Island Sales Stables there are Walter Comer, Red Lunsford, Jack Nelson and John Goodman.

EL CAYOTTE and Princess Wanea, who have been appearing with the Eighth Street Museum in Philadelphia this winter, have signed to present their whip-cracking and rope-spinning exhibitions with Edythe Sterling's Hopi Indian exhibitions this season.

CONTRACTED PERFORMERS at the recent rodeo in Palm Springs, Calif., included Mr. and Mrs. Montie Montana, Francis Stiller, Art Hughes and Lloyd McBee and wife, Blanche, trick riders. Montana and McBee did the trick roping. Johnny Grimes worked his trained bull, Silver, and Jess Kell clowned.

FOR THE SIXTH consecutive year a Round-Up Club has been formed in Fort Worth, Tex., to stimulate interest in the rodeo to be held in connection with Southwestern Exposition and Fat Stock Show there. Homer Covey will head the organization again this year. Bob Calen, rodeo performer and radio entertainer, and Art Acers are conducting radio program on Station WBAP in the interests of the show.

GUY WEADICK, whose article in a recent issue of *The Billboard* concerning the rodeo situation caused considerable comment in rodeo circles, is currently working on a book regarding cowboys and their sports, etc. The book should carry much worth-while information on the rodeo sport in general since Weadick knows personally many of the boys of whom he writes and his long active experience in the Wild West field gives him ample qualifications.

MARY LOUISE BARRERA comes thru with the following information on some of the boys who were with the 101 Ranch Show in 1910-'14: "Bill Pickett, Tommy Grimes, Mabel Kline, Otto Kline, Princess Wynona and Wayne Beasley are deceased. Vern and Edith Tantlinger are on the West Coast; Chester Byers is in Fort Worth, Tex. Others and their locations are Milt Hinkle, New York; Hank Durnell, West Coast; Clarence and Grover Schultz, Marland, Okla.; Mexican Joe Barrera, foreman of Pawnee Bill's Ranch, Pawnee, Okla.; Wes and Mrs. Rodgers, Fort Smith, Ark.; George Connors, Los Angeles."

L. C. (RED) MORRISON recently assumed the secretaryship of the Sheridan (Wyo.) Rodeo Association following action by rodeo's executive committee and directors of the Chamber of Commerce, of which he is manager. Morrison formerly was secretary-manager of the Belle Fourche (S. D.) Black Hills Round-Up. R. L. McNally retains the presidency and Frank Schaal the vice-presidency. Harold Fleischer, former secretary, will handle the advertising and publicity chores, and Gene Lewis is in charge of tickets. Jim Bentley will handle the track events while Ernie Ernst is superintendent of the arena events. Bill Eaton is arena director.

Danziger Is Urging Move Against Tilt of Exhib Shipping Rates

SPRINGFIELD, Mass., Feb. 11.—Milton Danziger, chairman of the Government Relations Committee, International Association of Fairs and Expositions, reports that the Joint Conference Committee of railroads is preparing to cancel reductions on rates for shipping material and equipment to fairs, not only increasing costs to exhibitors but tending to reduce the number of farm exhibits shipped by railroads and making it doubtful whether fairs will be able to afford use of government exhibits.

Chairman Danziger urges all concerned to send a protest on or before February 16 to H. Wilson, chairman Joint Conference Committee, Trunk Line Association, 143 Liberty street, New York City.

Under the Agent Jones Tariff, now effective, articles exhibited at a fair and returned to point of origin will be carried, as far as relate to lines parties to the tariff, at full rates going and free returning if returned within 30 days after close of a fair and accompanied by bill of lading and certificate, of the fair secretary that such articles were exhibited and have not changed ownership.

Good Reports Made in Tenn.

NASHVILLE, Tenn., Feb. 11.—Tennessee fair business has been so good that the Association of Tennessee Fairs treated showfolks to a turkey dinner at the 17th annual meeting here in the Noel Hotel on Tuesday. Business last year was best in 12 years, officials said, and show representatives were told to expect an even better year in 1939. The association, with the aid of showmen, (See GOOD REPORTS on page 37)

Pair of Southern Spots Go to Frank Wirth Office

NEW YORK, Feb. 11.—Frank Wirth Booking Association announced booking of grand-stand shows at Wilmington (N. C.) and Petersburg (Va.) fairs. Former includes a Thrill Day booking. Revue and acts are carded for Petersburg.

Preston Quits Sedalia Post

ST. LOUIS, Feb. 11.—E. L. Preston, for the past year publicity director for Missouri State Fair, Sedalia, has resigned to become publicity director for the State highway department in Jefferson City. Charles W. Green, secretary-manager of the fair, has announced no successor.



WILLIAM H. (BILL) WATT, who was named acting executive secretary of Michigan State Fair, Detroit, by Governor Fitzgerald pending appointment of Dr. Linwood W. Snow as manager to succeed Frank N. Isbey, resigned. Secretary Watt became identified with the State Fair set-up in 1935 and during the administration of Former Manager George A. Prescott Jr. was highly praised for his efficiency.

TAMPA GATES SOAR

Prexy Warns La. Managers

Laxity, rapped by Wilson, may mean State aid loss, he informs delegates

EUNICE, La., Feb. 11.—When Harry D. Wilson, State commissioner of agriculture and immigration and president of Louisiana State Association of Fairs, called the annual meeting to order in City Hall Auditorium here on February 7 there were 175 delegates and show people present, largest attendance in many years. Fair managers were told tersely that in order to share in the State appropriation in 1939 they must "be on their toes." This was the result of reports showing that some fair boards had been lax in organization, changed dates without notifying the agricultural department and in other ways failed to observe rules and regulations set up by the commissioner.

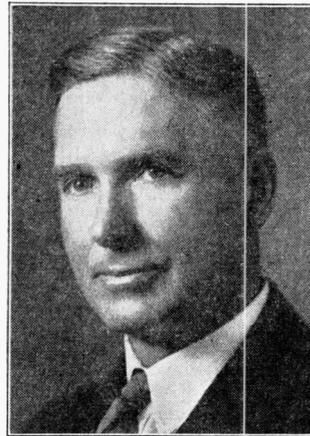
The association resolved that "in the future all fairs that are to participate in (See PREXY WARNS on page 37)

Edmonton Talks Thrill Day

EDMONTON, Alta., Feb. 11.—A Thrill Day may be staged prior to the 1939 Edmonton Exhibition, it having been suggested by Directing Manager Percy W. Abbott at a directors' meeting, event to be used as a means of advertising the fair. Royal American Shows will be on the midway for the sixth time and Barnes-Carruthers will provide the grand-stand show. There will be two Fireworks Nights. Greatest racing season in history of the track is anticipated, and purses have been increased from \$14,000 to \$15,000. Budget of proposed expenditures presented by Mr. Abbott showed anticipated net surplus for the week to be \$11,805. Last year's surplus was \$15,794. Total expenditures were \$92,045, against \$89,968 last year.

Old Charlotte Org Passes

CHARLOTTE, N. C., Feb. 11.—Dissolution of Charlotte Agricultural Fair Association probably will be completed this week, Southeastern Exposition, Inc., of which Dr. J. S. Dorton, Shelby, N. C., is president, having purchased equipment and assets of the association. Work is to start soon on a \$100,000 plant just outside of the city, where an annual fair and seasonal promotions will be staged. Southeastern group agreed to buy equipment and assets of the association for which they would pay its creditors one-half of money owed them in cash and remainder in stock in the new organization, it is said.



JOHN T. BROWN, Mechanicsburg, new Ohio State director of agriculture, succeeding Earl H. Hanesfeld, and under whose department is the management of Ohio State Fair, Columbus. He recently announced appointment of Win H. Kinnan, Defraff, as State Fair manager. A former Lieutenant governor, member of the Legislature, and holder of a gold medal awarded him as a Master Farmer in 1926, Director Brown has been a member of the State Agricultural Extension staff and a Farmers' Institute speaker.

Snow Is Named Detroit Manager

DETROIT, Feb. 11.—Appointment of Dr. Linwood W. Snow, Northville physician and official of that village, as manager of Michigan State Fair here to succeed Frank N. Isbey, Detroit, resigned, was announced on Tuesday by Governor Frank Fitzgerald.

Dr. Snow has practiced in Wayne County 18 years, is a graduate of the University of Michigan, has been active for Northville Fair and takes lively interest in athletic sports.

Governor on Policy

DETROIT, Feb. 11.—Changes in operation of Michigan State Fair here were forecast in statements of Gov. Frank Fitzgerald this week. In a stated "economy" move the governor dismissed Kirk F. Mitchell, who rated as executive secretary, and three other executives, saving about \$11,500 in annual salary if the posts are not refilled.

William H. Watt was returned to his former post as acting executive secretary (See SNOW IS NAMED on page 39)

July 1 Ban Removed by Illinois Body To Permit Earlier Annuals

SPRINGFIELD, Ill., Feb. 11.—That attendance records were broken at the 29th annual meeting of Illinois Association of Agricultural Fairs here on February 1 and 2 in the St. Nicholas Hotel, 63 fairs being represented by over 200 delegates with a record number of attraction people present, was considered remarkable, as many highways were closed by snow and ice.

Because in 1938 State-aid claims of the 73 fairs held, exclusive of the State Fair which has a separate appropriation, totaled \$287,770.14, and there was a balance of only \$262,510.94 in the \$500,000 biennial appropriation, it was decided by the director of agriculture, after approval of the Legislature and Gov. Henry Horner, to increase the biennial appropriation to \$650,000, which means an additional \$75,000 annually in State aid. This was good news, as with a \$25,259.81 deficit during 1938 it was necessary for the agricultural department to prorate

the State-aid funds, with the result that associations that paid more than \$6,000 in premiums failed to receive any aid to apply on awards above that figure and associations that conducted light horse shows or racing could receive only 84.7 per cent of their approved State-aid claims in that division.

Three years ago there were 36 fairs members of the association and this year the secretary reported 80 fair associations now members, all paid up. Three years ago the treasury balance was \$354 and the report of January 1, 1939, showed a balance of \$1,442.72. During 1938 new fairs held were Boone County Grange Fair, Belvidere; Shawneetown Fair; Elgin Agricultural Fair, Elgin; Kankakee Fair; Macoupin County Fair, Carlinville, and Rock Island County Fair, Moline. Illinois fairs are gaining in attendance. 87 of the 78 held reporting total of 1,368,736.

Re-election of E. E. Irwin, manager of (See JULY 1 BAN on page 37)

Gasparilla Day Has Best Mark

Festive feature pulls more than 115,000—midway biz up with perfect weather

TAMPA, Fla., Feb. 11.—Second week of Florida Fair and Pan-American Exposition started with a bang when King Gasparilla and his crew of merry-makers took over the city on Monday. From the more than 300,000 who gathered to witness the carnival, the fairgrounds drew an all-time record Gasparilla Day crowd of 115,248, more than 10,000 over attendance on this day last year.

Perfect weather greeted the buccaners as they sailed their ship into the harbor, "captured" the willing city and paraded to the fairgrounds. Pirates in colorful costumes, lovely ladies and beautiful floats passed in review in front of the grand stand, where more than 10,000 overflowed stands and lined the race track. Most of the crowd remained for afternoon performance of acts after the parade and the grand stand was (See TAMPA GATES on page 39)

Aid Bill Sponsored By Managers in Mo.

JEFFERSON CITY, Mo., Feb. 11.—Missouri Association of Fairs and Agricultural Exhibitions, organized a year ago, held its second annual meeting in the State Office Building here on February 1. During the year 12 county fairs and Missouri State Fair comprised membership. During the meeting, three more fairs and American Royal Stock Show, Kansas City, were accepted, and a uniform classification for live stock was adopted.

A bill introduced in the Legislature to give State aid to county fairs is based largely on the present Iowa law, which does not allow any county fair in any year to receive more than \$2,000 in State aid. After the bill was discussed at the meeting delegates attended a hearing before the House agriculture committee and asked that the measure be reported favorably. At a banquet in the Missouri Hotel the association had as guests members of the House and Senate agriculture committees.

Officers elected are Charles E. Tieman, Moniteau County Fair, California, president; Charles W. Green, Missouri State Fair, Sedalia, secretary-treasurer; vice-presidents, Edwin Watts, Ozark Empire District Free Fair, Springfield; Henry B. Iba, Buchanan County Fair, Easton; Charles D. Miller, Scotland County Fair, Memphis, and Fred Naeter, Cape Girardeau County Fair.

Hamid Adding to Roster Of Annuals in New York

NEW YORK, Feb. 11.—George A. Hamid executed contracts with six additional fairs in New York State last week, bringing his total count for grand-stand attractions to 13 in that area. With the much-contested Elmira heading the list, annuals at Walton, Afton, Norwich, Little Valley and Albion joined the Hamid roster.

Previous contracts are held with Syracuse, Batavia, Hamburg, Malone, Schaghticoke, Dunkirk and Fonda. Firm expects several more fairs to be in line by time of the February 21 State fairs meeting in Albany. Hamid stated that in most cases budgets had been increased this year.

Booking office is supplying press and promotion services in several instances, with a view of adding draws of grand-stand attractions as much as possible.

V. E. THOMPSON, manager of Thompson Bros.' Balloon and Parachute Co., recently visited showfolk in Corpus Christi, Tex. He reports that conditions look good and that he expects a good season at Texas fairs and parks.

Enlarged Loop For So. Texas

LAGRANGE, Tex., Feb. 11. — Nine members of South Texas Fair Circuit represented at the annual meeting held here on February 6 are enthusiastic over prospects of enlarging the circuit and it is expected that at least six additional fairs will join during the year. President G. A. Koenig said he had promises of about 10 fairs to join.

The circuit has been reported at a standstill until the past year, when active members worked hard in an endeavor to build it up.

Under a "new deal" program it was decided that each fair be assessed \$5 annual dues, to be paid to the secretary of the circuit as salary. Registration fee of \$1 for annual meetings will be retained, half of this amount to go to the circuit treasurer and the other half to the convention city. It was voted to admit carnivals, rodeos and other attraction people into the circuit upon payment of \$5 annual dues.

Speakers and subjects were J. C. Yeary, county agent, Fayette County, *Agricultural and Live-Stock Exhibits*; B. E. Todd, professor from Fayetteville Agricultural College, *4-H Club and FFA Work*; B. J. Morris, Vocational Agricultural Teachers' College, *Lagrange, Fair Exhibits*, and Vada Pearl Jones, home demonstration agent, *Lagrange, Girls' and Women's Club Work at the County Fairs*. Secretaries all reported that their 1938 fairs were successful.

Officers elected are G. B. Robertson, Gonzales, president; Dr. H. G. Hertel, Giddings, vice-president; O. H. Burgdorf, Fredericksburg, secretary-treasurer. Gonzales was chosen as 1940 convention city. Registration showed 68 in attendance, among them being J. George Loos, Jack Edwards, Greater United Shows; W. H. (Bill) Hames, Bill Hames Shows; C. E. Meadows, Lee N. Baker, Regal United Shows; Ira Burdick, B. C. McDonald, All-Texas Shows; A. A. Lane, Parade of Shows; Joe Buzze, Buzze's Orchestra; Ed Blume, Blume's Orchestra; Ed Stritch, Valley Shows; E. L. Windor, Harry N. Badger, General Amusement Enterprises. Fairs represented were those in Giddings, Gonzales, Lagrange, Fredericksburg, Rosenberg, Caldwell, Robstown, Yoakum and Bellville.

THE PERSONNEL of Bench Bentum's Diving Sensations consists of Bench Bentum, high and fancy diver; Jerry O'Brien, high fire diver; Fred Beattie, clown high diver; Pauline Black, high and fancy diver; Allen Gran, springboard diver; Harry Bentum Jr., electrician; Walter Weber, rigger; Harry Bentum, manager.

Pyle's Remains Cremated; Zambrino Is To Fill Posts

LOS ANGELES, Feb. 11.—Funeral services for Charles C. Pyle, sports promoter, who died of a heart attack at his home in Van Nuys, Calif., on February 3, were held from Pierce Bros.' Funeral Home here on February 5. Cremation took place in Los Angeles Crematory. He was president of Radio Transcription Corp. of America and was to have had charge of Ripley's Oddities at the Golden Gate International Exposition, San Francisco. His widow, daughter, brother and sister survive.

He first came into prominence with exploitation of Red Grange, football star, and with Grange as partner formed a professional football league. In 1926 he persuaded the French woman, Suzanne Lenglen, then world's amateur tennis champion, to turn professional and tour the United States, paying her a reported \$50,000. At one time Pyle promoted a cross-country Bunion Derby and later had charge of Ripley's Oddities at a Century of Progress, Chicago, and San Diego (Calif.) Exposition.

Frank Zambrino, who succeeds Pyle as president of the transcription firm and who will have charge of Ripley's Oddities at Golden Gate Expo., was among honorary pallbearers.

Fair Grounds

CONVERSE, Ind.—Boone County Jam-boree, Lum 'n' Abner's Pine Ridge Follies, a carnival and free acts will be attractions at Miami County Fair, said D. E. Warnock, secretary.

LOGANSPOUT, Ind.—Ben Pennington, secretary of Cass County Fair, said the Imperial Shows have been contracted as midway attraction. In 1938 the fair had its largest attendance and premium competition since inception and it is expected to book racing again.

LOUISVILLE—Advisory committee of Kentucky State Fair appointed a representative to call on Governor A. B. Chandler to see if a change in allotment for general State Fair purposes cannot be made with respect to the horse show for construction of four or five more barns.

SWIFT CURRENT, Sask.—Establishment of an adequately equipped fairgrounds is the goal of the local Kinetic Club, responsible for the 1938 Dominion Day Celebration. The club has presented to city council a plan under which money appropriated for a site, together with the club's fund of several hundred

dollars, would be used as a nucleus to buy grounds, money to be raised thru a loan. Club would guarantee to carry out the celebrations for five years.

PROVIDENCE.—Rhode Island House on February 2 unanimously passed a Senate bill appropriating \$12,500 for State participation in the New York World's Fair. Under the measure funds would be expended by a commission to be named by Governor Vanderbilt, in collaboration with a private commission which must raise an amount equal to the State's contribution.

CALGARY, Alta.—If plans materialize, a \$300 teamoom will be added to the oldtimers' hut at Calgary Exhibition grounds.

MANSFIELD, O.—Richland County Fair will be held five days this year instead of four as in 1938. There will be a tree gate on opening day and horse racing will start the following day. The extra day is expected to provide more revenue.

WARREN, O.—Free gate, better racing events and more pretentious attractions are scheduled for the 1939 Trumbull County Fair, officials said.

CANTON, O.—Stark County Agricultural Society will offer a rodeo twice daily at this year's four-day and night fair.

LETHBRIDGE, Alta.—Lethbridge Exhibition will run four days and provision has been made for continuance of all attractions another day if desired. An option on Jimmy Lynch's Death Dodgers for opening day was accepted. The board decided to join the Rodeo Association of America, it being felt this action would stimulate the stampede program by offering further inducement to top-hand cowboys to compete. As special stampede offering, Four Blenders, cowboy singers, have been engaged.

NACOGDOCHES, Tex.—Second annual Nacogdoches County Fair and Live Stock Show will be held this year in a new plant, workmen recently completing a \$48,000 WPA-sponsored fairground improvement project, which included construction of exhibits buildings, barns and rodeo arena. The 20-acre park was also landscaped. Dee Lang Shows have been booked for the midway, Joe Mock, secretary-manager, announced.

PALMETTO, Fla.—Despite cold weather, the recent five-day Manatee River Fair here had record attendance of 20,000, an increase of 5,000 over last year's.

Agricultural Situation

Condensed Data From January Summary by U. S. Department of Agriculture, Washington, D. C.

THE new year opens with assurance of an improved agricultural situation. Bureau of Agricultural Economics estimates that farm income will be higher in 1939 than in 1938. General index of prices of farm products ended the year at 96 per cent of pre-war, highest since last March. Strengthening factor in coming months will be the improved consumer demand flowing from increased industrial activity during the last half of 1938.

Events of the past month included the overwhelming vote of cotton growers for marketing quotas in 1939, the voting of tobacco and rice growers against marketing quotas and the raising of world wheat supply estimates to the largest figures on government record, more than 5,000,000,000 bushels. Late in the month BAE issued its first report on winter wheat, showing an 18 per cent reduction below the acreage seeded in the fall of 1937. The bureau reported an 18 per cent increase in the 1938 fall pig crop compared with the fall of 1937.

DEMAND: IMPROVEMENT

Consumer demand for most farm products apparently continues to lag behind the rise in industrial activity. Total industrial production in November was 2 per cent above the 1923-'25 level and only about 13 per cent below the peak reached in 1937. Preliminary indications are that December will average higher than November. Consumer incomes have not advanced as much as industrial activity. Past experience in recovery periods indicates, however, that incomes will continue to increase for a time after the initial rise in industrial activity has ceased.

Following a recovery in business activity many consumers who have been unemployed for some time or whose incomes have been reduced find it necessary to make certain adjustments before they can go back to their former buying or consumption practices. Unpaid rent, store bills, lapsed installment payments and other indebtedness which have accumulated during the recession must be paid, and miscellaneous delayed purchases of items such as shoes and clothing may be necessary before the family is in a position to resume its normal buying of food.

Thus for a considerable period after income has been restored the family may be unable or unwilling to pay the higher prices for butter, steaks or fruit. Gradually, however, these consumers find themselves in a position to buy more or to pay higher prices for foods. For products of which there are stocks in storage or increasing production this increased demand on the part of many individual consumers may result merely in greater consumption without much change in price. If, on the other hand, the quantity available for consumption is not changed the additional consumers who want to buy the product permit retailers to raise prices. Higher retail prices are reflected, sometimes in advance and sometimes with a lag, in the wholesale markets.

Apparently, following an increase in employment and in the income of consumers the demand responds more quickly for some products than for others. Meats seem to be among the products the demand for which is affected first, and butter apparently is among those products for which the lag

Fair Elections

DELTA, Ont.—Levi Raison was elected president of Delta Fair Association. Isaac Steven was named secretary.

DENTON, Tex.—Denton County Fair Association elected R. J. Edwards president.

BOWIE, Tex.—Bowie Fair board re-elected Lum Lovette, president; Ned Horton, secretary; David Warren, treasurer.

ODESSA, Ont.—A. C. Miller was elected president of Odessa Fair. A. M. Fraser is secretary-treasurer.

SPRINGFIELD, Mass.—Joshua L. Brooks was re-elected president of Eastern States Exposition for the 23d year. Other officers are Harry G. Flek, W. I. James, J. Storrow, Wilson H. Lee, W. I. Cummings, E. Kent Hubbard, vice-presidents; George E. Williamson, treasurer; Robert J. Cleland and Albert C. White Jr., assistant treasurers, and Charles A. Nash, general manager, who appointed Milton Dantziger, assistant general manager; E. J. Roberts, superintendent of grounds; J. H. Field, director of publicity.

LANSDOWNE, Ont.—Roy Summers was re-elected president of Lansdowne Fair. S. C. E. Dixon was named secretary-treasurer. Assets were given as \$9,801.75.

HARRINGTON, Del.—Directors of Kent and Sussex Fair Association, which operates the only fair in Delaware here, were re-elected at the annual stockholders' meeting and banquet. More than 300 attended. Directors are Paul Adams, Norman Collison, Clayton Elliott, Warren C. Newton, William J. Swain, Asa Bennett, Roy Cannon, L. D. Caulk, J. M. Harrington, Frank C. Hurley, Harry B. Johnson, M. C. Vaughn, J. O. Williams, Henry Stafford, Dewey Sapp, William Chambers, Clarence E. Keyes, G. H. Brown, J. A. Cahall, W. W. Cahall, Dr. W. T. Chippman, A. C. Creadick, C. N. Cahall, E. J. Elliott, Frank Graham, G. S. Harrington, L. B. Harrington, John H. Holloway, W. E. Jacobs, Lorenzo T. Jones, W. B. Layton, Howard Martin, Jode Masten, Warren T. Moore, J. C. Messner, H. F. Murphy, A. B. Parsons, Walter J. Paskey Sr., Fred C. Powell, H. E. Quillen, Ernest Raughley, S. L. Sapp, J. Harold Schabinger, W. D. Scott, I. B. Shaw, John W. Sheldrake, Lewis Slaughter Jr., Joshua Smith, W. A. Smith, W. S. Smith, W. W. Sharp, J. Gordon Smith and C. F. Wilson.

RENFREW, Ont.—A. B. C. Troop was re-elected president of Renfrew Fair. Vice-presidents are R. B. Leitch and M. J. O'Brien Jr.

DONALDSONVILLE, La.—L. A. Borne was re-elected president of South Louisiana State Fair Association. Others remained were G. J. Autin, J. C. Dupont and Charles E. Schwing, vice-presidents; Norbert Delatte, treasurer; Harrison Young, secretary-manager; Sidney Harp, R. S. Vickers and Julius Dupont, finance committee.

PARHAM, Ont.—William Simonett was elected president of Parham Fair. C. S. Bail is secretary-treasurer.

HAHNVILLE, La.—E. H. Wellemeyer, last year's treasurer, was elected president of St. Charles Parish Fair Association. Others elected were Charles Vitrano, Leon C. Vial, W. R. Walton, vice-presidents; County Agent J. Simmons, secretary-manager; R. Herrod, treasurer; I. T. Baudoin, J. B. Martin and W. R. Walton, committeemen.

PICTON, Ont.—Samuel Dodds was re-elected president of Prince Edward County Fair for the fourth year.

MACON, Miss.—R. N. Henley was re-elected president of Noxubee County Fair Association. Others remained were Cale Parke, vice-president; Wyatt Jones, secretary-manager; Henley, Bode Hughes and Burton C. Ford, executive committee.

NAPANEE, Ont.—Quinte District Seed Fair elected Bruce Cummings president and H. L. Fair secretary.

In demand is greatest. For example, meat and live-stock prices were quickly and severely affected by the industrial recession in the fall of 1937, whereas consumer expenditures for butter held up well until January, 1938. Likewise in the recovery from the recession this fall the demand for meats seemed to be (See AGRICULTURAL on page 39)



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"BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

PREXY WARNS

(Continued from page 35)

The State appropriation must be organized and the commissioner of agriculture notified prior to August 1 and any fair that is to participate in the State appropriation must have at least \$100 appropriated from the Parish Police Jury, school board or any other governing bodies within the parish." It was also resolved that "due to confusion arising when dates of fairs are changed without due notification to the president of the association and due to the schedule that must be prepared by the agricultural extension department of Louisiana State University in furnishing judges, etc., any change of dates or place of holding parish or district fairs shall be made known to the commissioner at least 30 days prior to holding said fairs. Should the secretary or president fail to notify the commissioner they will not be eligible to participate in the State appropriation."

It was pointed out that many fair dates conflict, with the result that 90 per cent of fairs of the State are held during October. To remedy this it was decided that circuits in different sections of the State be organized. A committee was appointed to work out such circuits and report at the next annual meeting.

Mouton Memorialized

George T. Guillet, Eunice, introduced by F. Quirk, president of Tri-Parish Fair, Eunice, welcomed the delegates. Discussions were led by L. A. Boerne, president of South Louisiana State Fair, Donaldsonville; W. J. Willoughby, secretary of Washington Parish Fair, Franklinton; B. P. Bellese, secretary of Sabine Parish Fair, Many, and P. O. Benjamin, secretary of Louisiana Delta Fair, Tallulah. All resolutions presented by the committee, William R. Hirsch, Shreveport; W. J. Willoughby, and W. M. Babin, Baton Rouge, were unanimously adopted. Dates were set for the 1939 fairs. A silent prayer was said in memory of F. V. Mouton, Lafayette, who died during the year.

Among attractions people and other visitors present were Art Briese, Thearle-Duffield Fireworks Co.; Fred Kressmann, Barnes-Carruthers Fair Booking Association; S. B. Doyle, World Exhibition Shows; J. A. Schneck, Western States Shows; John R. Ward, Elmer Brown, John R. Ward Shows; G. J. Autin, Alton Packing Co.; Cliff Liles, Dave Lachman, Harry Beach, Park Amusement Co.; T. A. Fowler, Fulton Bag and Cotton Mills; Roy Gray, Texas Longhorn Shows; C. W. Nail, Earl Atchinson, C. W. Nail Shows; Ralph Miller, Byron Gill, Miller Amusement Co.; Mr. and Mrs. Jack Downs, Snapp Greater Shows; Harry Burke, Harry Burke Shows, and others who failed to register.

Visitors From Texas

Commissioner Wilson has held his office about 30 years and has been president of the association during that time. Banquet in the ballroom of the Mayer Hotel was as usual a gala affair. Following day's sessions were called off to allow secretaries to confer with attractions and carnival people.

Officers of the association were "railroaded" into office again upon nomination by Fred Kressmann, who annually makes the same motion at the banquet. Commissioner Wilson remains at the helm; William R. (Bill) Hirsch, vice-president, and P. O. Benjamin, secretary-treasurer.

L. B. Herring Jr. and H. W. Gardiner, South Texas State Fair, Beaumont, were visitors for the first time.

P. O. Benjamin, who completed his first year as secretary-treasurer, was commended for his able handling of the job.

Thanks were extended to the city of Eunice and its officials for their hospitality; to *The Billboard* for its constant co-operation; to Commissioner Wilson and his secretary, Mrs. Katherine Redden, for their long service, and to *The Eunice New Era* for publicity.

Fair Meetings

West Virginia Association of Fairs, February 17 and 18, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

R. Fleming, Arthur; Glenn P. Seibel, Princeton; Harry C. Beatty, Carrollton; Paul Powell, Vienna. A resolution providing that fairs could be held prior to July 1, starting in 1939, was adopted. Heretofore the association ruling has been that all fairs must be held after July 1. Several delegates announced intention of holding early 1939 fairs.

During the two Wednesday sessions talks were by Robert I. Terry on *Horse Racing at County Fairs*, on which Henry J. Knauf, Ladd; Robert Rosebraugh, Charleston; Harry Beatty, Carrollton; A. G. Ward, Bloomington; Frank Wiswall, executive vice-president, United States Trotting Association, and Lieut. J. M. McCarthy also spoke. Jack Stumpe, Pinckneyville, talked on *Community Interest*; Mrs. Jane Pearson, owner of the Pearson Shows, on *Carnivals at County Fairs*, and Mrs. Ralph Peck, Winchester, John Clark, Golconda, and M. Sadler, Eainburg, on *Relationship of Horse Shows to County Fairs*. B. W. DeBord, assistant director of agriculture, gave a summary of the 1938 fairs. Sessions on Thursday included *Booking Agencies With County Fairs*, August W. Grunz; *Relationship of 4-H Clubs to County Fairs*, E. I. Pichard, Urbana; *Relationship of Vocational Agriculture Work to County Fairs*, B. A. Tomlin, Springfield; *What 4-H Club Work Has Done for Me*, Irene Brown, Aledo, and A. D. VanMeter Jr., Sherman; *Suggestions on Making Reports*, William Ryan Jr., Springfield; *As an Exhibitor Sees a County Fair Looking From the Inside Out*, Chester McCord, Newton; *Live-Stock Breeders and Exhibitors*, J. Garrett Tolan, president, and Dwight Hart, secretary-treasurer, Illinois Live-Stock Breeders and Exhibitors' Association.

Banquet in Elks' Club

Because attendance has been increasing each year and last year accommodations were not available for all who wished to attend, the banquet was held this year in the large Auditorium of the Elks' Club instead of in the ballroom of the St. Nicholas Hotel. That the move was a good one was evidenced by the sale of more than 600 tickets, with about 650 present. President Irwin was toastmaster and principal speaker was John Stelle, acting governor, during absence of Governor Horner, who has been ill in Florida for two months. Sunny Bernet, of Globe Poster Corp., as emcee made a hit. Music was by the Semi-Solid Ramblers thru courtesy of Consolidated Products Co. Acts were Lee Anderson and his Senators from the So-Ho Club of Springfield in "Hot Lips"; Jessie Garwood, singer of sophisticated songs; Bates and Chapin, comedy singers and dancers; Tiny Person, comedy monolog; Lois Marletto, athletic dancer; Dude Kimball, instrumental comedy turn; DuBols, comedy juggler; Eddie Edwards, opera singer; Chop Deal and Charley McLevi, ventriloquist bit; Walker and Marlow, jitterbug dancers; Jackie Nolan, juvenile singer and dancer; Shirley Lou Adams, trick roper; Monty Beehler's Hollywood Dogs; Ramona Clark, singer; Gish Sisters, novelty dance team; Little Sammy, star of *Boys Town*; Pearl Barnes, whip act; Barron Brothers and Beverly, adagio; Warfield, magician; Flying Trio, skating act; Cleo Snyder, swing singer, and Pappy Cheshire with skits and Frankie Hilibiller from KMOX. Acts were furnished thru courtesy of Sidney Belmont; Ray Shute-Edna Deal Theatrical Exchange; Grover LaRose Attractions; Ernie Young Agency; Barnes-Carruthers Fair Booking Association; Tommy Sacco Theatrical Mart; Gus Sun Agency; WLS Artists Bureau; Affiliated Booking Office; Orla Lashbrook and Adams Rodeo Co.

Attractions Visitors Many

Among attraction representatives were Ray W. Anderson, Thearle-Duffield Fireworks Co.; G. M. McCray, Illinois Fireworks Display Co.; A. E. Selden, "The Stratosphere Man"; W. L. Beachler, United Fireworks Mfg. Co.; Paul Porcheddu, World Fireworks Co.; M. H. Lines, Jack Woodin, E. G. Staats & Co.; Myron Shapiro, Sunny Bernet, Globe

Poster Corp.; Pat Purcell, Frank Winkley, Jimmie Lynch Death Dodgers; Ernie Young, Flash Williams, Ernie Young Productions; M. H. Barnes, Sam J. Levy, Camille Lavilla, Barnes-Carruthers; Mr. and Mrs. Sid Belmont, Lorraine and Harriet Beverly, Sidney Belmont Amusement Service; Billie J. Collins, Consolidated Amusement Enterprises; Toby Wells, Bert Clinton, Consolidated Attractions; Edna Deal, Ray G. Shute, Edna Deal-Ray Shute Theatrical Exchange; Grover LaRose, Grover LaRose Attractions; Mr. and Mrs. W. C. (Billy) Senior, Boyle Woolfolk, Bill Arms, Gus Sun Agency, Tommy Sacco, Tommy Sacco Theatrical Mart; Mrs. Joe Smith, Joe Smith Amusement Service; William H. Green, Music Corp. of America; Carl Wolf, Ohio Valley Sound Service; J. E. Kidd, Kidd Motorcycle Daredevils; Ray G. Teets, Fair Publishing House; Lee Sullivan, Ben Roodhouse, El Bridge Co.; P. A. F. and Ted Eichelsdoerfer, Frank Van Brocklin, Regalia Mfg. Co.; Jack and Marie St. Julian, St. Julian Attractions; Gertrude Avery, Gertrude Avery Productions; Vince Markee, Affiliated Booking Agency; Bill Garrett, Garrett Sound System; B. Ward Beam, Congress of Daredevils; Earle Kurtze, WLS Barn Dance; Edgar I. Schooley, Schooley Productions; Mr. and Mrs. George Adams, Shirley Lou Adams, Pearl Barnes, Cherokee Hammond, Adams Rodeo Co.; Arneita Dicken, Marliere Educated Horses; Ed Johnston, Herb Wiley, Midwest Service Co.; L. S. (Larry) Hogan, Amusement Corp. of America; Allen H. Fine, Zimdars Greater Shows; R. C. and E. G. Campbell, George Williams, Campbell Bros.' Tent and Awning Co.; Walter C. Armbruster, Clyde Schmidt, Bud Drury, Frank Frazee, R. H. Armbruster Tent Mfg. Co.; Francis L. Deane, Fulton Bag and Cotton Mills; Orla Lashbrook, Mt. Vernon Tent and Awning Co.; Sam and Bill Solomon, Sol's Liberty Shows; Charles S. Reed, Barker Shows; L. E. Roth, E. K. Johnson, Blue Ribbon Shows; Vaughn Richardson, Vaughn Richardson Attractions; Mr. and Mrs. J. T. McClellan, Mr. and Mrs. J. (Bill) Carneer, Royal Midway Shows; Carl Byers, Jake Moore, Byer Bros.' Shows; Mr. and Mrs. Al Baysinger, Al Baysinger Shows; William M. Tucker, Ace Midway Attractions; William Hoffner, Hoffner Amusement Co.; Mrs. Anna Jane Pearson, Don and Powell Leonard, Miss Laura Potter, Julius Mueller, Pearson Shows; Bob Strayer, Pan-American Shows; Sam Fidler, Roy E. Cousins, Fidler United Shows; N. A. Meyer, Miller Amusement Enterprises; E. R. Gray, E. R. Gray's Attractions; Ralph Lown, West Bros.' Shows; L. J. Heth, Joe J. Fontana, L. J. Heth Shows; Ed Groves, George Cain, Groves Shows; Edward A. Hock, Victor Canaries, Imperial Shows; Elmer Brown, John R. Ward Shows; Oscar Bloom, Gold Medal Shows; Flash Williams, Flash Williams Hell Drivers; Mr. and Mrs. Jack Downs, Snapp Greater Shows; John and J. Crawford Francis, Greater Exposition Shows; R. W. Tippett, Peoria Tent and Awning Co.; St. Fannie and Abner; Mr. and Mrs. Howard Barlow, Mrs. Catherine Oliver, Miss Ruth Breckount, Robert Kobacker, Harry Romell, Harold Dittmer and Jimmie W. Winters.

Sidelights on Sessions

Secretary-Treasurer Grunz, secretary of Clinton County Fair, Breese, is the only organizer of the association still alive. Allen H. Fine, general agent of Zimdars Greater Shows, arrived with a contract for Du Quoin State Fair, signed two days before the meeting. While Mr. and Mrs. J. (Bill) Carneer, Royal Midway Shows, were en route to the meeting, near Salem, Ill., their trailer caught fire and burned, destroying much of their clothing and other belongings. Joe P. Porcheddu, Illinois Fireworks Display Co., was absent for the first time in many years, due to the fact that Mrs. Porcheddu was seriously ill in a hospital in Danville. Ernie Young got a signed contract

from W. D. (Duke) Molesworth, secretary-manager North Iowa Fair, Mason City, during the meeting via air mail. This will be the second successive year that he is furnishing all grand-stand attractions at the fair.

L. S. (Larry) Hogan, a general agent of the Amusement Corp. of America, prior to the meeting signed the Illinois State Fair for the corporation.

GOOD REPORTS

(Continued from page 35)

made plans to scotch passage of a Legislature bill banning fireworks.

Most encouraging note was a promise from the State advertising service to co-operate fully with the association in advertising each of the approximately 100 fairs held in the State each fall. The service, a branch of State government, drew a \$90,000,000 out-of-State tourist business to Tennessee in 1939, it was reported.

For More Attractions

Phil C. Travis, manager of Tennessee State Fair here, urged officials of smaller fairs to add more amusement features. C. C. Flanery, State marketing official, urged "dressing up" to bring out bigger crowds. Other speakers were Joe W. Engel, president of Chattanooga Inter-State Fair; Margaret Ambrose, assistant State director of women and 4-H Club work; William L. Little, secretary of White County Fair, Sparta; John W. Harton, State treasurer, and Dr. W. B. Boyd, director of State Information.

A. U. Taylor, West Tennessee District Fair, Jackson, was elected president to succeed S. F. Houston. Vice-presidents re-elected are William H. Little, Sparta, for Middle Tennessee, and Fred E. Wankan, Athens, for East Tennessee. J. H. Bennett, Covington, was elected vice-president for West Tennessee to succeed Taylor. O. D. Massa, Cookeville, was re-elected secretary-treasurer.

Showmen in Attendance

Also represented at the meeting were Rogers Greater Shows, H. V. Rogers, F. N. Ogilvy; J. J. Page Exposition Shows, J. J. Page, R. E. Savage, William E. Hicks, Claude Slomp, C. C. Jernigan; Blue Ribbon Shows, L. E. Roth; Miller Greater Shows, Morris Miller, Frank J. Lee; Reading United Shows, E. Z. Reading, W. J. Williams; Cumberland Valley Shows, Robert Hallum; C. D. Scott Shows, Jack DeBow; F. H. Bee Shows, F. H. Bee, E. L. Brown; West Bros.' Shows, Jimmy McLaughlin; Elmer C. Myers Circus, H. B. Shive. Others included John W. Gallagan and L. L. Daugherty, concessioners; Will Hatch, Hatch Show Print Co.; Paul Bronson, U. S. Printing and Engraving Co., and W. L. Harvey, Erie Lithograph Co.

THRILLS and CHILLS!
A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS.

World's Highest Aerial Act—No Nets—No Safety Devices! Finishing with a 500-foot "Slide for Life."

Seldom
THE STRATOSPHERE MAN

Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

NOTICE

WILLIAMS & LEE WANT
50 HIGH CLASS FREE ACTS of all descriptions for our 1939 fairs. Get in touch with us at once. Give full details, etc. Make salary low if you want a long season. **WILLIAMS & LEE**, 464 Holy Ave., St. Paul, Minn.

JULY 1 BAN

(Continued from page 35)

the State Fair, Springfield, came after a spirited contest, he winning over Paul Powell, Vienna, by nine votes. J. W. McGrath, Lincoln, and August W. Grunz, Breese, were unanimously elected vice-president and secretary-treasurer, respectively. Directors are S. S. Ritchey, Pinckneyville; John Craig, Lewistown; O.

Independent Shows Wanted

For Pennsylvania's Largest Free Gate Night Fair

SELINGSGROVE, PA., WEEK OF JULY 17TH

Want good Shows of merit with own outfits. Last year's attendance over 85,000. Advertised by books, paper, bally trucks and four radio stations.

Address **ROLAND E. FISHER**, Selingsgrove, Pa.

PALISADES PREPS FOR W. F.

Hudson Spot Answers Challenge Of Competish With Big Schedule

Construction program is ambitious with bigger advertising, promotion and publicity plans—Rosenthals are to revamp lighting, fronts and riding devices

NEW YORK, Feb. 11.—The answer of Palisades (N. J.) Amusement Park to anticipated competition from the World's Fair is an ambitious construction schedule, bigger and better advertising plans, and enlarged promotion, picnic and publicity departments. Irving Rosenthal, who with his brother, Jack, now Miami, operates the spot across the Hudson, took a reporter for *The Billboard* around the park on a detailed inspection tour and then spent an hour in the office showing him finished designs on which work is going ahead. Dominant lighting thruout about three-fourths of the spot will be florescent and lamp neon style in riotous colors. Twelve new fronts for rides and concession stands are in the works. Several of the bigger stand-by rides will be made to look like new, with entrances the last word in parkdom. New streamlined cars will replace the old bins on the Circle Swing. In addition, several rides, notably the Lindy Loop, will be re-positioned to test box-office strength in new locations. Rocket ride will take the Lindy L. spot. Another which may be shifted is the Caterpillar, with canopy and entire device undergoing streamlined process.

Sky Rocket, to be renamed Cyclone, gets an entirely new entrance and lighting idea, as will the Red Bug. Bathhouse, the base for one of the finest and most lucrative pools in the country, will be given a thoro going over and made to resemble a boathouse in outer effect. A new walkthru, titled Jungleland, will set up shop. Band stand is in process of modernization and band circuit idea is being worked out with possibility of a different band each day if plans go thru. George A. Hamid will again supply the novelty acts for the outdoor auditorium adjoining the restaurant overlooking the river, which is being entirely reconditioned.

To Add Six Acres

One of the bigger projects under way is a new curved entrance, with a frontage of about 180 feet, for pedestrian and bus traffic on the boulevard side of the park. Palisades, said Rosenthal, is in the midst of adding six acres adjoining the playground which will be used as a picnic garden surrounded by flower beds. A couple of dozen seats are being added to the swank liquor bar.

Nevis-Morris-Ferguson combination, operating on publicity, picnics and ticket gags, respectively, has been busy all winter on schedules. A combo ticket is being devised for distribution in hotels, restaurants and rooming houses and at all points where World's Fair traffic is expected to assemble.

Cincy Coney Again Battles Flood Waters

CINCINNATI, Feb. 11.—As receding flood waters from the Ohio River left Coney Island here today the management was prepared to start a clean-up to rid the park of debris carried in by water which reached a river stage slightly above 58 feet. No damage which would have made a reconstruction program necessary was done. In the January flood of two years ago thousands of dollars' worth of property was destroyed. Water rose to a height of about six feet in the lower portion of the park and over the swimming pool last week, reaching the rear auto entrance and floor of the administration building. Damage was minimized by removal to higher ground of all movable equipment, including 75 motors and tables and benches, which will remain in storage until the park opens in May.

Attractions for Geneva?

GENEVA, N. Y., Feb. 11.—Amusement devices and concessions for Seneca Park have been advocated by the Merchants and Taxpayers' Association, which sees a chance for the city to obtain revenue from the venture. W. L. Vogt, owner of Dance Inn, has offered to donate the building to the park board. Deeding of the building to the city has been referred to the city attorney for legal opinion.

HOOSICK FALLS, N. Y.—Fire on February 7 destroyed the restaurant in Jack's Park on the road between here and Hoosick. Blaze discovered at 2 a.m. after Mr. and Mrs. John W. Fennessey, owners, had closed the building for the night.



SECOND INUNDATION OF CONEY ISLAND, CINCINNATI, by the flooded Ohio River in two years put six feet of murky water in a large portion of the big amusement park. Crews worked day and night at start of the flood last week moving much equipment to highest spots on the property. Photo shows water six feet deep surrounding the bath houses of the swimming pool which was one of the first portions to be reached by the river when it went far above its banks. Photo by Cincinnati Times-Star.

Three Rides Added At S. F. Playland

SAN FRANCISCO, Feb. 11.—Whitney Bros., operators of Playland-at-the-Beach here, recently negotiated for three new rides for the midway.

Ready this week will be a Loop-the-Loop. Being erected are a Stratosphere Ship and Octopus. Also nearing completion is the Seal Rocks luncheon, located in the Gift Shop overlooking Seal Rocks.

Weather has been poor, but business has been fair, George Whitney said.

Johns To Ready Lake Spot

COSHOCTON, O., Feb. 11.—Dick Johns, owner-manager of Lake Park here, who with Mrs. Johns is vacationing in Florida, expects to return here soon after March 1 to start preparations for opening on May 30. Some revamping will be done to midway buildings and a couple of new features will be added. Policy will be the same as in recent seasons, stress being placed on dancing, bathing, boating and concessions. Spot has a number of cottages. Mr. and Mrs. Johns, a former vaudeville team, also operate penny arcades at several Ohio fairs.

With the Zoos

CINCINNATI.—Modernization of the zoo's deer runs will be carried out this year at cost of \$115,000, it was decided at the annual meeting and election of officers of the Zoological Society. An anonymous donor has contributed \$24,000, balance to be supplied by the federal government. Officers re-elected were James A. Reilly, president; Irwin M. Krohn and L. P. Lewin, vice-presidents; Charles O. Rose, treasurer; Gerritt J. Fredricks, secretary.

COLUMBUS, O.—Zoological Society here elected Ed M. Tharp, president; Herbert F. Green and C. J. Penfield, vice-presidents; M. M. Martin, treasurer, and Ramon S. Cram, secretary.

WASHINGTON.—William H. Blackburn celebrated his 48th anniversary as head keeper at National Zoo here on February 2. He was a former trainer with Barnum's circus and there were few animals at the zoo when he came here. Today his charges number about 3,000.

COLORADO SPRINGS, Colo.—E. W. Clark, superintendent of Cheyenne Mountain Zoo, reports that the park recently acquired a pair of Indian sloth bears from Charles Chase and a 180-pound Egyptian leopard from Henry Treflich. Construction of a 28-cage carnivora building is expected to be completed by June 1.

MARSHFIELD, Wis.—Arthur Bruckert, attendant in Wildwood Park Zoo here, was recipient of a black and white ring-tail monkey delivered by taxi from Wausau, Wis. A woman in that city who had it as a pet but was no longer able to control it paid a cab driver \$8 for his passenger's fate.

MANITOWOC, Wis.—Common council has adopted an ordinance providing for a five-member board to have charge of Lincoln Park Zoo and to include chair—(See WITH THE ZOOS on opposite page)

New Series of

Legal Opinions

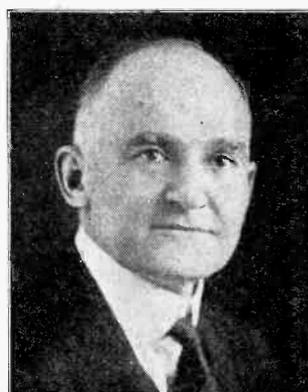
In the next issue, in the Carnival Department, will appear the 13th of a new series of legal opinions of special interest and benefit to carnival, circus and park people. It will be titled *Liability for Accidents*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



WILLIAM RABKIN



FRED FANSHER



R. S. UZZELL

THESE MEMBERS OF COMMITTEES of the American Recreational Equipment Association, named by President George A. Hamid, have places in several groups expected to be active in affairs of the AREA this year. Mr. Rabkin, International Mutoscope Reel Co., and Mr. Fansher, New York, are members of the committees on New York World's Fair, membership and program. Mr. Uzzell, executive secretary, also is chairman of the export and credits committees and member of the committees on World's Fair and exhibit room.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Rose Signs Champs

Billy Rose is going to use 500 singers, swimmers, entertainers, dancers, comedians and show girls for his Aquacade at the New York World's Fair and he has hired the Hippodrome for auditions and interviews. Starting on February 17, Rose and his staff will weed out talent. He told the writer that he already has signed Marshall Wayne and Pete Des Jardines, two former Olympic champs, and expects to use them in addition to Eleanor Holm, who will be starred in the water show. Understand that the pool, which is being constructed by Rose instead of the State, as at first reported, will be 311 feet long, 50 feet wide and will have depth of 9 feet, with two 75-foot diving towers, from which Des Jardines and other divers will do their stuff. When queried as to disposition of tank after fair, the producer replied that he hadn't given it a thought as yet. It was previously announced that the State planned turning aquadrome into a municipool after Flushing festa but that was when it was thought the State was going to do building. Now it's a horse of a different color, but Billy doesn't know or refuses to say what color.

First Entries

Honors for being first entry in the second world's high-diving championships to be held next summer in Palisades (N. J.) Amusement Park pool are shared by Lucille Anderson and "Dare-Devil Jack" Lathkowski, both of whom competed in the initial diving tourney three years ago. Of course, official entry blanks haven't been printed as yet but both have already signified their intention of participating. How about you? Don't forget that there's a lot to be done between now and the competish, so if you have any ideas or suggestions now is the time to register 'em—not an hour before contest starts. Some divers who figured prominently in the first meet know what happened last time. They unquestionably have good constructive criticism to make. And that's what is needed.

Dots and Dashes

Whitestone open-air natatorium and Sunnyside pool on Long Island are closest commercial tanks to the World's Fair site, with the former having a slight edge.—Aside to J. R. Horak, Grant Union High pool, North Sacramento, Calif.: Still waiting for that info about tank before we can publish pix. . . . What ever happened to Archie MacMillan, who used to be praise agent for Miramar outdoor tank, New York City?—Capt. Charles B. Scully, his assistant, Norm Engelson, and the latter's wife, former Ethel McGary, are busy this winter Red Crossing first-aid for skiers, but just as soon as weather gets warmer you can bet trio will start their swim activities. . . . Water polo coming back into its own.

American Recreational Equipment Association

By R. S. UZZELL

Latest to enlist his support with us on our American Museum of Public Recreation is Harry A. Illions. He convinced himself by a personal visit last fall, and when one convinces himself he remains convinced. Harry has taken a number of our books on the subject to distribute among his friends and, best of all, he has a supply of membership blanks for instant use. We have no member who can talk more enthusiastically or convincingly on our museum—The Amusement Man's University. Don't worry! Some day we shall have it in a fine building where our acquisitions can be adequately displayed for your instruction.

Fred W. Pearce, our president, is right on the job for new members and renewed interest on the part of all members. No institution can stand still. It must push forward or drop out of the procession. Our present slogan is "Forward to a More Adequate Building and Location." Remember, no officers draw a salary and we procured tax exemption because of our educational nature and non-profit producing institution. Is this convincing enough that the whole set-up is for the benefit of the people

in producing and maintaining wholesome recreation?

Seasonal Changes Sure

Snow and more snow. Winter sports are being compensated for the inadequate snow of last winter. We should take the cold weather without complaint because of the unusually fine fall we had. After all, we prefer it now to assure an early spring with less rain.

The oldtimers are right; our winters are milder. Records show we have about the same winter weather that Baltimore had a century ago. Travelers in the arctic regions tell us their winters are milder. Glacier terminals are receding slowly but surely. Northwestern Canada is elected ultimately for longer summers. About two months is the best we can do now at Winnipeg Beach. Your author has been in frost up there on August 1 before oats and hay were all harvested. A short season is good while it lasts. It has a pep and a go that are unknown in California and Florida. In Winnipeg they told us they had nine months of winter and three months of bad sledding. The lowest this winter has been 36 degrees below. We have known it to go down to 52 below. Page our friends enjoying in sunny Florida!

Battles of Production

None of our members are covering so much territory at the present time as Abner Kline, who surely is a bird of swift passage. He seems to think no more of crossing the continent than some people do of crossing a State.

If George P. Smith Jr. is compiling a list of rides and attractions proposed for the New York World's Fair it will afford a subject for much thought and argument. Crude tho some of them are, they could, with time and determination, be developed. As is usual in such matters, the first production is bound to be crude, immature and a bunch of headaches for someone to work out. And this calls for as much or more courage than the original venture.

Then the second battle begins and usually until it is successfully waged there is no imitator. After the two big battles the producer cannot sit back and take his ease. He is more than likely compelled to struggle thru the bog of poor credits he has taken on to introduce his device. Surviving this third dilemma, he emerges only to face competition from those who imitate him without going thru his struggles. Then all who survive surely are entitled to respect.

Long Island

By ALFRED FRIEDMAN

With a break in cold weather and added World's Fair zest, the Island's beach folks are feeling high these days. Jack Behan, one of the beach showmen, is preparing to hold forth at the World's Fair now that the Rockaway Thunderbolt ride has been raked to make room for the seashore road in that section. Apparently plans for construction of a "duplicate of Jones Beach" at Fire Island are being deferred because of a snag in the proper solution for raising the millions necessary to underwrite the project. Toll for motorists using Cross Bay boulevard to and from Rockaway becomes effective upon opening of the World's Fair. Irv Faber, Long Island concessioner of years' standing, will be at Coney Island, N. Y., next summer.

Many New York big restaurants are establishing branch spots along the shore zone between Roxbury and Jones Beach. Construction men literally raked Long Island of its best top soil for the World's Fair site, so now it will be necessary to draw from outside regions for the thousands of tons needed to landscape the shore front at Rockaway in the spring.

WITH THE ZOOS

(Continued from opposite page)

man of the park committee, a member from Walton League chapter, one from County Fish and Game Protective Association and two citizens selected by the mayor.

SEATTLE.—Woodland Park Zoo, Gus Knudson, curator, recently received a ground hog from Brookfield Zoo, Chicago, the animal arriving via airplane.

AGRICULTURAL

(Continued from page 36)

affected almost immediately, whereas consumers are still spending materially less for butter than they were a year ago. Also data relating to total consumer expenditures are not available for many

foods, these differences among commodities in the way in which demand reacts to changes in business conditions and consumer incomes help to explain the price behavior of such commodities in periods of rapidly changing industrial conditions.

Thus even if industrial activity fails to expand further during the next few months it seems probable that the consumer demand for farm products in the United States will continue to improve somewhat during the early part of the winter at least. This improvement may be followed by a longer period of relative stability.

INCOME: REDUCTION

Farmers' cash income for marketings in November, estimated at \$60,000,000, raised the total for the first 11 months of 1938 to \$6,463,000,000. This compares with \$7,440,000,000 during the like period of 1937. The November, 1938, income was seasonally less than in October, and was \$53,000,000 less than in November, 1937.

Government payments in November, amounting to \$48,000,000, raised the total of farmers' income from this source during the first 11 months of 1938 to \$443,000,000. This compares with \$358,000,000 during the like period of 1937. The November, 1938, payments were less than in October but were \$45,000,000 more than in November, 1937.

SNOW IS NAMED

(Continued from page 35)

tary, in charge of all activities until the appointment as manager of Dr. L. W. Snow, Northville, was announced.

The governor in a Farmers' Week talk at Michigan State College in East Lansing, said: "The State Fair grounds are maintained the year around with an expensive staff for the sole purpose of providing a site for commercial horse racing and for an annual fair which offers ballyhoo acts as the main attraction and agricultural, industrial and conservation features as a side show. The original thought in establishing a State Fair was to give agriculturists an opportunity to view exhibits of other farmers, to permit displays of farm equipment, to show life stock and farm products, to acquaint the people of Michigan with advances in industry and to help advertise the recreational and natural resources of Michigan. We shall return to this program."

The governor also ordered gates of grounds opened to the public as a park.

TAMPA GATES

(Continued from page 35)

again talk to capacity for opening of Ernie Young's revue at night. Not in many years has there been such a stretch of perfect weather during the fair.

Tuesday, Distinguished Guests' Day, had Dr. Alexander V. Dye, federal commissioner of the exposition, as host at a luncheon for visiting State officials. Auto races were featured in the afternoon, with Tony Willman again leading the field. Tuesday night's Gasparilla festivities were climaxed by the brilliant Coronation Ball, social event of the season, where a new king and queen were crowned to the music of Paul White-man and his orchestra.

On Pan-American Day, Wednesday, governments of Cuba and Puerto Rico were honored by special recognition of their exhibits. A delegation from Cuba included Pedro Benitz Quirch, department of agriculture, and A. Durland y Nieto, national chief of fairs and expositions.

Young Revue Featured

Ernie Young's *Follies Internationales*, playing its fourth consecutive year here, opened the second week as main attraction of the grand-stand show and will continue until end of the fair on February 18. Show goes over well, as in previous years. Effectively staged with modernistic lighting, colored spots and

attractive costumes, scenes take spectators to various countries, and 16 chorus girls in colorful array present smooth routines. Best of these are the Russian number, with Zeta and Annis, adagio dancers, and final Jewel number also featuring this team. Paul Gray does a nice job as emcee, introducing all revue numbers and vaude and circus acts interspersed thruout the program.

Outstanding in these acts are the Reiffnach Equestrians, favorites with Tampa fairgoers; Ueno Japs, also old favorites, who produced some good new stunts, and the Peerless Pottery, aerialists. Alice Sisty gets a big hand for the feat of leaping two horses, Roman standing, over an automobile. Zacinhs have new wrinkle in their cannon act since last year here, now shooting two men from the gun simultaneously. Thearle-Duffield fireworks provide a spectacular finish.

Royal American Shows are doing good business, the midway being jammed on Gasparilla Night, and the gross was well over last year's on that day. Good weather has been particularly a break for the midway.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

PALOMAR SKATELAND, which opened recently in Hartford, Conn., is operating seven nights weekly. Dancing was originally planned for Saturday nights, but four weeks of operation with diminishing returns prompted Conrose Artists, proprietors, to devote the hall to skating only. Sellouts have been common. Mondays and Tuesdays, originally scheduled as off nights, are being devoted to private skating parties.

CARL DEVOT'S North Beach Roller Rink, Corpus Christi, Tex., is drawing good crowds at afternoon and night sessions and patrons are showing much interest in the waltz and two-step, reports Jack Darling, 66-year-old exhibition skater, who recently visited the rink.

HARRY SHIRK, several years concession manager in Meyers Lake Park, Canton, O., has been appointed manager of the park's new roller rink. Sessions will be held nightly and Saturday and Sunday afternoons. Special events are planned for remainder of winter.

B. W. MARTEN, manager of Skateland, Trenton, N. J., writes that the El Rey Sisters have been engaged for several weeks to give exhibitions and teach waltzing, Mineola Swing, Chicago Hop and Chicken Scratch.

ROBERT EUGENE ALLEN, two-year-old son of Mr. and Mrs. Frank Allen Jr., Skowhegan, Me., and member of Riverside Skating Club, was tendered a birthday party and gifts by club members in Skowhegan Roller Rink on January 23, reports Manager Frank B. Allen. The boy, who has been skating four weeks, gave an exhibition and can do whirls with his father, it is said. Added attractions were waltz and rope-jumping contests; exhibitions of leapfrog by Alton Whittemore, Louis Gagnon and Ernest Richards, and by Junior Whirlwind Trio, who recently made appearances at lodge functions.

WALTER LAIDLAW, Washington, former exhibition roller skater on the Keith Circuit and who celebrated his 84th birthday anniversary on February 2, was subject of a feature story in the local press recently. He skates daily on a mat in his home and attributes his good health to this form of exercise.

WINNERS of a Schottische contest, one of a group of eight dance contests to be held in Winter Garden Roller Rink, Boston, under sanction of the Roller Skating Rink Operators' Association of the United States, were Roberta Shore and Arthur Hartley, both being awarded trophies. Contest winners will automatically qualify for the all-step contest, winning couples of which will receive trophies and will represent the rink at the national amateur championship roller dance contests in Mineola (L. I.) Roller Rink.

CLUB MEMBERS appearing in a six-act floor show on January 28 when Robert and E. H. Bollinger, managers of Oaks Roller Rink, Portland, Ore., celebrated the 33d anniversary of the opening of the rink, were Nancy Reynolds and Art Riterstoff, spinning; Don Jensen and Don Whitney, comic Bowery act; Donna

Hassler and John Powell, figure skating; Martha Dunsmoor and Jimmy Foss, Cosack dance; Graham Bennett, trick skating, and Madeline Lagler and Bob McNary, spinning. Club was organized in June, 1938, and has 485 members. About 1,500 attended the party. In 1928 Manager E. H. Bollinger installed a two-manual organ and in 1933 a four-manual. All floors are now on the same level, main rink being 104 by 208 feet in size. There are two floors for beginners and a wave floor. Last year sides were veneered and painted white and a new lighting effect created. Since 1933 business has shown a 7 to 10 per cent increase each month over the corresponding month of each preceding year. Sessions are held each afternoon and night. Rink is equipped with Richardson skates and will close for three days on February 28 for repairs.

Laurey, vice-president; George Rolfe, secretary. Mr. and Mrs. Leiser have turned over a room in the rink for meetings. Mr. and Mrs. Sid Kean and son, refreshment-stand operators, gave a dinner for club members on January 30. Waltz contest will end on March 1, when roller hockey will start. City championship races are scheduled in the rink soon. Joe Laurey is organizing bus parties to visit rinks in Aurora and Peoria, Ill.

CRYSTAL Pool Roller Rink, Seattle, Guy Sherwood, manager, scheduled its annual waltz contest for February 15. Trophies will be awarded winners and gold and silver pins will go to those coming in second and third.

RESULTS in the city roller-skating competition in Dalton Rink, Canton, O., on February 4 were: Class A. Bob Cochran, first; Russ Brunner, second. Time 3:21.4. Class B. Russ Cochran, first; Rudy Kirsch, second. Time, 3:41. Women: Marvella Wheeler, first; Theresa Rubenstein, second. Katherine Wyle qualified. Time 2:47.8.



ABOUT 1,500 SKATERS SHARED IN THIS 125-pound cake when Robert Bollinger (left), assistant manager, and E. H. Bollinger, manager, Oaks Roller Rink, Portland, Ore., celebrated the 33d anniversary of opening of the rink on January 28. E. H. Bollinger acquired the rink in 1926 and has developed it into one of the better rinks on the West Coast. A six-act floor show, put on by members of Oaks Roller Club, was an added attraction.

ANNUAL Jamboree ended recently in Roseland Skating Rink, West End, N. J., and Manager Frank Morris is planning a Valentine Party with special decorations, lighting and prizes, awards for both events to be made on February 23, Trophy Day. Rover Roller Club is drawing customers and has a popularity contest under way.

OLDTIMERS' Club at Fred Leiser's Armory Roller Rink, Chicago, has nearly 100 members now, reports Bill Henning, treasurer. Those who have skated 15 years are eligible. Officers are Joe Payse, president and organizer; Joe

Current Comment

By CYRIL BEASTALL

DERBY, England.—A new rink will be opened in Southampton, Eng., with promotion of racing and hockey a main feature. Skating surface will be 27,000 square feet and track for racing will encircle the arena and will measure six and a half laps to the mile. There will be seating accommodation for over 3,000 and standing room for several thousand more.

Rink is being built by Southern Sporting Promotions, Ltd., owner of a chain of speedway and greyhound tracks, and if this venture proves successful it plans to promote more roller rinks. Mr. Knott, managing director, sent full details and invited me to call in and give their rink, now in course of construction, the "once over." I have been asked to attend the preliminary meeting of directors, with a view to assisting with advanced ideas on promotion of hockey and racing upon recommendation of my old friend, Walter Stanton, of Bournemouth, who was secretary of our NSA in 1908-'13, and who also coached the Lidstones in recent years. Stanton, incidentally, has been in the sport since 1890 and holds NSA gold medal for both speed and figures (International style), and was a hockey player of international renown, besides being national figure champion four times between 1908-'13, despite the fact that he did not take up figure skating until over 30 years of age, following retirement from hockey. Today he is a wonderfully fine dance and figure skater on rollers and ice, and at time of writing

he is coaching one of our best silver dance medalists for "gold."

Mention has been made of Jimmy Lidstone having lessons from Karl Schaefer, the great ice skater, and I would correct any impression that may have been wrongly gained from rumor or other source and emphasize that Lidstone may thank Stanton for most of his coaching on advanced figures. Walter Stanton was associated with John Davidson in a publication and tells me that he had a great liking for Davidson and much regret to learn of his death.

John B. Eley, Derby, Eng., just celebrated his 79th birthday and is still as active on skates as ever and the grand old man has skated on rollers continuously since 1876, which might be some sort of a record. Lidstone tells me that Eley is quite as proficient as Fred Murree, the American veteran.

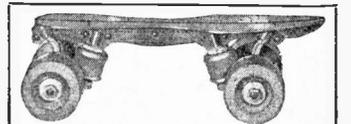


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Fairly & Little Book Hutchinson, Lincoln, Sedalia on 1939 Route

ST. LOUIS, Feb. 11.—Fairly & Little Shows received signed contracts this week for Nebraska State Fair, Lincoln, and Kansas State Fair, Hutchinson.

In addition to these, the show has been contracted to play Missouri State Fair, Sedalia; North Iowa Fair, Mason City; North Minnesota Fair, Thief River Falls; and the B circuit of fairs in North Dakota, those in Jamestown, Pessenden, Langdon and Hamilton.

The Tall Corn Exposition in the spring in Marshalltown, Ia., on streets was booked several weeks ago. With other

fairs and celebrations pending, the show will have the most promising route in its history, the owners declare.

Noble C. Fairly is on a tour arranging the spring route, while Phil C. Little is in Laredo, Tex., awaiting opening of the George Washington Celebration there, where he has booked the new Skooter ride of the Fairly & Little Shows for that event.

Harry Hennies Recovering

SHREVEPORT, La., Feb. 11.—Harry W. Hennies is on the road to recovery from an attack of pneumonia, suffered a month ago in Kansas City, Mo., his brother, Orville W., said today. "Harry has been a mighty sick man," Orville said, "but now that the danger is definitely over his doctor has ordered complete rest and relaxation. He will remain in Kansas City until he is strong enough to go to Florida." During Harry's convalescence, Orville will direct quarters activities.

Repeaters for Greater U. S.

SHAWNEE, Okla., Feb. 11.—Greater U. S. and Dalley Bros.' Combined Shows have been awarded midway contracts for Barber County Fair, Hardtner, Kan., and the Pioneer Celebration in Perry, Okla., it was announced here by H. T. Freed. Both are repeat dates. Some work is being carried on in quarters, but real activity gets under way about March 1, he said.

Zeiger Signs Mabel Stark

LOS ANGELES, Feb. 11.—C. F. Zeiger, owner of the C. F. Zeiger United Shows, said here this week that Mabel Stark and her tiger act had been contracted to present the feature free act with the organization for the coming season.

West Coast Showfolk Doin's

By WALTON DE PELLATON

LOS ANGELES, Feb. 11.—Two shows defied the prevalent cold weather and opened their 1939 season last week. . . . The Ben H. Martin United Shows shivered beneath heavy overcoats and sweaters in Hawthorne, Calif., while Clarence H. Alton's ABC Attractions did likewise at Ford and Brooklyn avenues here. . . . O. H. Hilderbrand returned from Portland, Ore., where he spent a two-month vacation with his family. . . . Crafts 20 Big Shows opened in grand style at the Riverside County Fair, Indio, Calif. . . . The White City Shows are putting on finishing touches to their equipment in quarters here. . . . Mrs. C. F. Corey, new secretary-treasurer, left for San Francisco. Mr. and Mrs. C. F. Zeiger and niece, Rosemary Loomis, have returned



W. H. (BILL) RICE, whose death in St. Louis on February 7 removed from outdoor showdom one of its most colorful figures. As an "amusement trader," as he liked to call himself, he ran the gamut of nearly all branches in the field, altho he was best known for his long experience in carnival executive and promotional activities. His wide acquaintance extended far beyond show business, especially into transportation circles and officialdom from Coast to Coast. Details in the Final Curtain in this issue.

Berger Back at Old Stand

DETROIT, Feb. 11.—F. L. Flack, manager of the Northwestern Shows, said here this week that Louis J. Berger had sold his interest in the Motor City Shows to his partner, Vic Horwitz, to become general agent and assistant manager of the Northwestern organization. Berger held the same position in 1937.

MSA's Hospital Fund a Reality

Cemetery plan is also established for indigent members--club fees hiked

DETROIT, Feb. 11.—Michigan Showmen's Association signalized its entrance into its fourth year of existence this week by establishing a Cemetery and Hospitalization Fund for destitute members, reports George H. Brown, secretary. Board of governors has donated \$500 from the general fund for this purpose and several prominent members have signified their intentions of donating substantial sums.

Membership fees have been hiked from \$5 to \$7 per year. Of the \$7, \$2 will be placed in the new fund, which has been the club's primary endeavor since its inception. Plans to stage several affairs, wherein all moneys accrued will be placed in the fund, are under way and members feel confident it will have a balance of some \$3,000 within 60 days.

Club, which started off in a small way three years ago, has improved and built its clubrooms into what members consider among the best furnished and equipped of any similar organization. It has amassed a substantial bank account in the interim and its progress has been rapid.

March Opening for West

CAPE GIRARDEAU, Mo., Feb. 11.—West Bros.' Shows will open their 1939 season in City Park here March 23 under Missouri National Guard auspices, same as last year, reports Bruce Barham. It will mark the shows' fifth consecutive opening here.

B. C. McDonald Named Burdick's Secretary

HOUSTON, Feb. 11.—B. Cooper McDonald has been engaged as secretary of Burdick's All-Texas Shows, it was announced by Owner Ira Burdick from quarters here. Long identified with outdoor show business, McDonald held the same position with Lane's Parade of Shows last year.

He also has trouped with the Roy Gray Attractions, Mimic World Shows, and Christy Bros., King Bros., Bob Morton and Cole Bros. circuses, and for several years was a representative of *The Billboard*. Mrs. McDonald has been signed as a cashier under direction of Mrs. Burdick. Official 1939 staff includes Ira Burdick, owner-manager; Mrs. Jewell Burdick, treasurer; McDonald, secretary; B. A. Wade, superintendent; Claude Roberts, trainmaster; Sam Hard, electrician, and Jack Donald, press agent.

Rose to Okla. Ranch Shows

BUFFALO, Feb. 11.—Harry A. Rose, well-known general agent, announced that he had signed with the Oklahoma Ranch Rodeo and Jimmie Ellis' Carnival Combined for the coming season. He will leave here about March 1 for quarters in Taloga, Okla.

Cousins Named Fidler G. A.

ST. LOUIS, Feb. 11.—Sam Fidler, owner of Fidler's United Shows, during a visit to *The Billboard* office here announced he had engaged Roy E. Cousins as general agent for the coming season. Cousins left on Thursday for the North to line up fair and celebration dates.

More Fairs for Zimdars

ST. LOUIS, Feb. 11.—Allen H. Fine, general agent of Zimdars Greater Shows, during a visit to *The Billboard* office here reported he had signed contracts with John E. Strong, general manager of Du Quoin (Ill.) State Fair, and Jack Currier, president, Towner County Fair, Cando, N. D., for the organization to furnish midway features.

Snaking Eunice Gregory

CINCINNATI, Feb. 11.—*The Billboard* early Thursday received a wire signed by "Chan," from Oklahoma City, asking us to inform Eunice Gregory, of the Cycling Gregorays, that her brother, Ted, had been killed in an accident.

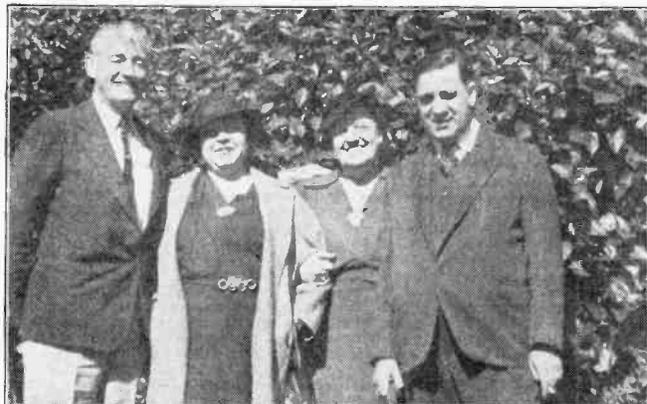
April Bow for Happyland

DETROIT, Feb. 11.—Happyland Shows, under management of John F. Reld and William G. Dumas, will open on local lots with a few rides and concessions on April 1, Reld said. Show will expand gradually, not attaining full size until about May 1, when it takes to the road.

Newcombe Gets El Paso

EL PASO, Tex., Feb. 11.—Contract to furnish the midway features at Southwestern Live-Stock Show and Exposition here has been awarded Verne H. Newcombe, owner of the Tri-State Shows, by President F. E. Jackson. Paul Towse's rides will augment the shows.

ARMANDA, Mich., Feb. 11.—Leo E. Powers announced here that he had signed as general agent and utility man with W. M. Tucker's Ace Midway Attractions and would not go out with the Cora Kelley Shows as previously planned.



"EAST MEETS WEST IN FLORIDA" seems a logical caption for this. All are well known in outdoor show circles. They are, left to right, Abner K. Kline, Mrs. Fred Phillipson, Mrs. Virginia Kline and Fred Phillipson. Phillipson, a ride-concession operator in New York, also is an active member of the National Showmen's Association. Mrs. Kline is president of the Ladies' Auxiliary, Heart of America Showmen's Club, while Abner recently relinquished the HASC's presidential's reins, because of his duties with Eyerly Aircraft Corp. Photo was snapped in Winter Haven, Fla., where the Phillipsons were guests of the Klines, who have been spending a good portion of the winter touring the 'Gator State.

Ted and Marlo LeFors are constructing a new rigging for their act. . . . It's beginning to look like a convention of general agents on a sit-down strike as they congregate daily in the PCSA clubrooms for friendly gabfests.

Archie and Rose Clark are holding down the fort at the Gilman Hot Springs quarters of the Clark Greater Shows. Among the bidders for the Vancouver Fair were Goodman Wonder, West Coast, Douglas and Hilderbrand's United Shows. . . . Opinion on the West Coast seems to be that when finer shows are produced Orville Crafts will exhibit them. . . . Eddie Desmukes has his cafe at Mission Beach, Calif., clicking. . . . The Henry Cassadys have a string of concessions at White City Park, Spokane, Wash. . . . Tom Nelson has turned rancher and is residing in Everett, Wash. . . . Joe Glacey, the power behind the throne at the PCSA, has taken to his duties like a duck takes to water. . . . Chris Olson has signed his concessions with the ABC Attractions for the coming season. . . . Ross Davis has been plenty busy since returning from the East. . . . One of the up-and-at-'em general managers is William Hobbay, of Crafts Golden State Shows.

Capt. Charles Soderberg, high act, is constructing a new aerial rigging for his tour with the Hilderbrand's United Shows. . . . Visitors sighted spending leisure hours in the PCSA clubrooms recently were Roy Barnett, Joe Krug, Frank Forrest, Louis Wall, Al Fisher, Clyde Gooding, Harry Woody, Will McMahon, Joe De Mouchelle, Joe Glacey, George Morgan, John R. Ward, Pat Armstrong, Moe Levine, John Miller, Harry Phillips, Charles Haley and Harold Webster. . . . W. T. Jessup, general agent of the Krokos West Coast Shows, is busy with duties in the Northwest. . . . Mrs. (See WEST COAST on page 48)

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the 13th of a new series of legal opinions of special interest and benefit to carnival, circus and park people. It will be titled *Liability for Accidents*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

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Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 11.—President J. C. McCaffery is still in the land of sunshine, so Past President Edw. A. Hock presided at the February 9 meeting. Seated with him were Treasurer A. L. Rossman, Secretary Joe Streibich. Past President C. R. Fisher and Tom W. Allen, chairman of the board of the International Showmen's Association. Brother Walter F. Driver officiated in the absence of the chaplain and all stood in silent prayer for our departed Brother W. H. (Bill) Rice. Ned Torti announced the following award list for the 1939 membership drive. Those obtaining from 15 to 24 applications win a Gladstone bag; from 25 to 49, a Vala pak; from 50 to 74, \$50, and from 75 to 99, \$75. This is an incentive for everyone to get busy, so let's hear from you. Funeral committee reported on the death of Brother W. H. (Bill) Rice and urged all members to attend the services. Brothers Tom W. Allen, John Sweeney and John A. Francis and Mrs. Rice accompanied his body from St. Louis. Brother Dave Cohen, with us for his first meeting, responded nicely when called upon for remarks. Board of governors have ordered Brother Rice's photo to be placed on the clubroom walls. Brother George W. Johnson of the U. S. Tent and Awning Co., offered a flag for the flag pole at Showmen's Rest. It was accepted by the chair with thanks. Welcome letters were received from Stanley J. Kunat, Harry Stahl and Mrs. Harry W. Hennies. Brother G. L. Wright is convalescing at his home after a recent operation. Ned Torti attended the meeting but returned home the same evening. Larry Hogar and Clifton Kelley were regulars at the rooms the past week. New stationery is out and committees are being advised. Ned Torti is contacting members of his committee in an effort to make this a banner year. Leo Sennett has recovered and left the hospital. C. V. Blum, Tom Rankine, Colonel Owens and Tom Vollmer are still on the sick list, while Mal

Fleming is showing little improvement since his accident. Notice of dues has been mailed. When you receive yours please give it your attention. Brother Lew Keller reports Mrs. Keller is well on the way to recovery since a recent operation. Brother Hadji Delgarian has returned from a six-week auto trip to the West Coast. He enjoyed Brother Walter K. Sibley's hospitality on his visit to San Francisco and is high in praise of the Golden Gate International Exposition. Brother Harry Mamsch is at his home suffering with a heavy cold.
Ladies' Auxiliary
 February 9 social at the Sherman Hotel has Sister Maude Geiler as hostess. Despite a heavy rain, good crowd at. (See *SHOWMEN'S LEAGUE* on page 53)

Missouri Show Women's Club

ST. LOUIS, Feb. 11.—Club's bi-monthly social was held in the clubrooms in the Maryland Hotel February 2, with Nell Allen, entertainment committee chairman, as hostess. Games were in order for the first portion of the evening. Jane Pearson winning first prize and Irene Burke second in the true or false contest. Grace Goss won first prize in bingo, and other prize winners were Mary Francis, French Deane, Lora Potter, Florence Parker, Peggy Smith, Kathleen Riebe, Beatrice Giuliani, Ruby Francis and Mrs. Hesse. Lora Potter won the attendance prize, donated by Nell Allen, and Jane Pearson won the prize donated by Beatrice Giuliani. Lulu Dunn received a hearty welcome home, and Maude Baysinger and Judith Solomon were among the out-of-town members. Mrs. Downus, of the Snapp Bros.' Shows, visited. After a delicious lunch the doors into the main assembly room opened and members of the International Association of Showmen were admitted. Remainder of the evening was spent in dancing. Ticket committee reported a sellout for the Valentine Tacky Party and Dance to be held in American Hotel February 14. Members of MSWC and the IAS are deeply grieved over the passing of another real showman, W. H. (Bill) Rice.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE
 Three Two-Day Stands. Week ended February 11, 1939.
 Dear Mixer:
 Rather than make one long jump from Capital City back to our long spring of bona fide Florida fairs, the management deemed it wiser to make several two-day stands, thus breaking the jumps as well as letting the dates pay as we moved. All of our concession contracts in the past have been made out with a stipulated flat rate for each engagement and nothing said in regard to weekly rates. In the past the concessioners have profited by this agreement whenever a two-week stand was made by the show. Thus the charging of three privileges during the past week was by all means fair and square.
 The same held good with berth and stateroom rents. No weekly charge ever has been made, as many of our employees occupied them only on the runs. Where a two-week stand was made only one week's rent has been collected. Thus three collections on the week were considered by the office (and the office only) as on the up and up. This also gave the dining car three privileges, but held the cooks, waiters and porters as well as the linen on a weekly basis. In other words, even if the show train had stopped only to take on more supplies and water the week as a whole had to be a profitable one.
 First stand, Drakes Landing, Va., Monday and Tuesday. The show arrived in a downpour of rain and unloading the train was held up until daybreak on Monday. Due to high water in Ducks Creek that ran between the town and the lot, moving of the 257 loading pieces was slowed up. Boarding wagons thru hundreds of rushing water was considered quite an accomplishment, even by the natives. The midway was kept dark for the night, at a saving of 50 per cent of the engagement's light bill, Tuesday morning, the water receding, our shop department built a bridge suitable for the occasion. Our front arch was quickly erected on the opposite side, thus giving the gate an either-pay-or-be-drowned protection. The night's grosses were away above expectations. (?)
 Second stand, Echo Hollow, S. C., Wednesday and Thursday. This was a long run and late arrival. By 3 p.m. the hollow was echoing with the ring of sledge hammers on stake bands. Our 20-piece military band gave its first over-the-air concert on the lot. Mother Nature furnished her echo remote-control unit and the music echoed up and down the hollow. Wednesday's business was light because it was prayer-meeting night in the community, but on Thursday the hollow echoed with the laughter of gay carnival-spirited crowds. Our books showed 50 per cent less attendance than the echo registered.
 Third stand, Homespun, Ga., Friday and Saturday. A late arrival but a railroad lot. Show unloaded right on the lot, eliminating a hauling bill. Everything was up and ready to go by 7 p.m. We encountered some opposition here—two medicine shows, Bank Night at the theaters, a week-stand stock company, a home-talent play in the cotton mill auditorium, city election with spirited speakers, two basket-ball games, an ex-soldiers' convention, as well as a small winter carnival that was playing lots. With the latter we had a friendly agreement to the effect that if their people filled our lot on Friday we would reciprocate by filling their lot on Saturday. Thus enjoyable visits were exchanged by both shows' people and two nights of making new and renewing acquaintances were well spent.
 MAJOR PRIVILEGE.

Heart of America Showmen's Club



February 3 meeting was called to order by First Vice-President Ruth Ann Levin. Twenty-one members attended. Reports of all committees were read and approved. Hattie Hawk, chairman of relief committee, reported word had been received from Dorris McMahon, who's home is Marysville, Kan., that she is staying at the Central Hotel, Leavenworth, Kan., to be near her husband, Charles, who is seriously ill in the Veterans' Hospital, Wadsworth, Kan. Grace Gass mailed a lovely letter which was read by the secretary.
 Mrs. Al Baysinger left for her home in Poplar Bluff, Mo. Elsie Brizendine has departed for the West Coast. Ruth Ann Levin won the prize donated by Mrs. Al Baysinger. Ruth Martone called a meeting of the entertainment committee after adjournment. Meeting was dismissed by Myrtle Duncan, chaplain.

American Carnivals Association, Inc.

By MAX COHEN
 ROCHESTER, N. Y., Feb. 11.—ACA offices continue to receive correspondence relative to the wage-and-hour law matter. Replying to John M. Sheesley, Mighty Sheesley Midway, Inc., we have informed him of the decision that the industry is not engaged in interstate commerce and therefore is not subject to the federal wage-and-hour law. We have also received a communication from Latlip's Home State Shows on the subject of the wage-and-hour law and have furnished a reprint of our report which recently appeared in *The Billboard*. However, the Latlip Shows asked for advice in a specific matter and we were obliged to inform them that the association cannot render advice to non-members in particular matters.
 A visitor at the ACA offices during the past week, Attorney Harry I. Tong, Elmira, N. Y., discussed the wage-and-hour law and concurred in our findings that the industry was not subject to the act.
 Copies of our report have been forwarded to Max Linderman, World of Mirth Shows; William Glick, Ideal Exposition Shows; James E. Strates, Strates Shows Corp.; Art Lewis, Art Lewis Shows, Inc.; E. Lawrence Phillips, Johnny J. Jones Exposition; Floyd E. Gooding, Gooding Greater Shows; J. C. McCaffery, Amusement Corp. of America; Milton Morris, Washington, D. C., all members of the association's wage-and-hour law committee, and to President John W. Wilson, Cetlin & Wilson Shows, Inc.
 Still awaiting a few replies from members of our committee, we anticipate receiving them in next few days and will be in a position to announce within the next week whether it will be necessary to have a meeting of our committee in Washington, as planned at the annual meeting in Chicago last December.

With the Ladies Here and There

By VIRGINIA KLINE
 WINTER HAVEN, Fla.—Florida Orange Festival here had an appropriate setting. Entrance arch was placed across a wide street between two orange groves, arch being decorated with real fruit. At night spotlights were played upon it, making it resemble a beautiful painting. (See *WITH THE LADIES* on page 53)

CARNIVAL MANAGERS
 Concessionaires, Skating Rinks, Small Show Operators, why not open the 1939 Season with beautiful Canvases, orange and green in color, substantially made, guaranteed satisfaction and at unbelievably low prices? Write or wire your needs to
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Palace Theater Building,
New York.

NEW YORK, Feb. 11.—Members! Next meeting date is February 28, when President George A. Hamid will announce his working committees for 1939 and a further report will be made regarding the Troupers' Home project in association with the Circus Saints and Sinners' Club of America and the Showmen's League of America.

As reported here last week, it was decided to have a spring outing of the club. Atlantic City is the place, and parlor coaches of the Lincoln Transit Lines will leave from in front of our headquarters in the Palace Theater Building at 2 p.m. on March 25, arriving at the resort in time for dinner at Hotel Jefferson, one of four hostels operated by Fetter & Hollinger, Inc. Your host, Brother Robert Shrage. After dinner all will adjourn to the Roof Solarium, where dancing and entertainment will prevail. After Sunday morning breakfast, President Hamid has arranged to entertain us at his Million-Dollar Pier. Brother Shrage is chairman of the affair, and his committee includes Jack Lichter, Jim McHugh, Mack Harris, Bill Bloch and Ike Weinberg. The P. & H. hotels are co-operating with NSA, and for every person attending the outing the hotels are contributing a substantial amount to our Welfare Fund on a per capita basis. President Dorothy Packman of the Ladies' Auxiliary advises that the ladies are much enthused and the auxiliary will do all in its power to put the event across.

Executive Secretary John M. Liddy is making reservations now and you are advised to get in touch with him immediately! Remember the date—March 25! We return late March 26. Transportation both ways in de luxe busses, three meals, lodging overnight at Hotel Jefferson, all for \$7.50.

From Florida, where many members are wintering, some for pleasure, and others for business and pleasure, come reports from Art Lewis, Max Linderman, Mannie Klein, Max Glynn, George W. Traver, Phil Isser, Max Levine and Dick Collins that the house committee is still functioning, altho club has no Florida branch. Our agents advise that Sam and Helen Rothstein are playing host to many members down there.

Plaques awarded at the last meeting went to *The Billboard*, Roger Littleford accepting; World of Mirth Shows, "Doc" Cann accepting; Charles Lewis for the Art Lewis Shows; Herman Blumenfeld for George A. Hamid, Inc.; Sergeant at Arms Ike Weinberg, Dr. Jacob Cohen, Max Hofmann, Jack Greenup, Joseph A. McKee, Arthur L. Hill and Jack Lichter. It was announced that the Messrs. Jack and Irving Rosenthal, operators of Palisades Park were to be awarded plaques. This park is represented by over 100 members on the club's membership rolls.

Steward Harry Schwartz advises that Clarence Giroud is his best customer these days. An NSA delegation of Roger Littleford, Len Traube and Andre DuMont attended Circus Fans of America night at the WPA Circus in the 14th Street Armory February 3.

Bill Powell, NSA nomad and roving correspondent, continues to postcard daily from all points west. From Denver Bill writes that he visited to the top of Lookout Mountain, where the pioneer showman Buffalo Bill sleeps forever.

Birthday congratulations and greetings from the members and officers to John Frank Sterling, Sid Smith, February 16; Jack Rose, Eugene J. Murphy, February 18; Jack Pearl, February 19; Byron Gosh, February 20; Hugh McKenna, February 21, and Jack Owen, February 22.

Ladies' Auxiliary

When this appears in print club's

WANTED

for **ROGERS & POWELL SHOWS**
Stock and Grind Concessions, Bingo Shows with or without outfits. Lowmy Horton answer this ad. Opening downtown, Canton, Miss., Fat Stock Show, March 13. Address Yazoo City, Miss., until March 13; then Canton.

bingo party will be history. From advance sale of tickets and apparent keen interest shown by members and friends the affair is assured of success, resulting in a sizable addition to our Welfare Fund.

In a later issue we hope to list members of 1939 committees now being appointed by President Dorothy Packman. Plans are going ahead for the February 27 installation dinner and the committee promises a gala evening.

A nice letter was received this week from Sister Shirley Lawrence, who is in Miami, inclosing bingo tickets and a personal donation to the Bess Hamid Sunshine Fund. It is gratifying to know that members currently enjoying the Florida sun are thinking of the time when it will be necessary to bring a ray of sunshine into the lives of the less fortunate.

Sister Hamid obtained another application for membership this week, signifying that she is still on the job. Bear in mind this important slogan—"Every member secure a member."

Virginia Fairs Donate

NEW YORK, Feb. 11.—National Showmen's Association this week received \$88 from Charles A. Somma, Richmond (Va.) fair official, as a contribution from the Virginia Association of Fairs to NSA's welfare and benefit fund. Receipts were realized thru a 50-cent assessment on fair association's recent banquet ticket. Move is to be an annual gesture, George A. Hamid, president of NSA, said.

St. Louis

ST. LOUIS, Feb. 11.—International Association of Showmen's clubrooms are draped in black since the death of the beloved W. H. (Bill) Rice on Tuesday at 1:30 a.m. Following the February 2 meeting many members visited Bill and he seemed in good spirits, joking with the many visitors. For some it was their last talk with Bill. February 9 meeting was postponed because of his death, and some members went to Chicago to attend his funeral. Rice followed another member into the Great Beyond, as on January 25 Danny Bogue died here and was laid to rest in Memorial Park Cemetery. IAS members attended the funeral in a body. At the club's regular meeting on February 2 it was decided to co-operate with the Missouri Show Women's Club in staging a Tacky Party in the American Hotel on February 14. Elmer Brown, recently appointed general agent of the John R. Ward Shows, left for the South this week after sojourning here for several months. Frank Hauss and Charles T. Goss, of the Standard Chevrolet Co., card from Tampa, Fla., that they are enjoying their visit at the fair there. Mrs. Charles T. Goss, who sustained a serious injury in a fall at her home two weeks ago, is able to be up and around again and is a nightly visitor at the Missouri Show Women's Club.

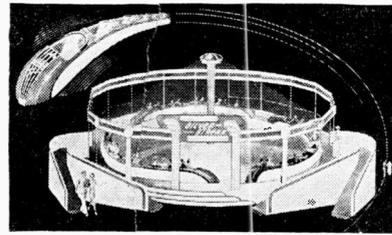
Mr. and Mrs. Sam Solomon left for Caruthersville (Mo.) quarters on Monday after a week's visit here with Mrs. Solomon's brother. Sam advised that Bill Solomon returned to Beloit, Wis., from the Springfield (Ill.) fair meeting. Bill recently returned from an extended vacation on the West Coast. Mr. and Mrs. Al Baysinger, of the Al Baysinger Shows, visited here for several days before leaving on Tuesday for Poplar Bluff (Mo.) quarters. Allen H. Fine departed for the Zimdars Greater Shows' Little Rock (Ark.) quarters on Sunday, and Mr. and Mrs. Carl Benton, who have been sojourning here for past several months, left for Tampa, Fla., where they will join the Royal American Shows for the organization's Florida fair dates. Mr. and Mrs. L. Harvey (Doc) Cann, of the World of Mirth Shows, left last week for the East after visiting relatives here.

Philadelphia

PHILADELPHIA, Feb. 11.—Ben Well, of Well's Curiosity Shop, returned this week from a three-week trip to Florida, where he met many showfolk. Ted Ward came in from the Pacific Coast, where he spent last season with the Hutchins Circus Side Show. He plans to connect with an Eastern show this season.

Mike Zeigler is busy arranging his bookings for the coming season. Bill Spence is still operating his shooting gallery on 52d street here, but plans to open the outdoor season early in April.

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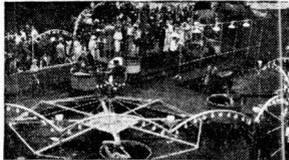
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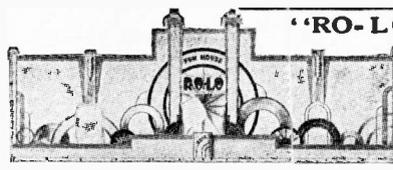
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Open in Detroit, April 29th

WANT—Nonconflicting Shows and Concessions. Very attractive proposition to Motor-Drome and Monkey Circus. Loufturn & St. Elmo please write or wire. Finest route in history of our Show. Booked almost solid.

SPECIAL—Charles H. Hodges wants to book Working Side Show Acts. All Acts and People connected with him last year write him at once.

Fred Haragan wants Man for Ro-Lo Fun House. Bob Wright get in touch with him.

Jack Winters wants man to take full charge of Penny Arcade.

NOTICE TO CONCESSIONAIRES—We will again open as usual on the Detroit lots with a few Rides and Concessions, beginning the first Saturday in March. Concessionaires desiring this pre-season business may join. Address all communications in care of

W. G. WADE SHOWS, 289 Elmhurst Ave., Detroit, Mich.
Phone: Townsend 8-1506.

NEW ENGLAND MOTORIZED CARNIVAL, Inc.

CAN PLACE—MOTORDROME—FUN HOUSE. Will furnish Top and Front for any Grind Store. CONCESSIONS—All Wheels open, \$30.00 flat. All Grind Stores open, \$20.00 flat. Positively no Grift.

FAIRS AND CELEBRATIONS—Special attention given Celebrations. FAIR SECRETARIES get in touch with a good, clean Show. We carry two Free Acts, featuring CAPT. BUSTER GORDON, the HUMAN BULLET, being shot over two Ferris Wheels. Also a Water Act with four People.

FOR SALE—Two 37½ K. W. Knickerbocker Light Plants like new. Address all communications to

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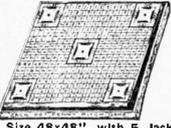
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Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
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PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-16-20-24- and 30 number wheels. Price\$12.00

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120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
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ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.
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Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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BABY RIDES WANTED, ALSO DIGGERS
Address: Box 17, North Little Rock, Ark.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

"HOTEL AGENTS" not much in demand.
MR. AND MRS. FRANK SPARKS, wintering in Helena, Ark., were recent Memphis visitors.

WILLIAM AVERY reports from his home in McComb, Miss., that he will not return to Wallace Bros.' Shows in 1939.

ALL-too-early openings are usually frowned upon by the weather man.

EDDIE AND NORMA O'BRIEN are spending layoff months in Helena, Ark., where son, Johnny, is attending school.

HARRY AND BILLIE COHEN will return to Wallace Bros.' Shows this season with diggers.

AN OFFENDED fair secretary is the devil's playmate.—Colonel Patch.

E. W. (RED) ABERNATHY and wife pen their show with H. H. Hall on Coleman Bros.' Shows.

VINCENT BELLOMO has signed his band with the Blue Ridge Shows for 1939.

SIGN in a town restaurant: "Try one of our hamburgers. We hate a coward."

and Sid Crane's Museum, are wintering at the former's home in Alton, Ill.

L. G. SKEENE has signed to present the Athletic Arena on the Al Baysiner Shows. John Gabel, Warren Rice and Maybelle Woods will assist him.

SOME of these modern girl-show operators show everything except a little common sense.—Mrs. Uphaw.

MR. AND MRS. GEORGE LeBRELL have signed their girl show with the All-American Exposition Shows again, making their second season there.

HAVE YOU read the story which appears on page 3 of this issue regarding the liberalization of outdoor show licenses in West Virginia?

ARRIVING on fairgrounds too late for the big day is like playing a horse after the race is over.

MR. AND MRS. AL SUSKI, who will be with Roy Goldstone on the Fuzzell United Shows the coming season, purchased a new housecar last week.

EDNA FRANK, corn-game operator, cards from Clarksdale, Miss., that she is

their Caterpillar ride with a railroad show.

HAMDA BEN has his Girl Revue clicking on East 14th street in New York, reports Ed Norton. Mrs. Ben has been ill with a heavy cold and is under a doctor's care.

WORKINGMEN wearing neckties, clean shirts and being smoothly shaven should be worth \$5 a week more to any organization.

WHEN THE W. A. Gibbs Shows open their 1939 season Clyde Capps will begin his 10th year on the organization and fourth as bingo operator, he having signed in the latter capacity last week.

ART MARTIN has booked his Hawaiian Show with the Mighty Sheesley Midway for Charro Days' celebration, Brownsville, Tex., and with the Bill Hames Shows for Houston and Fort Worth Stock Shows.

BORN 40 years too soon. Helper to fairgrounds lemonade-stand operator—"Boss, I've got all the water barrels filled and have kerosene all the wells on the lot."

TED C. TAYLOR cards from Marietta, Ga., that the Funland Shows have signed Prof. Tige Hale's Band for the coming season. Hale had the band on Lewis Bros.' Circus last season.

JOE SUGARMAN, formerly a member of several West Coast shows, pencils that he is slowly recovering from a recent illness in a Foxboro, Mass., hospital and would like to read letters from friends.

SIZE of a show can't be judged by the number of sticks on the lot. Instead of billing "500 People and Animals," some could use "1,500 People and Sticks."

WEST'S WORLD'S WONDER SHOWS' opening at Largo (Fla.) Fair marked the beginning of Homer R. Sharar's (Roberta Roberts) fourth consecutive year with the organization.

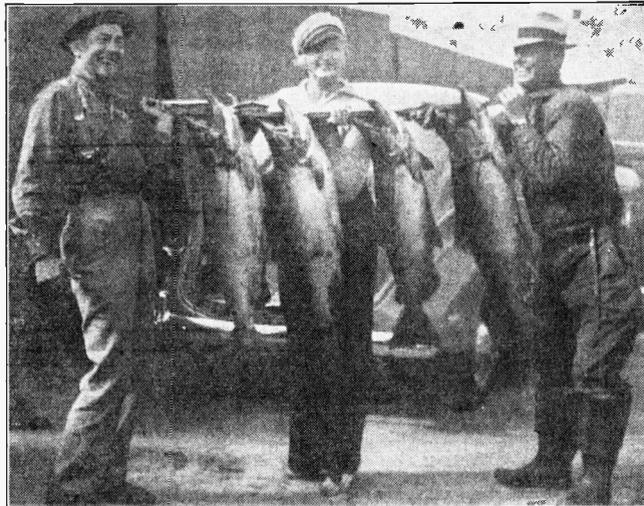
BUCKEYE STATE SHOWS this year will feature a Life Show, designed and presented by Dr. Douglas Kvenmoen, who was personal physician to Santiata, the Headless Lady, last year, reports Ted Johnson.

NOTHING is easier than fault-finding. No talent, no self-denial, no brains and no character are required to set up in the knocking and grumbling biz.

MR. AND MRS. F. W. PRATT last week were hosts at a rabbit dinner to Mr. and Mrs. Roy Goldstone, Mr. and Mrs. T. H. McNeil and Mrs. Jesse Howe, all of Fuzzell's United Shows, at their home in Hot Springs, Ark., where all are sojourning.

E. L. GLEASON, formerly with the Silver State Shows, is much improved in health since being admitted to Veterans' Hospital, El Paso, Tex., on December 28 for heart trouble, reports Mrs. E. L. Gleason.

THERE is one lot superintendent who can stand by and watch the moving-on house



THIS SHOULD GIVE an idea of what can be accomplished after a foust with the funny tribe which frolics in waters of the Northwest. Exhibiting a huge catch here are, left to right, George Shaffer, the Puget Sound Tent and Duck Co., and Mrs. E. O. and Manager Douglas, Douglas Greater Shows, which are quartered in Seattle.

CAPT. DAN CHERRY will present his high dive with the Blue Ridge Shows in 1939.

FRED RAINEY has signed his bingo on the Buckeye State Shows again, making his fourth year on the organization.

MORE towns have been closed thru hotel-lobby, poolroom and barber-shop jackpots than thru actual midway occurrences.

C. W. CRACRAFT has been putting up a battle with the gripe for several days at his home in Covington, Ky.

BILL POWELL rambled into Denver last week from Hollywood, Calif., to visit the grave of Buffalo Bill.

AN early influx of 69-cent straw hats and white shoes will hit adjacent States after the Florida fairs close.

R. A. TINKELPAUGH, who is spending the winter as night cook at the Veterans' Hospital, Wood, Wis., has contracted his midway cafe with the Ellman Shows.

JERRY FISH, spending the winter in Miami, Fla., has booked his cookhouse, mouse game, diggers, candy floss and ball game with the Z. & P. Shows.

HOW to help bring back prosperity: Have all showmen pick up their I O U's.—Whitey Cooks.

BILLIE WINGERT and Karlene, past season with Chaikals Bros.' Odditorium

eagerly looking for the first bluebird of the season.

INDIRECT fighting and neon are in a neck-and-neck scramble for first place as vogue in midway splendor.

DANIEL A. KLEIN cards he is still in Veterans' Hospital, Mountain Home, Tenn., and expects to remain there until late in April.

DOROTHY TILLOTSON is wintering with her parents in Keytesville, Mo. Her brother, Casey, and wife are in Salisbury, Mo.

KNOCKERS ought to savvy by now that only those who never do ANYTHING never make mistakes.

RALPH R. MILLER, general manager of the Miller Amusement Co., cards that the organization opened the season on February 11 in Elnora, La.

J. C. ROBSON scribes from Jacksonville, Fla., that this is the third winter he has spent there and that he's doing fine. "There are plenty of showfolk in town," he adds.

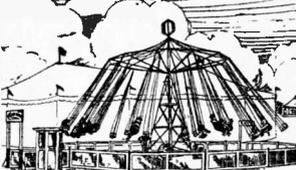
"ANVILS are ringing and saws humming" sounds mighty good in winter quarters activity stories—provided such items are authentic.

MR. AND MRS. ARTHUR E. WALSH were among those at the annual "convention" in Tampa, Fla. They may book

"MORE THAN EXPECTED"
J. J. Colley, of Minco, Oklahoma, bought a No. 5 Big Eli in 1927 and another in 1937. He states "The BIG ELI WHEEL is really more than a man can expect for his money. Repair bills are practically nothing and operating expense exceedingly low. Profits are always certain with the BIG ELI." Invest in a time-tried ride, a No. 5 BIG ELI WHEEL.
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The Chairplane is now built in three heights, 22 ft., 20 ft. and 18 ft. The 22 ft. tower is our standard size ride. The 18 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 23 seats can also be hung on the outside if preferred.
SMITH & SMITH, Springville, Erie Co., N. Y.

trailers knock over his layout stakes while he quietly repeats the Lord's Prayer!

"HAVE BOOKED my Illusion Show with Zimdars Greater Shows for 1939," cards R. N. (Mysterious) Munge from North Little Rock, Ark. "Have been spending the winter playing school and club dates in Florida and Texas."

HARRY FROBOESS, high act, letters from Tampa, Fla., that he has been contracted by the Funland Shows and will open the season with the organization in Marietta, Ga., on March 27 at conclusion of an engagement in Daytona Beach, Fla.

A \$100,000,000 100-foot front with a dime-store bally personnel is as valuable to an organization as a stick in front of a hamburger stand. Never should a front overshadow a performer.

J. W. COOK and family scribe from Noel, Mo., that they have been enjoying fine weather down there since last fall. Recent visitors included Herman Schwartz, Sweed Imdol and Charley Turner.

FRANK STARKEY, well-known showman and promoter, is seriously ill with pneumonia at his home in New Castle, Pa., and must undergo an operation immediately, reports Mrs. Starkey. He would like to read letters from friends.

WHILE owners, general agents and adjusters of medium-sized shows may not expect to make many friends among the rank and file of their personnel, still they must have co-operation if a show is to succeed.

Z. & P. SHOWS were represented at the recent fair meeting in Detroit by Mr. and Mrs. John C. Polle, who were among the Grand Rapids, Mich., group, which included Mr. and Mrs. John Mulder, Don T. Elliott and Mr. and Mrs. Walter Runyon.

PAUL (TINY) GOULDSBERRY cards from Jacksonville, Fla., that Adolph Pearce, ossified cannibal, has arrived from his home in West Virginia to work in the former's Congo Show, which will open with the Crescent Amusement Co. at Fort Myers (Fla.) Fair.

HARD-TO-PLEASE concessioners should visit one or both World's Fairs next summer to see how the other half lives. The capital of the world is not below the "Smith & Wesson" line.

"MY WIFE and I have been off the road for the past two seasons, but we plan to go out again in 1939," pens Francis R. Madden from Indianapolis. "Don't know what we'd do without *The Billboard* each week. Have been working in a local garage, and conditions look pretty good."

DEL CROUCH, past two seasons with Max Gruberg's World Exposition Shows, has signed with Jack Ruback's Western States Shows and is building a motor-drome at the shows' quarters in San Antonio, Tex. Line-up of riders will include Speedy Dawkins, Melvern Douglas and Crouch's wife, Dorothy.

IT MIGHT not be a bad idea for some disgruntled and disgruntled trouper to pay a visit to Moscow, Berlin or Rome. After all, the "head men" in this country have not been so unfriendly to showfolks.

SI ARRILLIO, better known as Ossining Slim and for the past 15 years associated with the New England Motorized Shows, is spending the winter as host at the Empire Bar and Grill, Miami, Fla. He'll return to the road with the New England organization in 1939.

BILLIE C. MARTIN, owner-manager of the Great Eastern Shows, spent a few days visiting friends in Roanoke, Va., last week while en route to the East on business, reports A. V. Tripple. Martin stated his shows would again play Kentucky and West Virginia coal fields.

EVERYONE seems to be keeping up with the times. Just met a flageolet player that I hadn't seen in 15 years playing alto sax on a carnival girl revue.—Lizzie Schmidt, native Hawaiian dancer.

"HAVE JUST contracted my cook-house, novelties, cigaret gallery and pitch-till-you-win concession on the Greater Joyland Midway for 1939," pens Happy Atwood from Clawson, Mich. "Purchased three new tops recently and I'm now building frames."

CHARLES W. ALI, son of the late Ali Hindu end for the past two seasons with Royal American Shows, has signed with Riley's Odditorium at the Golden Gate International Exposition, San Francisco,

for the coming season. He and his mother, Bobbie, tattooed lady, will make their home there.

ACCORDING to reports from some press agents, there were carnivals that last season grossed enough to retire their managers and built enough new equipment to require again as many unmentioned cars as they have to carry it.—Cousin Peleg.

MR. AND MRS. JOSEPH T. BRETT, who have had their Ferris Wheel and Tilt-a-Whirl in Dixieland Park, Jacksonville, Fla., since December 1, have contracted the rides with the Doc Smith Shows for 1939. They also have contracted with the Crescent Amusement Co. to play its fair route before leaving for the New England States.

SAM L. SWAIN and wife, since closing with the Palmetto Shows in Greelyville, S. C., have been visiting friends and working wire jewelry and key checks in the Carolinas to good business. Last week they went to Sumter, S. C., where they visited with Joe Ratfield and wife, while en route to Winston-Salem, N. C., where they have their paraphernalia stored.



EDWARD A. (EDDIE) LIPPMAN, recently named manager of the *Ideal Exposition Shows for 1939* by President William Gluck, after three years in the same capacity with *Andy Bros.' Shows*, has been active in show business since 1911, debuting with the *Mabel Page Stock Co.* Since then he has appeared in executive capacities with various well-known outdoor carnival organizations and has been engaged in representing the *Ideal* organization at various fair meetings.

NOT ALWAYS does the carrying of underworld celebrities by midway shows give newspaper readers the correct impression of the entire personnel. Last season a photo appeared in a metropolitan paper captioned: "Ex-Burglar with So-and-So's Midway."

ONCE AGAIN we are forced to bring to your attention the fact that many showfolks are negligent about signing their names to their communications to *The Mixer*. No fewer than 10 letters were received last week with no John Henry appended. You've probably guessed the result. They had to be relegated to the wastebasket. There's certainly no percentage in writing them if you feel they are not worth signing, is there?

STARR DeBELLE, capable director of publicity of the Johnny J. Jones Exposition, evidently has been so busy of late exploiting announcements of plans, contracts and personnel appointments that that organization that he has neglected to properly broadcast that he will again be "with it" in 1939. Starr was re-engaged last fall and apparently his many friends and acquaintances have taken it for granted that he would again troupe with E. Lawrence Phillips under the J. J. J. banner.

OUR You-Figure-It-Out Dept.: A well-known g. a. with a show for a number of years asked a slight increase in salary for the next season. Requested tilt was so slight that it was laughable, but the management turned thumbs down. After he had joined another show he received several urgent calls to return, which went unheeded. Addenda: Show which refused the raise no longer exists.

MRS. RELLEY CASTLE, after a 10-day visit in Los Angeles, attending the Pacific Coast Showmen's Memorial Serv-

ices and Banquet and Ball and the Ladies' Auxiliary meetings as the guest of Lucille King, has returned to San Francisco to become actively engaged on Treasure Island at Golden Gate International Exposition. She was also entertained by Marlo LeFors, Sis Dyer, Estelle Hanscom and Mr. and Mrs. Joe Krug in Los Angeles, while on January 18 she had Mr. and Mrs. Lawrence Mellor, Kansas City, Mo.; Mr. and Mrs. Joe Krug and Lucille King as her guests on a trip to Mexico.

A. B. CUNDIFF, special agent of the W. A. Gibbs Shows, is hibernating in Miami, Fla., for the winter and awaiting arrival of his wife, the former Florence Kumalae, of the Royal Hawaiian Show, who is playing Kentucky and Tennessee theater dates with her parents and brothers, Howard and Charles. He says they'll arrive in Miami soon for a vacation before joining the Gibbs organization in Erie, Kan., on which unit A. B. will have the Hawaiian Show. He adds that a recent letter from Owner Gibbs indicates that quarters work is progressing under direction of Clarence Gibbs, and that Ralph Gibbs has contracted some good early dates.

SEEMS AS IF a number of fair managers went into the trailer-park business in 1938. Fees of \$1 or \$2 were charged the "trailerites" for parking space on some fairgrounds. With ample unused space on such grounds, fair officials should realize that carnival workers make up the biggest part of their midway offerings and also pay big dividends for the privilege of helping to make successes of annual fairs.—Milo (Not So) McGoot.



WILLIAM M. (BILLY) BREESE, past season general agent of the *Ideal Exposition Shows*, who was engaged as business manager of the *Johnny J. Jones Exposition* by Owner E. Lawrence Phillips. Widely known in the carnival field, Breeze started his career with the *old Sun Bros.' Circus*, subsequently trouping with the late C. A. Wortham and Felice Bernardi and special agenting the *Rubin & Cherry Shows*. He managed the *James E. Strates Shows* in 1937 and this year marks his silver anniversary in outdoor show circles.

EDWARD KARN, fat man, was pleasantly surprised at the home of Mr. and Mrs. Cliff Karn in Little Rock, Ark., on January 28 when he was tendered a dinner in celebration of his birthday anniversary. Among Goodman Wonder showfolk present were Mr. and Mrs. Ed Latham, Mr. and Mrs. Charles Zerm, J. Dunlavey and Mr. and Mrs. Grant Chandler. Others at the festivities included Mr. and Mrs. Alec Grassnick, Mr. and Mrs. J. Buck and Anna Lee and Martha Ellis, daughters of Mr. and Mrs. Cliff Karn. Virginia Everhart, one of Eddie Karn's chorines on his beef trust show, remembered him with a 10-pound fruit cake. He also received numerous gifts from others.

JIMMY ROBICHAND, who has trouped with various outdoor organizations, including the Art Lewis, World of Mirth, Melville-Rless and Morris & Castle shows, letters from St. Petersburg, Fla.: "Visited West's World's Wonder Shows at Largo (Fla.) Fair and was pleased with the new show fronts and general appearance of the midway. Owner Frank West has some of the neatest fronts that I have seen in a long time. Also re-encountered acquaintances with Frank La Barr, mail man and *The Billboard* agent. I've also seen George Traver and family, of the show bearing their name, at sev-

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Care The Billboard, Cincinnati, O.

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\$1.65, 500 Pairs Richardson Fibre Rink Skates, all Sizes.
Tent, 30x40 Ft., with Side Wall. Sell cheap.
Forschner Guess-Your-Weight Scales. Sell cheap.
\$5.00 Each, 25 Slide-Show Banners. Send for list.
\$85.00 Gen. Chinese Rickshaw with canvas hood.
WE BUY ALL KINDS RINK SKATES AND CONFESSION TENTS. **WEIL'S CURIOSITY SHOP**, 20 S. Second St., Philadelphia, Pa.

Greater Fairway Shows

WANT Shows: Ten-in-One, Illusion, Pit, Hawaiian, and Manager for Athletic. Concessions: American Palmistry, Lead Gallery, Blower, Novelties, Cook House and others. High Hots that can drive trucks.
EMIL J. ZIRBES, Bismarck, N. D.

eral of the local night clubs. They seemed to be enjoying their vacation here."

C. J. FRANCO, general agent of the Model Shows, recently spent a week's vacation with Owner W. J. Harris in St. Petersburg, Fla., where the latter also conducts the Greyhound Bar and Grill. Harris tendered Franco a welcome party aboard the yacht *Paladin*. Guests included Mr. and Mrs. James Yates, Mr. and Mrs. Laney Perkin, Mr. and Mrs. Thomas Ryan, John Latture, Betty Clark, Nancy Belton, Peggy Taylor, Bob Evans, Paul Sulter and Mr. and Mrs. Harris. The following day all had a fishing trip in the Gulf of Mexico, where about 200 pounds of the finny tribe was caught. Franco left for New York to conclude his booking tour before returning to quarters in Baxley, Ga., to finish work on three new show fronts and remodeling of rides.

TED LeFORS, past president of the Pacific Coast Showmen's Association, and President Marlo LeFors, who held the honor of representing the Ladies' Auxiliary at the club's recent 17th annual banquet and ball, celebrated the former's birthday anniversary in conjunction with the ball. A large cake was placed on the table set aside for them in the banquet hall and among those enjoying it were Peggy Forstall, Mr. and Mrs. Harry Hargrave, Mr. and Mrs. Frank J. Doyne, Mr. and Mrs. Ben Deibert, Mrs. Dolly Mott, Sis Dyer, Nina Rogers, Lucille Zimmerman, Reiley Castle, Lucille King, Ada Mae Moore, Gladys Forest, Olga Celeste, Bill Powell, Mr. and Mrs. Claude Barie, Mr. and Mrs. W. D. Taylor, Mr. and Mrs. Frank Forest, Mr. and Mrs. Ted Corey, Ruth McMahon, Marie Klinck, Boots Beel, Louise Masters, Ivy Overholzer, Eddie O'Neill, Bill Sinclair and Ted Levitt.

Johnny J. Jones

AUGUSTA, Ga., Feb. 11.—Quarters work here is being carried on at a rapid pace under supervision of Superintendent Joe McKennon, while quarters are in charge of Manager T. M. (Tommy) Allen and Business Manager William M. (Billy) Brown. A skeleton crew of 15 has been retained in quarters since the close of last season and much headway had been made before the full shop department crews arrived. Two new wagon fronts are being constructed. Chief Electrician David Sorge has not missed a day's work and has made great strides. General Agent J. C. Thomas is busy in the North lining up dates.

Owner E. Lawrence Phillips, Manager Tommy Allen, Secretary Ralph Lockett, Morris Lipsky and Mr. and Mrs. Dell Lampkin departed for the Tampa (Fla.) Fair. George Shannon, trainmaster, and assistant, George Kelley, and crew are getting the train in shape and painting of it will start soon. Artist Robert McAdoo is working overtime on the equipment and new color-scheme ideas. Charles Gross, Eddie Lewis and Frank Hopper, concessioners, are working on various promotions here. All are expected back after the Tampa (Fla.) Fair. Reported by Starr DeBelle.

James E. Strates

SAVANNAH, Ga., Feb. 11.—Work is progressing rapidly here. A new wagon has been constructed and is now ready for the paint shop and an office wagon has been built and painted. George Spirides will take out a cookhouse this season in addition to his custard machine. Harold G. English celebrated his birthday anniversary with a party at Mr. and Mrs. Ed King's home here. All guests enjoyed a delicious dinner, and dancing prevailed until early in the morning. Louis Strates writes that he has been on the sick list in Brooklyn. Jack Baillie left for a few days' vacation in Macon, Ga. John Yotas purchased a new car, making two in the Yotas family. Walter Lumpkin has built a new home. Mrs. Giff Ralyca has a new Austin. Reported by S. J. Putnam.

Hennies Bros.

SHREVEPORT, La., Feb. 11.—Quarters crew, under supervision of Dennis Howard, assistant manager, and C. J. McClane, trainmaster, are hard at work in an effort to have all equipment ready

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

for the road by April 1, with opening slated for April 15 at Fort Smith, Ark. Orville Hennies, active head of the organization in the absence of his brother, Harry, who is recuperating from a serious illness in Kansas City, Mo., said three new rides would be added and that he had engaged a number of shows.

George L. Crowder, former special representative of the Beckmann & Gerety Shows, has been engaged as manager of the Expose attraction, which will be produced by Press Agent Walter Hale. New canvas and front will be built. Elsie Calvert Brizendine has begun the distillation of another of her Girly Cocktails. Show is booked as far west as Spokane, Wash. Reported by Walter Hale.

Rubin & Cherry

MOBILE, Feb. 11.—After a three-month visit with her daughter and grandchild, Mrs. Rubin Gruberg returned to quarters last week, and after a few days of inspection left for Tampa, Fla. Recent visitors included J. C. McCaffery, general manager of the Amusement Corporation of America, and Barney Gerety, of the Beckmann & Gerety Shows, stopping over en route to Tampa. J. C. McLane, who was engaged to handle the train this season, arrived last week. Mrs. McLane and baby will join soon. Dr. W. B. Davis, show's physician, is here getting ready for spring. Art Gordon, who will present the Girl Revue this season, will arrive next week.

Robert L. (Bob) Lohmar, who has been appointed general manager of the show, has arrived for a few days' visit before going to Tampa, after which he will return to take up his pre-season duties. Reported by Frank S. Reed.

West Bros.

MORLEY, Mo., Feb. 11.—Work in quarters has been progressing steadily under direction of Carpenter John Tatge. Four new fronts and two light towers have been completed. Work on fronts for the Monkey Circus and Joe Mendt Jr. shows has been started, but an unusually heavy snow forced all work inside for the first time since quarters were established here. Elmer Wheeler is nearly finished with the ride overhauling. Manager and Mrs. J. W. Laughlin have returned from an extended business and booking trip. Bob Everest, after working his monkey circus at a Memphis chain store, returned to quarters and is rebuilding his show.

Whitie and Helen Moore arrived after driving up from their Texas home. Moore, shows' electrician for past five years, is busy remodeling his transformer wagon. Cliff Barnhart will have his cookhouse on the midway again, his second season, and his brother, Earl, returns for his fourth year with pop corn and penny arcade. Reported by Bruce Barham.

Art Lewis

NORFOLK, Va., Feb. 11.—Quarters continue to be a beehive of activity. Gene O'Donnell and his crew of bing operators are building a new corn game. Mr. and Mrs. Howard Bellevue, who have the pop-corn and peanut stands, sent to the boys in quarters a huge box of citrus fruit from Daytona Beach, Fla., where they are wintering. George Rody has been signed to present his Hawaiian troupe in the new Balero Show now under construction.

Art Martin will produce and handle the Vanities show. General Manager Art Lewis, after attending the various fair meetings, left for Florida for a well-deserved vacation. Mr. and Mrs. Earl Knauff once again played hosts to the quarters crew at a spaghetti dinner last Sunday. Songs for recitations highlighted the party, and Hank Campbell, scenic artist, officiated at the piano. The writer was emcee. Reported by F. Percy Morency.

John H. Marks

RICHMOND, Va., Feb. 11.—During the recent fair meeting at the Hotel John Marshall here, Owner John H. Marks announced that among the 12 fairs booked by the shows were Green Briar Valley Fair, Roncerverte, W. Va.; Greater Roanoke (Va.) Fair; Great Mount Airy (N. C.) Fair; Cumberland Fair, Fayetteville, N. C.; Statesville (N. C.) Fair; Pee Dee Fair, Florence, S. C., and Athens

(Ga.) Fair. Immediately after the meeting General Agent Charles A. Abbott left on a business trip. Several new towns will be played.

Six new semi-trailer units were delivered this week and painters are at work on them. Recent visitors included Jimmy Lynch, Pat Purcell, Art Lewis, Percy Morency, William Glick, Bill Hartzberg and Bert Clawson. Among those who have signed in managerial capacities on the shows for 1939 are Mrs. Gertrude Miller, Chez Paree; Cash Miller, Temptation Revue; Herman Singer, Circus Side Show; Doc Anderson, Hot Chocolate Minstrel; C. Jack Shafer, Monkey Speedway; Harry (Cyclone) Baker, Motor-drome, and Jack Chisholm, Super Whip. Max H. Glynn will manage the cookhouse again, making his second season, and W. H. Jones will have the bingo concession. Joe Payne, legal adjuster past several years, is wintering in Philadelphia, where he operates a cabaret. Bert Britt spent several days at the Tampa (Fla.) Fair. Gov. J. E. Price and Mayor J. Pulmer Bright were guests of John H. and Mrs. Marks during the fair meeting here. Reported by Walter D. Nealand.

Kaus Exposition

NEW BERN, N. C., Feb. 11.—Manager A. J. Kaus has returned from the various



GEORGE A. HAMID, re-elected president of the National Showmen's Association for the second year of the org's young history. Other officers elected on a straight ticket at the annual meeting January 31, are Max Linderman, first vice-president; Art Lewis, second vice-president; Oscar C. Buck, third vice-president; Jack Rosenthal, secretary; Jack L. Greenpool, treasurer, and Sam Rothstein, assistant treasurer. All are serving their second term, excepting Rosenthal and Rothstein, who replaced Arthur L. Hill and Roger Littleford Jr., respectively.

fair meetings and announces that quarters activity will get under way within the week. The artist and designer have finished with decoration plans for the fronts. Among those wintering here are Mr. and Mrs. James Garl and son and Mr. and Mrs. Frank Bee and family. J. J. Burns was called to Brooklyn suddenly last week to the bedside of his brother, who is ill. Reported by T. K. Burns.

Miller Bros.

JACKSON, Miss., Feb. 11.—President Morris Miller and the writer arrived here for the Mississippi fair meetings after a tour thru the North and attending the fair meetings at Nashville, Tenn., where they obtained several contracts for Miller Bros.' Great American Shows, under which title the former Miller Bros.' Shows will travel in 1939. Frank Sager has been engaged to produce two girl shows and Bennie Weiss is preparing his bingo stand for the opening.

Jerry Jackson will manage and produce the Harlem Southern Syncoptors, assisted by his wife and featuring his daughter, Muriel. A number of special celebrations also have been booked. Maurice Miller, now managing the Miller Modern Museum, will be general man-

ager, and Happy Fledman, special agent. Morris Miller will manage the shows and the writer will be general agent and publicity director. Reported by Frank J. Lee.

Hilderbrand's United

LOS ANGELES, Feb. 11.—O. H. Hilderbrand, owner, and General Manager E. W. Coe are busily engaged in quarters here prepping the organization for its 1939 tour. Four free acts will be presented the coming season with real circus atmosphere. They include the Hustril Troupe, acrobats; Capt. Charles Soderberg, high dive; Hollywood Sky Rockets, aerialists, featuring Reggie Morrison, assisted by his wife, Arlene, and Al and Alberta Keenan. The Mack elephants have been obtained for the grand finale. Acts will be presented amid four huge Hollywood klieg lights, which will be placed at different sections of the midway. Flashy costumes have been ordered for all employees and attendants, and a new marquee will be purchased. All side-show paraphernalia is being constructed under supervision of Master Mechanic Fred Stewart, while a new Hollywood Girl Revue and walkover show, managed and directed by Mr. and Mrs. Claude Barie, will offer something new and novel in that line. The new wild animal and ape show featuring Kongo has been completed. Joe Lewis will operate it.

Fred Stewart's new illusion show will be placed under a 120-foot top. The athletic arena will be under the supervision of Wildcat McCann. The Ten-On-One side show will be directed by Tiny Marie, formerly with the Zeiger United Shows. Hazel Fisher and Verna Seeborg have enlarged their pop corn, peanut, candy floss and candy apple stands. They also have purchased a new trailer from H. A. Growe. Bud Daniel Cross will present a new Rolloplane and a new bingo. Ed and Mrs. Lahey have renovated and painted their cookhouse and added several modern conveniences. All rides and trucks have been painted and decorated to conform with the illumination idea conceived by O. H. Hilderbrand. General Agent Pierre Ouellette has returned from the fair meetings in the Northwest, and Special Agent George Morgan has completed his duties for the first four stands. One of the busiest general managers in this section is Everett W. Coe. O. H. Hilderbrand returned from his vacation with his family in Portland, Ore., and is busily supervising the construction and organization of his No. 2 unit. Reported by Walton de Pellaton.

Buckeye State

NATCHEZ, Miss., Feb. 11.—Overhauling of rides under supervision of Pat Brown is going right along. He has about 20 men busy checking, rebuilding, overhauling, tuning up and painting. Building of new concessions is in a separate department under foremanship of Keycheck Harry Hisco. Several new rides are being added for the early opening, and modernistic lighting towers are being constructed. A new top has been ordered for the Minstrel Show, and new costumes and decorations will be added.

Dr. Douglas' Life and kiddie shows are under construction, and the three new semi-trailers have been readied. Other trucks have been overhauled and retired, and a new sound truck has been ordered. General Manager Joe Galler is expected to return soon for final inspection before ringing up the curtain on the new season. Reported by Ted Johnson.

Crowley's

CORPUS CHRISTI, Tex., Feb. 11.—Owner George C. Crowley, General Agent E. W. Wells and Otis Vaughan have returned from the Dallas fair meetings. Ennis, Tex., has been added to the fair list. Tiger Tageson has been signed to manage the athletic arena. Tex Chambers arrived with two trucks and concession equipment, as did Ferris Wheel Blackie. Manuel Vargas and Otis Campbell have been appointed guardians of the main entrance arch and the light towers. A. E. Lyons booked his three concessions, while George B. Hargraves has contracted to provide the loudspeaker system. Binger McCord and George Earl are constructing concession frames. Don Cotton will close his long-range shooting gallery at Alice, Tex., and join soon. Al Durnberger is visiting friends in Austin, Tex., as is Capt. George Webb, high act. Folk in quarters are planning a party for St. Valentine's Day. Reported by Doc Waddell.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

B. & V.

GARFIELD, N. J., Feb. 11.—With quarters scheduled to open soon, many letters are coming from the help as to when to report. Charles Robbins pens he will return as second man on the Ferris Wheel, while Eddie Stefenick will be foreman of the carousel after a year's absence. Joseph Pendrick, for six years Ferris Wheel foreman and the past two with the Diving Gordons, will be lot superintendent. Sal Marietta, chief electrician, is getting everything in readiness for the opening. Bill Cushing again will have the sound truck and do the billposting.

Vince Russo, Chairplane foreman past three years, is not certain as to whether he will return. Owner J. Van Vliet, who is busy contracting opening spots, reports business conditions are much improved over a year ago. Moving pictures taken at various fairs last year have been finished and will be shown to committees and fair secretaries by Bill Kolb. Manager Van Vliet and Kolb will attend the Albany fair meeting. Reported by Queenie Van Vliet.

Weyls

PAINESVILLE, O., Feb. 11.—Recent visitors included Tom Kirk, who left with a generous print order. New designs are being worked out for an attractive line of paper and cards. Orders also have been placed for new canvas and a new marquee. Harold Hard has been signed as electrician and also will be in charge of the sound car. Mrs. E. L. Young will be in charge of office concessions. Booked recently were Eddie Ferrerri's Girl Revue and Hillbilly shows, Vern La Vern's Half and Half show and W. H. Smith's Ten-in-One. Reported by R. L. Overstreet.

Brown Novelty

VALDOSTA, Ga., Feb. 11.—Work here starts February 15, with George Pence, master mechanic, in charge of construction. Many changes have been made in the executive staff and personnel, and management plans a new route. Owner F. Z. Vasche made a hurried trip here from business headquarters in Cincinnati and announced the appointment of James A. Winters as general representative and assistant manager, and George Pence, superintendent. Winters is in charge of quarters but will leave here soon on an extended booking trip which will extend into Tennessee, Kentucky and Ohio. Other than the necessary overhauling of rides and motor equipment and the repainting of show property, no extensive work program will be inaugurated. Art Hinnart has contracted his concessions and cookhouse, which he will build here. Reported by Orta Winters.

Blue Ridge

DUBLIN, Ga., Feb. 11.—Upon arrival from Dyersburg, Tenn., the writer found 10 people engaged in painting, repairing and building new equipment in quarters here. Dan Cherry, accompanied by his wife, arrived. He'll present his high dive as a free act the coming season. Carl Sonderland, lion act, is expected soon. Ferris Wheel has been painted and mirrors are being installed. Merry-Mixup has been overhauled and repainted. Vincent Bellomo's Band has been signed.

Already contracted are Snake Show, Jack Gregor, manager; Posing Show, Bud Volter, manager; Alligator Farm and Congo Show, Louie Augustina, manager; Al Alfredo Museum; Girl Show, Andrew E. Smith, manager. Concessions signed are cookhouse, John Parker, manager;

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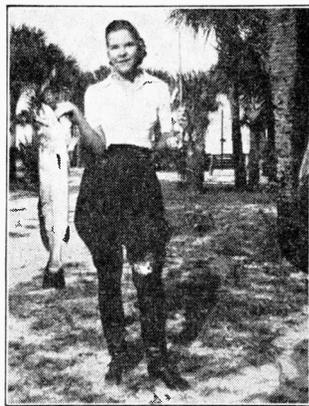
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diggers, Jimmie Fingers; mouse game, W. Wilbur; photos, Walter Marquis; Skillo, Gus Stanley; ball game, Marguerite Sutton; fishpond, Louie Augustina; pop corn, ball game and penny pitch, Lee Ward; Skillo, James Burdgon; blanket wheel, Blackie Wilson; caramel corn, Frank Munn; frozen custard, Al A. Crane; hoop-la, pitch-till-you-win and African dip, R. Newman; penny pitch, Rocco Aleo; water penny pitch, Robert McCaskell, and corn game, John Parker.

Manager Joe Karr is optimistic over the coming season. Mrs. Karr is quartered in her new trailer here. A large shipment of paper has been received from the Hatch Printing Co. Trucks are being painted. Official 1939 staff includes Joe Karr, manager; Ernest Marohl, assistant manager and treasurer; Swede Fredrickson, lot superintendent and electrician, and the legal adjusting and secretarial labors fall upon the writer, who is recovering from a serious illness. Reported by M. E. (Spike) Wagoner.

Fairly & Little

FT. SMITH, Ark., Feb. 11.—Mr. and Mrs. Noble C. Fairly spent a few days at quarters en route north from Dallas, where they spent a week with Mr. and Mrs. Phil Little. Manager Fairly reports a successful trip north in quest of fair and spring dates. Fairly and Little attended all the Northern fair meetings, and the latter has taken the new Skooter ride to the Washington celebration at Laredo, Tex. Mr. and Mrs. Johnnie Been and Mr. and Mrs. Joe Chisdo also left for Laredo. J. J. Bejano has his new side show booked with the shows. C. D. (Red) Scott is getting his new Illusion



IF THE ABOVE is an indication, Elizabeth Steblar, daughter of Mr. and Mrs. Joseph E. Steblar, owners of the World of Fun Shows, is pulling her share of the big ones out of the Indian River, Titusville, Fla., where she is spending the winter with her parents. She is shown here with an ocean trout measuring 3 3/4 inches and weighing 12 3/4 pounds.

show ready. Mr. and Mrs. Earl Strout will arrive about March 1. Jimmie and June Taylor have arrived and are building a new pop-corn stand. George Shaw has 10 men at work in his mat factory. Marie Jones was here for a few days but left for Houston. She will return in plenty of time for the opening. Leo Hamilton has been contracted to present the D'Arcy Girls as the free attraction. Col. Dan McGugin again will be secretary-treasurer, with Sam Benjamin as special agent. Recent visitors were Orville W. Hennies, Denny Howard, K. G. Klapp, Joe Webb, Floyd Shankle and W. J. Watts. Reported by M. Van Horn.

Burdick's All-Texas

HOUSTON, Feb. 11.—Mr. and Mrs. Ira Burdick have returned to quarters after attending the fair meeting in Dallas. Work is under way in earnest and management plans to carry two free acts. Recent visitors included Flying Valentinos, Charlie T. Goss, Charles A. Lenz and L. E. Thurman. Ira Jr. is home from the Dallas dramatic school and after his broadcasting series here will play a few parts for Hopkins Players before leaving for the Max Reinhardt School, Hollywood.

Owner Burdick announced that he has contracted for insurance for the shows thru Charles Lenz. L. C. Wade, for many

FAIRLY & LITTLE SHOWS

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Now Holding CONTRACTS For The Following FAIRS
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<p>SHOWS Monkey Show, Motordrome, or Any Show of Merit.</p> <p>RIDES Roll-O-Plane and Pony Track (Must Have Your Own Transportation).</p> <p>CONCESSIONS Will book Cookhouse, Photo Gallery, Pitch-Till-You-Win, Cigarette Shooting Gallery, Cotton Candy, Candy Apples and Penny Pitch, or any Concession not conflicting with what we have. Concessions and Concession Agents, address GEORGE SHAW.</p>	<p>All Others Address:</p> <p style="text-align: center;">FAIRLY & LITTLE SHOWS BOX 355, FT. SMITH, ARKANSAS.</p>
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years with the organization, is completing a new dining emporium. Reported by Ira Burdick.

Jay Gould

DES MOINES, Feb. 11.—Everything is ready to go in shows' quarters here. Painting is almost finished. Personnel will be about the same as last year. Jay Gould, owner-manager; Mrs. Jay Gould, secretary-treasurer; Jay Gould Jr., band leader; George Gould, emcee; Bob Chase, stage superintendent; Norman Ribber, superintendent of power plant. Verne Leach, lot superintendent. Acts include Haishi and Osai, Earl Wright's Dogs; Iowa Children Elephant and Pony act, worked by Elwood Emery for the third year; Chris Cornella, the Gould Girls, Eddie Gould and Johnson Sisters. The show opens in Ruthton, Minn. The writer is *The Billboard* agent. Reported by Elwood Emery.

Benny Wolfe

ROYSTON, Ga., Feb. 11. — Work at quarters here is almost complete for opening which is slated for early in March. Bud Foreman has the Merry-Go-Round finished and other rides have been rebuilt. Manager Benny Wolfe and wife are on a booking tour and report some good dates. Bill Pinketon, with his concessions, arrived this week, and Charles K. Thomas has booked his photo gallery. The writer will have the short-range lead gallery and also will handle *The Billboard*. Reported by C. O. Deater.

World of Fun

GREENVILLE, S. C., Feb. 11.—With opening officially set for March 25, activities will get under way here as soon as General Manager J. E. Steblar arrives from his home in Stamford, Conn. A new main entrance is being constructed, as is a new side show front. Office will be renovated and all ride painting and decorating under supervision of Whitey Davis, ride superintendent. Assistant Manager C. Morrfoot has his concessions ready for opening. Mr. and Mrs. Clarence Sargee recently visited quarters here. William C. Murray, general agent and assistant manager of the Sam E. Spencer Exposition Shows, has been

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sighted on the main stem here, and a number of Heller's Acme showfolk have been wintering here. Reported by Whitey Davis.

P. J. Speroni

ROCK FALLS, Ill., Feb. 11.—Whitey Lee and his helper have been getting rides in shape here since the shows closed last fall. Quarters open officially February 15, however, when several will be added to the crew. A new office is being built on a semi-trailer. Following concessioners have been contracted: Joe Wheary and wife, Helen, ball game and scales; George Foster, penny pitch; Harry Hicks, caramel corn; W. E. Wright, cookhouse. The writer, accompanied by her dog mascot, Patsy, again will pilot the show. Her health is better than for several years. Reported by Esther L. Speroni.



Pacific Coast Showmen's Assn

730 S. Grand Ave., Los Angeles, Calif.

LOS ANGELES, Feb. 11.—Eighty-three members attended Monday night's meeting, with the following officers present: President Harry Hargraves, First Vice-President Joe Glacy, Second Vice-President Phil Williams, Third Vice-President John R. Ward, Treasurer Ross R. Davis, and Ben Dobbert, secretary.

Communications: William Starke, secretary-manager of the National Orange Show, lettered a confirmation of a previous invitation for members to be his guests on a day designated as PCSA Day. From Roy Ludington, of Crafts Enterprises, a letter acknowledging the congratulatory wire sent by the club on the Crafts' 20 Big Shows opening at

Indio, Calif. From Charles J. Walpert a letter of thanks for the floral piece and wires sent at the opening of his Derby Show at Bakersfield, Calif. From J. K. Hollman, of Philadelphia, asking information about membership in the club. T. Tomlinson, wrote from Pittsburgh, endeavoring to locate a relative. Victor Johnson was reinstated.

The matter of new quarters again was discussed and a desirable location has been sighted by the special committee, which will make a definite report at the next meeting. Safari Club will be reorganized, with President Hargraves the likely leader. Ed F. Walsh will be chief of staff again. Weekly award went to John C. Bigelow. Upon resuming business, many things were suggested for the best interests of the organization by Joe Glacy, Frank Conklin, Milt Runkle and Dr. Ralph E. Smith. Willard Lyon, evening's guest, was introduced for a bow and responded with a brief talk. Since there was not much business to be discussed, President Hargraves inaugurated Dr. Ralph Smith's diversion period. Participants included Al Fisher, Phil Williams, Claude Barie, Frank Forest, Sammy Coomas, Joe Glacy, Ed F. Walsh, Dr. Ralph E. Smith and Joe Steinberg. Sick committee reported Jack Bigelow much better. Doc Hall has been released from General Hospital and John S. Lyon is improved.

President Hargraves announced that several plans had been suggested for the membership drive and that the matter had been placed under advisement. William Hobday, chairman of the membership committee, said his intention is to make 1939 a banner year.

There is no reason that anyone who claims to be a showman should not join a showmen's organization. After adjournment lunch and refreshments were served by Harry Phillips and his crew.

Ladies' Auxiliary

President Marlo LeFors presided at the February 5 meeting, with First Vice-President Mora Bagby and Secretary Edith Bullock in their respective chairs. Meeting was termed "Presidents' Night," and after calling for order, President LeFors turned the gavel over to Nell Ziv, who presided until recess. She presented it to Clara Zeiger and it was then handed Martha Levine and Ethel Krug and then returned to President LeFors, who concluded the meeting. Each of the past presidents held a brief meeting and introduced those who served with them. Each ex-official gave brief talks and they were loudly applauded. Maxine Ellison, who was secretary-treasurer during the late Past President Nora Karnes' reign, was a guest and the only representative of the official cabinet of 1932. Pearl Jones and her sister, Mrs. Pouilly, were reinstated.

Weekly award went to Marie Forrest. Etta Hayden presented the club with a bouquet of handmade flowers to replace those given the club last year. Ticket sales on the arghan, made by Tillie Palmateer, are mounting. Mother Fisher was reported as not feeling so well. Past President Forstall reports she has been released from the hospital and will try to attend the next meeting. Edith Bullock and Sis Dyer gave brief talks for the good of the order and were ap-

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WORLD OF PLEASURE SHOWS

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Barney Lamb write. Important. Address FRANK MILLER, 16884 Stansbury, Detroit, Mich. Tel.: Vermont 6-2127.

plaud for their suggestions. Rosemary Loomis, entertainment committee chairman, had a surprise for members after adjournment in the form of a Song Fest in which everyone participated. Highlighting the event was the Clara Zeiger, Martha Levine, Nell Ziv and Ethel Krug quartet. Ethel Krug and Martha Levine, however, were realized and made to sing a duet, which finally turned out to be a solo by Martha Levine. Nell Ziv and Mora Bagby also offered dances. Others offering specialties were Betty Coe, Fern Chaney, Florence Webber, and Verna Seeborg, Rosemary and Allretta Loomis, Nina Rogers, President LeFors, Mora Bagby, Edith Bullock, Grace DeGarro and the writer. Festivities were concluded with all singing *Auld Lang Syne*. Jessie Loomis was at the piano. Both Virginia Kline and Peggy Forstall believed they would be here soon. Fay Quelletta, a new member, was introduced. Nina Rogers had a wonderful lunch prepared and Stella Linton assisted her with the serving.

WEST COAST

(Continued from page 41)

Betty Coe has been renovating and decorating her newly painted housecar. . . . With the beginning of the Southern California midwinter fairs, the activities of George Silver take on added zest. . . . Among the smartly gowned women seen at a tea in the Biltmore Hotel recently were Leone Barie, Betty Coe, Fern Chaney, Ethel Krug, Marlo LeFors, Nina Rogers, Clara Zeiger, Rosemary Loomis, Lucille King, Estelle Hanscomb, Millie Dobbert, Mrs. Frank Downie, Mrs. Al Fisher, Virginia Schaller, Hazel Fisher and Verna Seeborg. Harold Mook, secretary of Crafts' Golden State Shows, has been busy at quarters.

Special Agent George Morgan, of Hilderbrand's United Shows, has returned from a recent booking tour of the Southern counties. . . . The featured attraction on the Ben H. Martin United Shows is the streamlined Merry-Go-Round, said to be the only one in the West.

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Museums
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Lauther's Pitt. Biz Rises
 PITTSBURGH, Feb. 11. — Carl J. Lauther's Oddities on Parade Museum entered its eighth week here to a marked increase in attendance. Management recently entertained Douglas (Wrong Way) Corrigan, famous transatlantic flyer, during his local appearance. George White, Ossified Man, joined recently and is proving popular with annex patrons. The Headless Girl will join next week and advance advertising and publicity has excited much comment and interest. The writer while in Philadelphia recently was entertained in the home of B. H. Patrick, representative of The Billboard there. Reported by Paul D. Sprague.

Look Draws 'Em in Akron
 AKRON, Feb. 11.—Look at Life traveling museum concluded a successful two-week stand at 59 South Main street

here tonight. Business, sponsors said, was consistent thruout despite a siege of cold weather and heavy snows. Unit is said to have been one of the first of its type to obtain a permit to play here in several years. Daily broadcasts were heard over Station WJW, and many city and county officials and outdoor show-folk were guests of the management.

Philadelphia Houses
 PHILADELPHIA, Feb. 11.—With better weather, both museums did fair business this week. Eighth Street Museum has El Cayotte and Princess Wanea in rope spinning and whip cracking; Lew Worthy, singing cowboy; Shackles, escape demonstrations; Poses Plastique and Illusions. Dancing girls in the annex. South Street Museum is featuring Billy Cornell's Rhythm Club Revue on the stage. On the platforms are Freddie, armless exhibition; Diablo, fire demonstration; Prince Singh, mentalist. Dancing girls are in the annex.

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25 1/2 ACRE PARK—DANCE HALL, ROLLER Rink, Lake, 8 Cottages, 2 Picnic Buildings, Large Community Buildings, 6 Concession Buildings, Ball Park. Over \$60,000 investment, sacrifice for \$21,000. **MINERVA PARK**, Minerva, Ohio. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A REAL BARGAIN LIST—OVER 500 RECON- ditioned Machines, Payouts, Phonographs, Legal Machines. Write today and save money. **BADGER NOVELTY**, 2546 N. 30th St., Milwaukee, Wis. ap22x

AAA-1 RECONDITIONED—100 UP-TO-DATE Counter Machines, \$4.00 and up; 500 Skee Ball Games, all types, in excellent condition, at \$2.50 and up. Floor Samples, Novelty Games, Pay Tables and Tour Games. Reduced prices. **GRAND NATIONAL SALES CO.**, 2300 W. Armitage Ave., Chicago, Ill. mh11x

A.B.T. PISTOL TARGETS, \$7.50; 5 AUTO Derbys, \$12.50; 8 Bally Reserves, \$15.00; 5 Baffer Ups, \$7.00; 5 Bumpers, \$6.00; 6 El Toro, \$19.50; 5 Madcaps, \$5.00; 5 Short Sox, \$5.00; Mills Tickettes, \$3.00; 5 Seeburg Rayo-Lites, \$72.50; 10 Wurlitzer Skeeballs, \$39.50; 300 Norris Masters (porcelain), \$4.50. One-third deposit, balance C. O. D. **MYCO AUTOMATIC SALES COMPANY**, 746 South High St., Columbus, C. fe25x

A-1 AUTOMATICS—USED '38 SKILLTIMES, Red, Grey Head Tracktimes, Grandstands, Fairgrounds, Seabiscuits (Thistle Downs), Jennings Derby Days, Preakness, Zeta, Fleetwood, 1-2-3. Best offers accepted. **B. M. Y. NOVELTY SALES CO.**, 5824 St. Clair, Cleveland, O. x

A-1 CONDITION—PAYOUT MACHINES: Sport Pages, \$75.00; Grand Stands, \$100.00; Latest Model Mills 1, 2, 3, \$75.00; Jennings Derby Days, Flat Top, \$30.00; Slant Top, \$35.00; Red Head Track Times, \$75.00; Bally Arlington, \$20.00; 1/2 deposit with order. **H. YORKE**, 11201 Tuscora Ave., Cleveland, O. x

BALLY RESERVES—ALL MODELS, \$19.50; Zetas, \$35.00; Pamco Duck, \$15.00. **E. & R. SALES CO.**, 813 College Ave., N. E., Grand Rapids, Mich. x

BALLY ROVER, \$24.50; PREAKNESS, \$24.50; Fairgrounds, \$59.50; Feed Bag, \$99.50; Stoner's Turf Champs, \$15.00; Mills Ten Grand, \$12.50; Leatherneck, \$9.00; Stoner's Aces, \$20.00; Roundups, \$9.50; Junco, \$7.00; Bonito, \$7.00; Prospectors, \$6.00; Lady Luck, \$18.50. Sell or trade for Rock-Ola World Series or Master Vendors. **A. E. CONDON SALES CO.**, Lewiston, Ida. x

CLOSE OUT—WURLITZER SKEE BALL, \$40.00; Old Mill, \$10.00; Jungle, \$12.00; Snappy, \$12.00; Speed, \$8.00. Deposit. **EASTERN**, 350 Mulberry, Newark, N. J. x

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DIGGER TRAILER FOR CARNIVALS, \$150.00; Buckley, Erie, Merchantmen, Mutuscopies, Iron Claws, cheap. Arcade Machines, Cigarette Machines, Mills Weighing Scales. **NATIONAL**, 4242 Market, Philadelphia, Pa. x

EXCELLENT BUYS—GALLOPING DOMINOES, \$75.00; Automatics, Blue Bird, \$10.00; Policy, \$12.50; Flying High, \$12.50; Photo Finish, \$12.50; Preakness, \$17.50; Novelty; Bally; Penny; Ball Fan, \$5.00; Fire Cracker, \$5.00; Bally Booster, \$6.50; Home Stretch, \$6.50; Skipper, \$7.50; Mercury, \$7.50; Airway, \$15.00; Bambino, \$17.50; World's Fair, \$17.50. Counter Machines: Red Dog, \$5.00; Track Reels, \$7.50; Daval Derby, \$7.50; A.B.T. Target Skill, \$11.00; Penny Pack (new style), \$10.00; Kounter Kings, \$15.00. One-third deposit, balance C. O. D. Write for special prices on other good used equipment, including Slots. **PIKES PEAK GAMES**, P. O. Box 874, Colorado Springs, Colo. x

FOR MOST COMPLETE VENDING MACHINE Catalog published, with over 100 illustrations, send 10c in stamps. **ASCO**, 383 Hawthorne, Newark, N. J. tfrx

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FREE GAMES—KLICK, \$49.50; RACTIME, \$49.50; Zip, \$39.50; St. Moritz, \$39.50; Odd Ball, \$49.50; Review, \$39.50; Regatta, \$49.50; Peachy, \$39.50. Write your needs. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa. x

GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. fe18

I HAVE 6 AD-LEE THREE COMPARTMENT Penny Shop Vendors that have been on location only 2 weeks and more that are just like new. These must be sold immediately because of other business interests. I will sacrifice them at \$19.50 each. These machines originally cost me \$33.50 each. First come, first served. Send 25c deposit with order, balance C. O. D. **GEORGE KEMMER**, 10 E. 103d Pl., Chicago, Ill. x

SLOTS—40 MILLS, ALL LATE MODELS, LIGHT side walls, double jackpots. Blue Fronts, \$40.00; Cherry Bells, \$40.00; Pace Comet, \$35.00; five Mills Futurity Mystery, \$25.00 each, and one Kenney Console Track Time, \$165.00. Address **M. O. B. WHITESIDE**, 1209 Knox St., Clinton, Okla. x

LOWEST PRICES ALL TYPES EQUIPMENT— Jobbers and operators write for used equipment. Post card will bring latest price list. **MARION COMPANY**, Wichita, Kan. fe18

MILLS 1-2-3, \$25.00; BUMPER, \$5.00; SKIP- per, \$7.50; Zephyr Cigarette Reels, \$6.00. Will trade Counter Games for Columbus Peanut or Ball Gum Machines. Will trade Mills Scales for Consoles. Trade Wurlitzer Phonographs for Diggers. Trade Columbia Mysteries Double Jackpot for Consoles. Wanted, Mills Vest Pocket. If you don't mean business save your stamps. **O'BRIEN**, 89 Thames, Newport, R. I. x

MODEL A SEEBURG, \$59.50—A-1 CONDITION. 5 Penny-Nickel Masters, \$20.00; 2 Jennings Jr. Scales, \$29.50 each. **C. F. COLE**, Noblesville, Ind. x

MUST SACRIFICE—KENTUCKY SKILL CLUBS, \$59.00; Kentucky Clubs, \$85.00; Grandstands, \$85.00; Derby Day Consoles, \$30.00; Track Times, \$50.00; Bally Reserves, \$15.00; Fleetwoods, \$42.00; Fairgrounds, \$42.00; Gottlieb Console Derby, \$35.00; Aksarben, \$40.00; One-Two-Threes, \$40.00; Sea Biscuit, \$110.00. Many more. All machines are in perfect condition, some only two weeks old. One-third deposit. **OHIO AMUSEMENT CO.**, 11605 Tuscora Ave., Cleveland, O. x

NORRIS PENNY NOVELTY VENDERS—PORCE- lain, \$4.00; Aluminum, \$3.75; Tom Thumb Peanut Venders, \$1.50. Machines like new. **WHITT NOV. CO.**, Columbus, Kan. fe18

RECONDITIONED WURLITZER—ROCK-OLA Phonographs for Sale—\$50.00 and up. **AMERICAN SALES CO.**, 409 N. Broad St., Elizabethtown, N. J. x

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TOM MIX RADIO RIFLES, \$69.50; ROCK-O- Ball, 14 Ft., \$29.50; Kirks Jig Saw, \$29.50; or will trade for World Series, Western Baseball, Bang a Deers, Hockeys or Jennings Ciga Relais. Will pay cash differences. **STEWART'S RADIO**, 136 N. Pennsylvania, Indianapolis, Ind. fe18

TRADE—ONE MUSESCOPE DIGGER FOR what have you. **LINKER-STENSEN TOURS**, INC., Tiffin, O. x

USED CIGARETTE MACHINES OF EVERY DE- scription. The most complete line in the country. Send for list. **X. L. COIN MACHINE COMPANY, Inc.**, 1353 Washington St., Boston, Mass. fe18x

WANTED—MACHINES FOR PENNY ARCADE. Blowballs, Ballybasket, Bumper Bowling, World Series, Playball, Novelty Games, X-Ray Poker, Magic Finger, Ray Rifles, Mutoscope, Photomatic, Open Doors, Loveteller, Exhibit Candy Vendors, Wurlitzer Skee Balls. Any other late machines. Write lowest price. **BOX NY-91**, Bill CUM, Factory Fresh, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. mh4x

6 FLEETS, THREE METER, \$25.00; 10 BALLY Reserves, \$15.00; 2 Bambinos, \$20.00; 1 Exhibit Lightning, \$15.00; 2 Grand Slams, \$17.50; 1 Bally Vest, \$25.00; 1 Arcade. **STANDARD NOVELTY COMPANY**, 814 Carondelet St., New Orleans, La. x

100 DIFFERENT KIND VENDING MACHINES—Always something different. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa. x

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ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs. Bargains. **CONLEY**, 310 West 47th, New York. x

FORMULAS

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FOR SALE—PORTABLE SKATING RINK, 50x120 feet. Excellent condition. For particulars write **CHARLES M. COOK,** 109 Aldeah, Columbia, Mo.

ONE 40x100 PORTABLE SKATING RINK— With 150 Pairs Chicago Skates. All complete, used one season. Builder of Sectional Portable Rink Floors. Simplest floors on the market. One Used Floor. Write for prices. **LEONARD BARTON,** Cuba, Kan.

POPCORN MACHINES—CRISPETTE, CARMEL, crisp, Chaezekist, French Fried, Potato Chip Machines. **LONG-EAKINS CO.,** 1976 High St., Springfield, O. fe25x

PORTABLE SKATING RINK—50x100 FT., Good condition. Bargain for quick sale. Cash only. **VERNON V. GUTHRIE,** Selma, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

AIR CALLOPE—ALL KINDS OF CIRCUS Property for sale cheap. **CONSOLIDATED CIRCUS CO.,** Omaha, Neb.

ALLAN HERSHEY FORTY-FOOT THREE- Abreast Portable Carousel, \$500.00. **MRS. BENJAMIN WINTERS,** 903 Pennsylvania Ave., Emira, N. Y.

BARGAIN—COMPLETE CARNIVAL FOR SALE. Herschell-Spillman 3-Abreast Carousel, Mangels 12-Car Whip, Smith Chair-o-Plane, Spillman Kiddie Auto Ride, together with wiring and equipment. Everything in first-class shape. \$4,500.00 cash. Now playing in Florida. Will sell separate. **TRAVER,** 945 13th Ave., S., St. Petersburg, Fla. fe25

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FOR SALE CHEAP—12 DODGEM GARD Speedster Type, newly painted, in good condition; also 3-Car Whip, Park Ride, real bargain. **BOX 5964,** Indianapolis, Ind.

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HELP WANTED

GIRLS WANTED—ENTERTAINING HOSTESS, **HALLIDAY TAP ROOM,** Cairo, Ill. mh4

LEE FORBES, SAXOPHONIST—WRITE ME OR anyone knowing his address. **ROBERT MADDAFORD,** Lauderdale Beach Hotel, Ft. Lauderdale, Fla.

PROFESSIONAL PEOPLE ALL LINES—IN OR around Chicago. Character Team or Lady with Small Child. Prefer some music, especially piano; also good Hooper. Helper with car. Opening Res Show two weeks. **BATES,** Great Northern Hotel, Chicago. Good Amateurs considered and Six-Piece Ork.

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WANTED—BASS FIDDLE PLAYER WHO CAN double Voice or Comedly. Violinist with radio and stage experience for Cowboy Band. Money sure. Need all around man. Write or wire **THE HI BOYS, W.T.C.** Hartford, Conn.

WANTED—FIVE PIECE HAWAIIAN GIRL Orchestra, Dancers and Singers for theaters, night clubs and dance halls. Young, appearance and good wardrobe. Thirty weeks' contract. Salary. Write to **BOOKER,** 2509 5th Ave., S., Minneapolis, Minn.

MAGICAL APPARATUS

GIANT SURPRISE CATALOG OF JOKES, TRICKS, Magic, Puzzles, Novelties, 25c. Free Mystery Trick included. **LAWSON VICK CO.,** Dept. B4, Queens Village, N. Y. fe18

Show Family Album



MEMBERS OF Haraden's 10-Cent Show, snapped in Rocky Mount, N. C., season of 1914. Standing, left to right, are C. F. (Dad) and Aileen Haraden; (surname of next woman not remembered—her given name was Nellie); Mrs. Myrtle Zento, Mrs. Billy Jones, Mrs. Billy Ward, Mrs. Archie Fournie, Winnie Ward, Mrs. Ollie Hamilton and W. E. Bean, band leader and trumpeter. Lower row, left to right: Ollie and Cleo Hamilton, Oscar Sullivan, Great Zento; Archie Fournie, bass drum; Billy Ward, snare drum; Tom Oleson, bass; Robert Shugart, baritone; Harry M. Bird, trombone, now operating a drug concern in Maryville, Tenn., and Billy Jones, alto.

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.

A CATALOGUE OF MINDREADING MENTAL Magic Spirit Effects, Horoscope, Buddha and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in the world. 158 illustrated page catalogue 30c. **NELSON ENTERPRISES,** 198 South Third, Columbus, O. fe18

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. fe18x

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY,** 1261 N. Wells, Chicago, Ill. Illustrated folder free. fe25

VENTRILLOQUIST FIGURES—24-PAGE ILLU- strated Catalog, 10c. **FRANK MARSHALL,** 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. fe18

VENTRILLOQUIST, PUNCH FIGURES, CARVED to order. Acts. Stamp please. Also want Portable Talkie Projector. **SPENCER,** 3240 Columbus, Ave., Minneapolis, Minn.

MISCELLANEOUS

FOR A GOOD DEAL SEE RAYMOND SELLHORN at the trailer shows. New and used. No payments during winter months. **TRAILER HEADQUARTERS,** Sarasota, Fla., and East Lansing, Mich. fe18

WILL TRADE FIVE ROOMS MODERN FURNI- ture for good House Trailer and Car. Write or call **CHAS. CASWELL,** 2121 6th Ave., Waukegan, Pa.

M. P. ACCESSORIES & FILMS

ATTENTION, RELIABLE EXPERIENCED MOVIE Operators—Sound Projectors, Weekly Programs Rented. Show theatres towns, real opportunity. 521 State Theatre, Pittsburgh, Pa. x

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EXCEPTIONAL BARGAINS—35MM.-16MM. Portable Sound Projectors, Supplies and Complete Equipments. Free catalogue. **MONARCH THEATRE SUPPLY COMPANY,** Memphis, Tenn. mh11

EXPLOITATION SPECIALS—BRAND NEW Laboratory Prints, Edgar Wallace's "White Face," great for horror or spook shows; "Protect Your Daughters," "Before the White Man Came," all-Indian cast, Religious, "Passion Play," "Life of Christ," "Christus," "Brother Francis." **OTTO MARBACH,** 630 Ninth Ave., New York City. fe25

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MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantity, Universals, with Amplifiers, Speakers. Equipments fully guaranteed. At attractive low prices. Request Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.,** 1600-B Broadway, New York, mh4x

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MUSICAL INSTRUMENTS, ACCESSORIES

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PHOTO SUPPLIES AND DEVELOPING

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NEW! DIFFERENT!—EIGHT DECKED EM-bossed Prints and one Professional Enlargement, 25c (coin). Reprints, 3c. **EAGLE STUDIOS,** Dept. 25, 1910 Farnam, Omaha, Neb. 18 years of quality work. mh4x

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ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons. 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO,** Unionville, Mo. mh11x

SALESMEN WANTED

SELL BUSINESS CARDS, BUSINESS STATION-ery, Social Security Books, Book Matches, Gummed Tape, Advertising Pencils, Salesbooks, Rubber Stamps, Advertising Specialties. 35% commission. Money-making specials. Experience unnecessary. Free sales portfolio. **DAVID LIONEL PRESS,** 312 S. Hamilton, Dept. FC, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. fe25

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Penna.

100 6-PLY 14x22 CARDS, \$2.65; 5,000 4x9 Dodgers, \$3.75 postpaid; 1,000 Envelopes or Letterheads, \$2.50. **CRESSMAN,** Washington, N. J. fe25

500 8 1/2x11, 20 LB. BOND LETTERHEADS, \$1.25; 500 6 1/4, 24 Lb. White Envelopes, \$1.25. Both for only \$2.25. **VICK'S PRINT,** Exeter, N. H. x

1,000 BUSINESS CARDS, \$1.00; VELLUM FIN- ish, heavy stock. Free cut service. Cash. **THE DIXIE BUSINESS CARD CO.,** A189 Jefferson, Memphis, Tenn. x

2,000 BUSINESS CARDS, \$1.25; 1,000 ANY Size Mimeographing, \$3.00; 1,000 Illustrated Circulars, 8 1/2x11, \$3.00. Save here. **EWAN,** Woodridge, N. J.

WANTED TO BUY

AM BUILDING PENNY ARCADE—WANT TO buy complete set or Single Machines for cash. Must be in first-class condition. **LEE MOSS,** New Carlisle, O.

CANDY FLOSS MACHINE—USED, DOUBLE Spinner Head. Must be in good condition and cheap. **ROLAND H. STARKS,** Box 297, Weedsport, N. Y.

WANTED—MINIATURE RAILWAY, RAILS, Pretzel Ride, Caterpillar, Kiddie Rides, Fun House. Other Portable Rides. Address **BOX C-102,** care Billboard, Cincinnati.

WANTED—USED RECORDS, NO OLDER THAN 3 months. State price, condition and amount. 2526 W. Fond du Lac Ave., Milwaukee, Wis.

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50 WORD, CASH (First Line Large Black Type). **20 WORD, CASH (First Line and Name Black Type).** **10 WORD, CASH (Small Type).** (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY

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AT LIBERTY

AGENTS AND MANAGERS

ADVANCE—Small Circles. I know spots in South and Middle West. Will furnish all paper. Have car. Work for 20 per cent. across big show. Prefer show wintering in this state. Tell what you have in first letter in which acts, music, animals, etc. **B. HOLLINGSWORTH,** General Delivery, Glendale, Calif.

AT LIBERTY—One of the best publicity men in the business wants to contract for publicity, booking and business management of a summer resort spot. Thoroughly familiar with all phases of publicity and exploitation as related to radio, newspaper, direct contact, direct mail, billboard and other mediums of advertising. Know when and how to use publicity and exploitation stunts, and can make a \$1 bill pay for \$5 worth of advertising. Metro-politan daily newspaper experience; have booked, publicized and toured dance bands from Coast to Coast; publicity director for Big Texas Hotel; Hollywood experience; script writer for swing band broadcasts. Want guaranteed percentage on every deal offering average possibilities, although will consider straight percentage on right set-up. Don't misrepresent; I don't. All communications promptly answered and treated strictly confidential. **BLAY CUNNINGHAM,** Apt. G-1, 317 West Park, Oklahoma City, Okla. fe25

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)



GOVERNOR LEWIS O. BARROWS OF MAINE (right) greeting W. J. (Bill) O'Brien, who is a side-show impresario at Revere Beach, Mass., summerwise and special events promoter winterwise. Just before the photo was taken the governor posed with one of O'Brien's beauty contestants in the act of buying the first book of tickets to an O'Brien show date-contest. O'Brien is concentrating his activities in New England and upper New York with his winter show.

Tulsa Show Draws 37,500

TULSA, Okla., Feb. 11.—Success of the six-day National Home Show under auspices of the Real Estate Board and ending in the Coliseum here on February 5 prompted officials to announce at the close that the show would be repeated next year, reports James P. Norton, general chairman. Edwin N. Williams, Federal Production Co., directed the show, attended by 37,500. There were 65 merchants' exhibits, and a vaude bill included Lloyd's Dogs and Ponies; Mae and Harrison, swinging ladders; Moreen Troupe; Hartley Duo, swaying perch; Berniece Kelly's Circus Revue; Connelly and Moore, jugglers, and Four Comedy Pals.

Quitman, Ga., Sales Good

QUITMAN, Ga., Feb. 11.—Good advance sales for the Better Homes and Electrical Show in Exchange Warehouse here under auspices of the Recreation Club are reported by Director F. Paisley Davis. R. K. Cashman, in charge of tickets, has sold more than 4,000 thru merchants, and all space for merchants' exhibits has been sold. G. K. Warren is general chairman of a group of 40 committeemen who plan to have government exhibits.

Hennies for Ark. Exposition

SHREVEPORT, La., Feb. 11.—Homer Gilliland, special agent, and Walter Hale, press agent, Hennies Bros.' Shows, will leave February 19 for Fort Smith, Ark., where they will handle the first annual Merchants and Retailers' Exposition, to be held in conjunction with a spring carnival showing. Beauty pageant, advance ticket sale, parade and other activities will be promoted by Gilliland and Hale. Event will be sponsored by the local of the American Federation of Labor with civic leaders on the committee.

Pa. Firemen Will Sponsor

SUNBURY, Pa., Feb. 11.—Friendship Fire Co. and Band will sponsor a seven-day Jubilee on Lenker grounds here, featuring shows, rides, concessions and free acts, reports Mel Sober, concession chairman. There will be firemen's and Elks' Club parades and nightly band concerts. Event will be advertised thru newspapers, billboards, radio, handbills and sound truck. On the committee are Lewis S. Sober, general chairman; B. L. Werick, vice-chairman; Ralph Youtz, secretary; C. L. Wolf, treasurer; Joe B. Nesbit Jr., publicity, and John Tobias, music.

Acts Fight Storm To Reach Big Syracuse Shrine Opener

SYRACUSE, Feb. 11.—Altho a snowstorm delayed arrival of some acts, the six-day Shrine Circus ending here on February 4 under management of J. C. Harlacker opened to a capacity house on Monday, doing a complete show at 10 p.m., reports Al Martin, booker.

On the bill were Adele Nelson's Elephants; Harry Rittley, tables; Flying LaMarrs; Picchiani Troupe; Will Morris and Bobby, comedy cyclists; Hazel Williams; Six Antlecks, aerialists; Welby Cook; Bluch Landoff, clown; Chet Nelson's Band and Singer's Oddities.

Ina Ray Hutton's Orchestra was booked in under Shrine auspices for two shows on February 6.

Acts Draw at Motor Show

OTTAWA, Ont., Feb. 11.—With Richard Tyrol, former Metropolitan Opera star featured, over 3,000 attended Ottawa's 27th motor show on opening night in the Auditorium at 25 cents. Show was on February 6-9. Supporting Tyrol were Billy de Wolfe, emcee; Spec and Spot, comedians of the unicycle; Three Crandyl Sisters, Johnson and partner and the Eight Gomez Girls. Ted Gray and his orchestra supplied music. Fred L. Murphy was general chairman, with D. Roy Campbell, secretary, and Max J. Runge, show manager.

Rocky Mount to Dodson

RALEIGH, N. C., Feb. 11.—During the recent fair meeting here Dodson's World's Fair Shows were awarded the midway contract for the Rocky Mount (N. C.) Tobacco Festival, reports Charles Clark.

Shorts

AFTER staging successful events the past two years Barnesville (O.) Business Bureau will again sponsor a six-day Merchants' Exposition, bands, circus, vaude and radio acts to be featured.

REAL ESTATE BOARD will sponsor the six-day National Home Show in Memphis Auditorium, reports Edwin N. Williams, of Federal Production Co., contracted to furnish equipment and stage the show. Event will be advertised in a 100-mile radius.

JOHN P. SMITH organization, Boston and Portland, is working New England

dates with various show set-ups this winter. One date, in Lawrence, Mass., is newspaper sponsored. Another in Lewiston, Me., is a Pageant of Progress under the Chamber of Commerce.

CITY ATTORNEY in an opinion to Rudolf Hokanson, chairman of Milwaukee Midsummer Festival Commission, ruled that the commission could set up a revolving fund from private contributions to the festival to be used for emergency purposes only. He held that the city treasurer could establish a special account for this commission fund.

MARLOW THE GREAT, contortionist, who will shortly conclude a several weeks' night club tour, which included Canada, reports brisk demand for novelty acts. He expects to return to Canton, O., after March 1 to start lining up midsummer celebrations and street fairs.

WITH THE LADIES—

(Continued from page 42)

Altho small, the fair presented many exhibits, crowning of a queen, a group of good free acts and the Royal American Shows. Mr. and Mrs. L. P. (Red) Brady had their Loop-a-Plane operating and both are well and carry a becoming sun-tan. Mr. and Mrs. Fred Phillipson and John Murphy visited from the West. They left New York, where Phillipson owns and operates rides, about November 1 with a new car and have traveled 13,000 miles thus far. After a night's rest they started for home.

Tarpon Springs: William Chalkias uses his boat to take tourists out to see the divers bring in the sponges here. Tom Rogers, who assists him, formerly was with J. H. Johnson on the Nema Show. The Chalkias' home is at the edge of town and Mrs. Chalkias has several unusual pets there, including Baby Toodles, a chimp, which does everything but talk; a lion she has raised from a cub and a huge snake. The pets keep her busy, but she had time to see that we had a big sack of tangerines, which were picked off the trees in her yard, to take with us.

Mr. and Mrs. J. S. Bullock and son, Clarence Poplin, and daughter, Virginia Harris, have their trailers in Eddie Le May's camp, Gibsonton, Fla., but spend most of the time in Tampa. Taking a day off we drove down to Sarasota and visited with Mr. and Mrs. W. A. Sprague, their son, Ronny, and wife, Pauline. They have their trailers and a boat there and took us on a fishing trip. I wasn't lucky, but Abner caught a big lady, which we had lots of fun bringing in. The Spragues caught enough trout, tho, so we had plenty to eat, but they seemed to prefer steak. Naturally several of the big ones that got away from Abner have grown many inches since then. The Spragues own and operate the Lake Lansing Park, Haslett, Mich., and plan to leave here soon.

I visited Bok's Singing Tower and found the inevitable Florida parking charge for the car altho the spot is 18 miles from the nearest town. There is a grand exhibition of showmanship displayed by the management, however. Spacious grounds are well landscaped, paths are dustless. It's peaceful and quiet and the birds for which the sanctuary was built are everywhere. The noon concert on the famous chimes is a program of wide scope and enjoyed by people from all States and all walks of life. The descriptive booklets are sold unobtrusively and are interesting souvenirs and carry good pictures of the tower.

SHOWMEN'S LEAGUE—

(Continued from page 42)

tended. Beautiful prizes prevailed. Sister Pearl McGlynn was awarded a beautiful crystal lamp and President L. M. Brumleve selected a frosted-glass mustard set. Sister Mrs. Henry Belden was tendered a box of machine thread, Clara Harker a crocheting bag, Blanche Latto two lace handkerchiefs and Lucille Hirsch a lovely apron.

Welcome letters received from President Mario LeFors of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, Sister Grace Goss and Mrs. Noble Fairly. Sister Mrs. Henry Belden will leave for Miami, Fla., soon for a brief stay. Sister Phoebe Carsky and husband are still in Florida. Sick list includes Sisters Cleora Helmer, Mrs. Charles Driver, Mrs. Mattie Crosby and Frances Keller, who is recuperating splendidly in Billings Memorial Hospital after a serious operation. Club's next

bunco and card party will be held March 11 in the West Room, Hotel Sherman. Tickets are now on sale. All members have pledged themselves to donate a prize for the occasion, same to be brought in no later than March 2. All sold or unsold tickets must be returned by March 16.

A lovely letter of appreciation was sent by Sister Grace Goss acknowledging receipt of a beautiful hand-crocheted bag sent to her on the membership drive. It was donated by President L. M. Brumleve. Club will hold its regular bi-weekly meeting on February 16. Be sure to attend. Sister Clara Hollie Harker will be hostess at the February 23 social.

"Bill" Rice Buried In Showmen's Rest

CHICAGO, Feb. 11.—Funeral services and burial rites were conducted here yesterday for W. H. (Bill) Rice by the Showmen's League of America from Sbarbaro Funeral Parlors. Body arrived from St. Louis Thursday, accompanied by Mrs. Rice, John A. Francis, Tom W. Allen and John Sweeney, last two named pallbearers. Rev. A. C. Drummond officiated. Other pallbearers were James Campbell, L. Clifton Kelley, E. N. Adams and Walter F. Driver. Interment was in Showmen's Rest, Woodlawn Cemetery.

Friends and brother showmen attending the funeral included William Young, E. Courtemanche, Nat Hirsch, Walter Mathieson, Bob Costello, Jack Auslett, Charles Robus, A. L. Rossman, Bernie Mendelson, Bill Powell, Beverly White, Charles Driver, George W. Johnson, Hadzi Delgarian, Mrs. Al Latto, Jack Duffield, William Country, Fred Donnelly, Sam J. Levy, Harry Hancock, Jack Pritchard, Morris Haft, Lew Leonard, Lew Morris, Mr. and Mrs. G. L. Wright, Ray Oakes, John Lorman, L. C. Traeband, C. H. Hall, Mrs. Al Sweet and Loretta Moran.

ST. LOUIS, Feb. 11.—Many prominent show people paid their last respects to the memory of W. H. (Bill) Rice, who died here on February 7. Among those viewing his body as it lay in state at Stuart's Funeral Home on February 7 and 8 prior to being sent to Chicago for burial were Mr. and Mrs. Tom W. Allen, Mr. and Mrs. John Francis, Mr. and Mrs. J. Crawford Francis, Mr. and Mrs. John Brophy, Mr. and Mrs. George Davis, Earl Enos, Mrs. Millicent Navarro, Earl Riebe, Harry Mall, Mrs. Charles T. Goss, Roy Cousins, H. W. Smith, Charles DeKreko, Louis Traband, Jimmie Winters, Matt Dawson, Harry Bernstein, J. Sweeney and Mr. and Mrs. Frank B. Joerling.

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Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Ops Busy Lining Up Mdse. For Spring Promotions

Salesboard operators concentrating on Easter deals—bingo ops lining up outdoor dates—pitchmen are active—decided dearth of new items seen

CHICAGO, Feb. 11.—With spring just a little more than a month away, salesboard and bingo ops, pitchmen, direct sellers and other users of prize and premium merchandise are making the rounds of wholesalers lining up merchandise for special spring promotions. Easter is the first major date on the calendar and, from the reports, ops are searching diligently for numbers that will catch the public's fancy and reap a good harvest of cash for themselves. Salesboard ops are banking on candy and stuffed animal deals to bring home the bacon again this Easter, it appears. Candy deals always click at this time whether the prize be in the form of a giant egg or the usual box. A twist that more ops are using to good effect is candy put up in boxes which may be used to house cosmetics, jewelry or cigars after the candy is gone. Most attractive boxes are done in blue mirror effects while other eye-catchers come in colorful wood designs. Stuffed bunnies will again appear on many board deals, but Walt Disney's tribe of Ferdinand, the Bull; Dopey, the Dwarf, and Pluto, the Pup, are destined to make inroads on the popularity of br'er rabbit.



E. S. LOWE, head of E. S. Lowe, Inc., well-known bingo supply house, has announced that Harry Weiss, formerly of Ace Plateless Co., is now associated with his firm. Weiss will be in charge of sales and production of bingo equipment. Lowe also stated that his firm has added four new numbers to its line of large-sized bingo cards in 3,000 series. New numbers are 5½ by 7½ inches in size and range from featherweight thickness to extra heavy cardboard thickness.

EVERY NOW AND THEN we're bucked up by mail from a bingo devotee who uncovers not only interesting news but gives a valuable consumer's angle on the game. Such a letter is Mrs. Leona Van Dyke's, of Brooklyn, who writes:

"I like bingo. In fact, am quite a fan and make it a point to play at least once a week.

"A few weeks ago I had a dreamy look on my face 'cause I only needed one number. Oh, boy, there it was—I screamed 'Bingo!' Much to my horror I won a table lamp and already had two. But when the evening's play was over and prizes were being distributed I spoke to a man with a disappointed look on his face. He was collecting a carpet sweeper. And I needed one of those badly. So I suggested, 'How about swapping prizes?' We did and were both happy about the whole thing. This might be a friendly idea because this is the only complaint I have ever heard against the game—I mean duplication of prizes.

"Something I've noticed at games pleases me. I am not one of the old ladies. In fact, I'm young enough to go other places and enjoy myself. But when I see stay-at-homes, middle-aged, elderly folk and even unfortunate crippled people, who undoubtedly can't get around a lot, coming to the game I attend week after week and really having a good time, I repeat, it pleases me.

"My girl friend and I like to play round robin specials better than any other. The game lasts long and seems to give one his money's worth, as well as three chances to hit a winner. It seems better to buy a special ticket than to pay extra for just a one-time shot.

"From listening in and talking to neighbors and because I am sure you know bingo games are most sociable, I think the most popular prizes are those that are, what I would call, useful luxuries. By this I mean gifts that one desires and can use for the home and yet are a little too expensive for the particular use they might have.

"The game I attend has recently instituted the system of using two cages for numbers, also two men operating the

Spring is also the time for housecleaning and the season when housewives take an inventory of items needed for the home. Ops aiming at cashing in on this market are lining up deals featuring lamps, clocks and other staple home necessities and plan to release them once their Easter promotions are out of the way. Candid cameras are also figured to play a major role in spring promotion deals.

Bingo ops, too, are imparting a spring touch to their merchandise displays. Bunnies and other Easter numbers are sure to appear on stands in the next few weeks. Greatest activity, however, is among ops who are busy lining up dates for outdoor games. Banking on an early spring and hoping that the weatherman will be kinder this year, these men are reported to be scanning the merchandise markets for suitable prizes to flash their stands. Some of the men already have contracted to take over the bingo concession on carnivals while others, preferring to go on their own, are lining up churches and organizations for special dates.

This month will be especially active for the knights of the tripe and keisters, it appears. Many of the boys will be on hand for the opening of the San Francisco Golden Gate Exposition, February 18, while a few regulars are sure to be in New Orleans next week for the Mardi Gras. Along with these two events, many men are turning their attention toward Easter promotions. A new line of Walt Disney glove dolls featuring Dopey; Ferdinand, the Bull, and the rest of this happy tribe are being marketed to attract dems who cashed in on their ability to promote monkey mitts.

Outstanding note in the field at this time, however, is the earnestness with which salesboard and bingo ops as well as concessioners, pitchmen and demonstrators are searching for new items. "What's new?" is the universal question. To date too few items have come forth to meet demand. Certainly if any manufacturers can come forth with numbers that will satiate this desire, they can't help but cash in.

In this way the caller uses first one, then the other. The winning player has his or her board checked up front at the cage not in use. You'd be surprised to know how much time is saved by this procedure. Of course, if there is a mistake the prize is announced and new numbers called after the next prize is disposed of. And getting out at least one-half to three-quarters of an hour

(See BINGO BUSINESS on page 56)



By BEN SMITH

The men behind the Silver Mfg. Co. are apparently aided by a sixth sense when designing radios for the salesboard market. The firm has been unusually successful in creating and selling radios with the necessary flash and appeal to move on a deal. At present it has two sets, the Silver Winner and the Silver Dwarf which, according to reports, are going as well as any the company has manufactured. Deals are available on both. One offers the Silver Winner on a 120-hole card, 1 to 39 cents, with \$38.74 take, and gives away two sets in addition to six combination pens and pencils as consolation awards. The other offers the Silver Dwarf on a 90-hole card, 1 to 35 cents, with \$29.50 take, and also gives away two sets and six combination pens and pencils.

And talking of radios, it seems that Radio Lamp Co. of America has something in its Radio Sight combination lamp and radio. Item is different and should give the boys action. Lamp comes in a number of modernistic designs and the radio is a five-tube RCA-licensed job.

Charlie Seidel, of M. Seidel & Son, has been working on a new deal for the spring and he is just about ready to spring it. Deal features a woman's fur cape on a small card and, based upon the success Charlie had with his winter fur coat deal, it looks good for a strong play.

Duane Price, of Shakel Mfg. Co., dropped into the New York office of *The*

Pitch Palaver

Charley Lomas, lexicographer extraordinary of pitch parlance, comes thru with a new one for the boys in the permanent Social Security and identification nameplate biz. Charley suggests that a stand where the purchaser buys a plate and sees it made before his eyes be henceforth known as a numbers joint, while the agent who takes orders for SS plates and delivers them at a later date be known as a plate pusher.

As the SS plate biz is comparatively new, Charley expects to add more terms as time goes on. Any knights of the tripe and keister who wish to add to Charley's collection of pitch terms for SS plate workers, send them to Charles Lomas, in care of the New York office of *The Billboard*.

Billboard last week to say "hello." He is on the road lining up distributors for his firm's automatic cocktail shaker and is quite optimistic about results thus far.

We ran into two other deals recently which may be of interest to operators. Both work on 42-hole cards, 1 to 29 cents. One gives away either a Lord 1939 model wrist watch or a Univex candid-type camera as major award. The other gives away three pairs of Maid-o-Maid Hosiery as the major. Both have two Wahl Eversharp pencils as consolation awards.

With the sale of phonograph records steadily going up, Walter Spiegel, of Playland Supply Co., expects to cash in on this trend with his new wireless record player which he will announce soon. All you have to do is plug the machine into an electrical outlet and the device plays record thru the radio without any other attachment. Item is popularly priced and should click with John Public.

HAPPY LANDING.

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.

Colonial Coverlets

Jobbers' Supply Co. reports it is offering a complete line of Colonial coverlets in a variety of colors and patterns, such as morning star, olive leaf, rings and flowers, whig rose and lovers' knot with pine-tree borders, designs used in the days of early American coverlet weaving. Other items in Colonial design handled by this firm are plaid utility robes, pillow covers, table runners, star plaid blankets and home-spun-type blankets. It is said all goods are made of virgin wool, which is dyed before being spun into yarn, assuring a fast, rich color. They are going over well as premium items for bingo and salesboards, it is reported.

Portadesk

The new Portadesk by Bennett Brothers, Inc., is reported to be the answer for an exceptional bingo, salesboard or concession prize where play appeal must be combined with genuine utility value. Closed it resembles a suitcase, being 24 by 14 by 7 inches in size, with rigid legs of high carbon steel that unfold from a concealed compartment on one side. The other side opens and forms a back and stationary rack to hold paper, carbon sheets and envelopes. The left half of the desk is for the typewriter and the right half for ordinary desk purposes. When folded for storage or carrying the typewriter is held firmly

in its place, it is said. Firm states that the price is unusually low and that the item is destined to be a winner for operators.

Portable Radio

An unusually neat and compact portable radio, built in airplane luggage style, has been presented by Padco Products. Its small size and complete self-sustaining features make it ideal for beach, office, train and camping trips, the firm reports. Equipped with standard batteries, dynamic speaker, automatic volume control and latest super-heterodyne circuit, it is considered an ideal number to feature as a salescard or bingo prize award. The entire unit is contained in a 13½x8½x7¼-inch case, with adjustable aerial and space for batteries, and it's a natural for ops looking for an item with real appeal and flash.

Amplifying System

A complete low-cost amplifying system has been announced by the Wholesale Radio Service Co. The manufacturers say it was designed especially for use of concessioners at the New York World's Fair and embodies all desirable features of larger and more expensive units. Described as a new version of an old favorite with outdoor showmen, the firm gives the specifications of Model 820-T: 25-watt amplifier, two 12-inch

St. Patrick Day Novelties

B93N15—Silk Shamrock	Gross.	Dozen.
B93N21—Shamrock with Hat	.70	\$0.50
B93N20—Shamrock with Pipe	.70	
B93N3—Green Carrots	1.75	
B93N40—Irish Flag, 1 1/2 x 2 1/2", with Brass Pin	.45	
B93N25—St. Patrick's Blowouts	1.50	
B93N26—St. Patrick's Green Horn with Tassel	1.80	
B93N23—St. Patrick's Green Hats	2.75	.25
B93N38—St. Patrick's Metallic Hats	3.50	.32

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End your correspondence to advertisers by mentioning The Billboard.

speakers, two wall baffles, 50-foot cable and choice of six microphones. System is 100 per cent union made, the firm states.

Chrome Kal-Klok

Silver Mfg. Co. announces an old number in new dress that's again proving its popularity. The Kal-Klok now comes in an all-chrome finish, the firm states, and is being shipped up by salesboard, bingo operators and other users of prize and premium merchandise. It's a rotary alarm clock with perpetual calendar and 30-hour spring-wound movement. The chrome model is slightly higher in price than standard colors of ivory, red and bronze.



Disney Glove Dolls

Pitchmen and concessioners who are looking for red-hot numbers to demonstrate should find the new line of Walt Disney characters in mitt form right down their alley, Crown Toy Mfg. Co. reports. Dopey leads the crew of glove dolls being marketed by the firm. Other characters include Ferdinand the Bull; Pluto, the Dog, and Max Hare, the rabbit. The latter is expected to be a hit around Easter. The popularity of the monkey mitt years ago is an indication of the popularity the new line of glove dolls will enjoy, the firm states. Items are attractively made, are ace demonstrators and sell at a price which insures worth-while profits, it is said.

Singing Lariat

Reported to be headed for record sales is the Singing Lariat, a children's toy introduced last year by Spotswood Specialty Co. Item had its premiere on the West Coast thru use by some of Hollywood's stars and later was a feature in Madison Square Garden. The Singing Lariat has plenty of juvenile appeal, making it easy for boys and girls to become lariat-swinging cowboys and do the tricks that Tom Mix and others have made famous. With such a powerful build-up, item is headed for great popularity, the firm reports.

Handy Miter Box

Miterite is the name of a new small but efficient miter box for homecraft use now available to the premium and prize field and marketed by Fort Wayne Specialty Mfg. Co. Not only is this item more convenient in size and lighter in weight than the usual carpenter miter box, but is also available at a fraction of the former cost, the firm reports. Company also adds that its product is a big money-maker and is ideal as a side-line item.

New Silver Pen

A new type plunger pen which Jackwin Pen Co. reports to be a best seller these days is an all-silver pen looking exactly like those selling at higher prices. By a unique process, the firm states, silver is deposited on a plastic holder. The formula used and method employed are covered by various patents pending, it is said. Design of pen is streamlined, which, coupled with its striking appearance, makes for an item filled with necessary flash and appeal to bring in folding money, the firm declares.

Bulb Tester

A portable device for testing electrical appliances is being marketed by Universal Tester Mfg. Co. The firm reports that the appliance is a boon to coin machine manufacturers and operators. Invention tests all types of bulbs and fuses; operates on 110 A. C. or D. C. current, yet when testing delicate bulbs such as photo-flash or 1.1 volt it will not burn them out, it is said. Comes in two models, Standard and Master.

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SAMPLE-WALNUT \$11.00, IN IVORY \$13.00
BE FIRST IN YOUR TERRITORY **\$10.50** WALNUT \$2.00 EXTRA FOR IVORY IN LOTS OF SIX OR MORE

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Wonderful Round Razor for Under-arm Shaving
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Just the kind of razor every woman needs—a razor that is round and small so that it gets into the deepest hollows of the under-arm. No sharp points or projecting edges. No danger of cutting or nicking the skin. Shaves faster—smooth and clean. Women go wild over it, and men rush to buy it in self defense, so they can have their own razor to themselves. Low priced. Big margin of profit. Write today for Sample Offer.
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SOCIAL SECURITY
IMPORTANT! GET OUR FREE!
NEW CATALOG
 NEW 1939
 And Lowest Price List on SOCIAL SECURITY and 25 Other Name Plate Items — Also Complete Line of Stamping Machines.
THE IDENTIFICATION CO.
 (World's Largest Distributors of Social Security Plates and Machines.)
 242 S. Cedar St., Hazelton, Pa.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
 (Cincinnati Office)

CHARLES SKULLY . . . sheetie, says that the weather is fine in Tampa, Fla., and that business is fairly good, tho there are plenty of boys there to take care of it. The big De Sota Exposition being held there for three weeks is well represented with lear boys, according to Skully. He names the following oldtimers as working Tampa at the present time: Columbus Johnson, Tex Dabney, Jack Brewer, Danny Lewis, Pappie Graham, N. C. Smith, Jimmy Salene, Jake Croft and Kid Ellis.

BOB POSEY . . . from Muncie, Ind., that heavy snow and slow business in Michigan have forced him to leave there. He would like to see pipes from Jack (Gummy) Currant, Al Decker, Jim Osborne, Al West and Al Cover.

JUST WAITING for something to happen doesn't pay off in cash dividends.

WILLIARD GRIFFIN . . . better known as the Mississippi Kid, and wife, who have been spending the winter in Nashville, Tenn., rambled into Cincinnati last week and visited the pipes desk. They plan to remain in the Queen City for a few days before going to Chicago to purchase a car and trailer.

BILL HARTSELL . . . pipes from Indianapolis: "Just ran across Texas Blackie, the tattooer, here and we sure had a big talk test over old times. He has been tramping for 36 years and I for 27 years."

PITCHMEN'S SAYINGS: "Give me your handkerchief and I'll put a pretty picture on it."—W. S. (Dad) Parker.

"JUST FINISHED . . . working here in H. L. Green's with my wire work," pens Eugene Brunk (Gold Wire Gene) from Columbia, S. C. "No money here," he continues, "just a living. I ran into George Sally with Sphinx tea here. He is a fine worker but just couldn't get it here. Would like to read a line on Stella Starr."

EDDIE DE BOLD . . . opened recently with Korux in Columbia, S. C.

WHAT'S DOIN' on the special indoor vents this winter? On you, peeler, pen and other specialty workers, pipe in.

DOC JERRY COATES . . . writes from Providence: "Business here is bad due to intense cold and snow. There is money here, tho, when the weather is nice, as I got folding money the first week here, but stay away until warmer weather. We made plenty of folding money in Utica, Schenectady and

Albany, N. Y., and in Bridgeport, Conn., on herbs. Met Charles Fisher, of peeler fame, in Utica, where he did well. Said he lost all his stock in the New England flood. I'd like to see pipes from Frank and Kay Lubby, Art Nelson, Jack Mahoney, Jack Lang, Eddie Gillespie and fellows on the West Coast."

ALTHO A BLIZZARD enveloped almost all of the Midwest last week, it won't be long until the bluebirds begin to sing—and so will pitchmen.

W. L. FYKE . . . has been working a department store in Cleveland for the last four weeks to mediocre business. The town is filled with pitchmen and spots are hard to get, he says. He'll stick around for some time, however, as driving at this time of year is bad. He wonders what has become of Bob Linenfelsler, Hal Spight and Al Decker.

STANLEY NALDRETT . . . worked a chain store in Macon, Ga., the first week in February, with Professor Le Roy pitching astrology in the same store. Last week Naldrett made a chain store in Augusta, then jumped to Atlanta for this week.

TRIPOD OPININGS: "Have your product back up your talk if you want increasing business."

AL SEARS . . . informs thusly from Newark, N. J.: "There's plenty of snow, and we had a big blizzard last week. Pitchmen are pitching snow at 60 cents per hour, as there is a shortage of men, and the leafies are cutting up sheets of ice at 80 cents per hour. Some of the boys are working in stores. Joe Morris is clicking with glass knives and Joe Lesser with health books."

CHARLEY KASHER . . . is reported making spots in Florida.

PITCHMEN'S SAYINGS: "Hello, Senator!"—Sammy Goldstein.

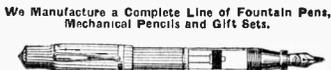
TAKING CARE . . . of the leaf and what have you in the Shenandoah Valley are Billy (the Kid) Dietrich, Specks Higgins, Blackie Shifflett, Barrel Rodeffer and Col. C. A. Maitland, reports Jack (Bottles) Stover from Strasburg, Va.

LEONARD ROSEN . . . drops a line from the Denver Stock Show: "There are just a few pitchmen here, but jewelry is well represented with six stands. Dick Ford has the main store. L. Sax, jewelry operator, did a facout on the third day. Things are really tough, but there are many jackpots being cut up. Many boys have

PER GROSS \$1.10
BETTER PLUNGERS
 3 Assorted Samples Postpaid 50c
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WRIST WATCHES \$2.95
 In New Cases,
 Send for Circular, showing the Biggest Bargains in Reliant Watches and Unredeemed Diamonds in the country.

H. SPARBER & CO.
 106 North 7th Street, St. Louis, Mo.
 We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
 Manufacturers Since 1913.
 16 N. Union St., Dept. "F", Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipments.

FREE CATALOG!
 showing newest fast-selling items, highly polished, in Lockets, Crosses, Engraving Jewelry, Cameo and Whitestone Rings. Send \$2.00 for complete samples. J. A. O. K. ROSEMAN CO., 307 5th Ave., N. Y. City.

NEW 1939 LINE
 OF PENS, SETS AND COMBINATIONS
 Write for New Price-List.
ARGO PEN-PENCIL CO., Inc.
 220 BROADWAY, NEW YORK, N. Y.

Every \$1.00 Gets you \$5.00
 Yes, sir, real profit. Goodrich Home Workers always have dough, and when you sell prospecta Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs., write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH,
 1500 West Madison, Chicago.
 Dept. BG-2.

FUR COATS
\$11.50
 Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real flash for salesboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$8.00.
WAYNE FUR CO.
 8761 Linwood Ave., Detroit, Mich.

FELT RUGS
 Assorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.25 will bring you two Sample Rugs. Sizes 27x54 and 35x70 (Postpaid).
AMERICAN RUG CO.
 11 LEWIS ST., NEW YORK CITY.

MEDICINE MEN
 Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 187 E. Spring St., Columbus, Ohio.

— SWING IN THE NEW —
YOU'D SWEAR IT'S A \$5.00 PEN!
 • First time ever offered •
GENUINE SILVER ON PLASTIC
CASH IN ON THIS SENSATIONAL SMASH HIT IT'S A SELL OUT
 The Beauty of this Article Sells Itself
JACKWIN PEN
 50 W. 28th St., N. Y. C.

YOU CAN COVER THE SAME STORES AGAIN
 They're Tiring of Colors
 A Gorgeous Streamline Fashioned of Plastic
 Genuine Silver on Plastic
BIG PROFITS FOR YOU
 Sample 50c Prepaid
 Write Today for Unbelievably Low Quantity Price.

OAK-HYTEX BALLOONS
NEW DOPEY TOSS-UP
 This lovable little chap from the Walt Disney studios has won a permanent place in the hall of popularity. And this likeness in toy balloon form offers you a grand opportunity to make money.
 Sold by Leading Jobbers.
The Oak Rubber Co
 Ravenna, Ohio.

New!
REMCO BLADE DEAL
\$5.00 TRAVELING KIT
 Case is Genuine Leather. Contains 8 Pieces, including a Monarch Electric De Luxe Shaver. The Military Brush and other Fittings are Guaranteed to be Real High Quality.
FREE WITH EVERY 1,000
REMCO
 MICRO TESTED
RAZOR BLADES
 REMCO D. E. BLADES (20 Pkgs. 5¢) @ 69c Per 100
 REMCO S. E. BLADES (25 Pkgs. 4¢) @ 87c Per 100
 REMCO THIN D. E. BLADES (20 Pkgs. 5¢) @ 1.05 Per 100
 1/3 Deposit — Balance C. O. D.
 Send 10c for Sample & New Catalog.
REMCO BLADE CO.
 134 WEST 32D ST., NEW YORK CITY.

HOTTEST DEAL IN YEARS
SALESBOARD MEN! SALESMEN! AGENTS! WHOLESALERS!
BIG PROFITS!
FAST ACTION!
BRAND NEW!
SIZZLING!
 Get in on the Ground Floor. For particulars, write or wire today.
LEO PEVSNER
 5 S. WABASH, CHICAGO.

NEW CATALOG!
 showing latest, fast selling Cameo and Whitestone Rings, Lockets, Crosses and Engraving Jewelry. Send for FREE CATALOG, or \$2.00 for samples.
Majestic Bead & Novelty Co
 307 Fifth Ave., N. Y. C.

SOCIAL SECURITY PLATES
 Size 3 1/2 x 2
 100 Plates, \$ 4.50
 1000 Plates, 40.00
 100 Double Cases, 3.00
 100 Single Cases, 2.00
 Sample Plate 10c; with Name and Number, 25c.
 Send for Circular, 311 Degraw Street, Brooklyn, N. Y.

★★★ BLADES
WORLD'S BEST VALUES
 No. 1—5 to a Box, Cellophanned, 1,000 Blades \$2.50
 No. 2—Famous "Champion" Brand, 5 to a Box, Cellophanned, 1,000 Blades 4.25
 No. 3—Pilgrim De Luxe "Heavy Duty," A Real He-Man's Blade, 5 to a Box, Cellophanned, 1,000 Blades 7.00
 Orders for 100 Blades or more gladly filled upon full payment plus postage. Deposit on C. O. D. Orders. (Big Profits.) Samples 10c.
SINGER BLADE CO.,
 901 Broadway, New York.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!
 Big earnings for ambitious men and women in new unexplored field with famous nationally advertised Hoover line of smart, attractive uniforms for restaurants, fountain, hotels, taverns, stores, office, doctors, dentists, etc. Not home-to-home. No expense—no money needed to get into this new, big-income business. Mail postcard now for beautiful new Uniform Style presentation, actual sample and money-making equipment—sent FREE!
HOOVER
 Dept. BJ-15B, New York

**Newest Styles
RINGS and LOCKETS**
ALSO
1939 ENGRAVING PINS



Jewelry Sales are very big now. We have the best selling styles in Cameo and Whitestone Rings; the best Locket Values.

Also, a complete line of 1939 Engraving Pins featuring the Most In-Skate Pin and Engraving Machine Outfits. Also Leather Goods and Photo Jewelry. Write for Catalog No. 23 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.



Earn \$20.00 Daily Selling the Midget

"EXPLODES, LOUD AS A GUN"

A prospect for 6 to 12 in Homes, Stores, Offices, Farms, etc. Circulars Free. Demonstrating model without caps 25c. Postpaid. 1 dozen with caps, \$1.50. Ex. Collect. 2 & 3 stamps accepted.

ROYAL NOVELTY CO.
512 Washington St., Johnstown, Pa.

LOWEST PRICES GUARANTEED

Sharp Needles (Retail \$2) 1,000 Needles 25c
Tailor Needles 1,000 Needles 50c
Millinery Needles 1,000 Needles 75c
Embroidery Needles 1,000 Needles 80c
Self Threading Needles 1,000 Needles \$1.30
Needle Threaders on Card Gross 35c
Army & Navy Needle Books Gross 1.15
World's Fair Needle Books 100 Complete 4.50
Needle Packages With Needle Threaders.
Big Seller (Big Profits) 100 Complete 1.95
Samples 25c. Small Orders Gladly Filled.
Deposit on C. O. D. Order. Free Circular.
PILGRIM NEEDLE CO., 874 Broadway, N. Y.

Guaranteed Blue, Double Edge, Packed 5c, Cello.
BLADES \$2.35 Per 1000
Single Edge—Packed 5c, \$4.50 per 1,000.
Electric Shavers, Cut, 1 Yr., Each 75c; Doz., \$8.25
Send full amount or 50% deposit.
STAR PRODUCTS, Box 230, Buffalo, N. Y.

"Quick Action" (1939) Perfected (Streamlined) Automatic Gas Lighter.
500% Profit. We Pay Parcel Post. \$1.00 a Dozen; \$5.00 a Gross; Sample 10c.
Lights Gas Instantly Packed on Individual Cards.
NEW METHOD CO.
Box BB-34, Bradford, Pa.

SPICY GREETING CARDS
Here's Hot Sellers for Quick Easy Profits. 20 new, peppery, spicy comic **EVERYDAY GREETING CARDS** every adult buys and repeats again. Printed in 2 flashy colors, each with envelope. Agents, Salesmen, Storekeepers clean up with this 10c seller. Amazing profits. 100 Cards, assorted, with Envelopes. \$2.50; 500, \$10.00. 20 Sample Cards (without Envelopes). 50c.
YE COME SHOP, Dept. E.
2463 Kensington Ave., Philadelphia, Pa.

VETERANS DON'T SLEEP
Old-Timers getting in on new low rates on big sellers. Veterans' Joke Books, Flax Book, Will Rogers Joke Book, Magazines 2c to 3c. Holiday flashies. Quick sellers. Write for particulars. Sample 10c.
VETERAN'S SERVICE MAGAZINE
169 Duane St., New York City.

SOCIAL SECURITY PLATES
Over 40 million buyers. Universally needed, inexpensive, pays tremendous profits and a money maker. Salesmen and agents wanted full or part time. Also new plan tells how to employ others to work for you. No money needed, we start you in business. No experience necessary. Write now.
FEDERAL NAME PLATE CO., 287 Broadway, New York City. Dept. (B-1).

Guaranteed, Blue, Double Edge, Packed 5c, Cello.
BLADES \$2.50 Per 1000
Single Edge—Packed 5c, \$4.50 per 1,000.
25c Deposit with Order. Bal. C. O. D.
JEDRO CO., 132 W. 32nd St., New York City.

blown, but among those remaining are Mannie and Jack Dubinsky, Dick Ford, Don Ainsley, Harry Schwartz, novelties, and Red Brennan, tricks and cards. Rick Linedecker, ex sheetie, is the concession man who took care of all the boys, who will give Nick a hoist for the swell job he did. Pipe in, Eddie Gillespie and Bill Sherrick."

BILL MACK that he recently played the new dance hall there with the Stevens Shows. He says bad weather played havoc with the date, however. Musical May Mack was with the Stevens organization, playing her novelty string and reed instruments, Bill reports.

COLLINS, THE "MIRACLE MAN" writes from Durham, N. C.: "Three-cent shows playing North Carolina which try to make school principals believe they are sent out by some government society will find themselves in the clutches of the law if they continue. The license is \$25 a day for animals but can be fixed for \$10. Failure to pay means a fine of \$25 for each day in the State, or property will be sold for the debt. Claim of ownership by others than the operator will not help. This is not a new law. The officers have been most reasonable in not collecting the license because they realize that it is hard to make the reader. Local showmen who charge 10 cents will see that the 3-cent fellow pays. The license man was to see me last week for the first time in 20 years."

WHY GIVE bad tips on good spots? Have you ever considered the fact that they may boomerang to you later?

DAVE JACKSON "I am working twisters in McKeesport, Pa., to fair business. I would like to read a pipe from Johnny Johnson, the wonder mouse worker. There's no reader in McKeesport. Any of the boys who want to work this good spot see Mr. Smith in the freight office of the B. and O. Railroad. Would like to see a pipe from Doc Tommy Adkins and Tommy Burns."

JAMES L. OSBORNE drops a line from Oakdale, La., to say that he's still in the land of gumbo and getting along okeh. Says he recently glimpsed Bill Brooks, of jam fame, with Riggs Circus. Osborne is getting ready for his annual Northern tour.

THINGS WE NEVER HEAR: "Let's stop subjecting salesmen and pitchmen to local-business-clique attacks and give 'em a chance."—Local merchant.

E. A. PINE recently arrived in Macon, Ga., where he reports the weather fair and money scarce. He stopped at Folkston, Ga., and saw Chief Jones and Chief Watkins. Says he will take his Southern route thru Texas and asks that Jack Hendrix, Phil Mullens, Frank Libby and Lloyd Fisher pipe in.

JOSEPH LANCE sheetie, pencils from Columbia, S. C.: "Columbia is tough on the boys this year. Have seen Stella Starr, Gene Brunk and George Sallay here. All found it tough."

YOU CAN'T promote local favor and prestige for yourself and your profession if you continue your knocking habits and leave rubbish about your stands.

GEORGE BENWAY recently left Pittsburgh for Tampa, Fla., because of the cold and stopped off for a few days in New Orleans. He reports that he visited the Kortess Museum in the Crescent City and met the veteran talker and pitchman Blaine Young, who was lecturing with show. Benway and Young tramped together years ago on a med optry.

BILL GARFIELD writes that the only pitch store in New York City at present is the Seigel Hall of Science, 42d and Broadway, which he says is still clicking after three years of play.

ARE ANY OF YOU fellows working the dole in Tampa, Fla.?

FRED McFADDEN is reported working cleaner crystals in five stores in San Francisco, as well as jewelry at the roller derby in Civic Auditorium there, to fair business. Jimmy Ryan and Bud Parson, with their wives, are helping McFadden.

Pitchdom Five Years Ago

Doc Roy Butler managed to collect some lucre at the Gasparilla Carnival, Tampa, Fla. Bristol, Va., proved a winning stand for Doc A. Anderson. Billie Cummings was getting a lot of takers with his soap and razor paste in Victoria, Tex. Chief R. Deerfoot had his Indian entertainers clicking in Cincinnati theaters. J. S. Meade, who many of the specialty workers remembered as the inventor and manufacturer of pull-apart cuff buttons, retired from Pitchdom and was residing on his farm near Rising Sun, Ind. Harry Levitt had his outfit "in the barn" in Denver. Texas territory was proving good pickin's for Don A. Napier. Mr. and Mrs. Jack Williams were enjoying good business in Greenville, Miss. Heavy snows in New Brunswick, Can., made it necessary for Walter and Mollie King and son, Pat, to close their show. Madaline E. Ragan wasn't having any difficulty disposing of sex books in Tampa, Fla. H. B. Menefe continued to work doorways on West Berry street, Ft. Wayne, Ind., to lucrative results. Mr. and Mrs. Joyce Maxwell Reynolds were getting the geedus with soap and med in Tampa, Fla. Kerr Indian Remedy Co. was rollin' right along in the Carolinas. Maurice Murphree quit the med-show field in favor of going into the verse and poem writing profession. Doc Carey, well-known subscriptionist, was seriously ill at his home in Monroe, La. Among the specialty workers scoring at the Toledo Auto Show were Bert Glauner, strollers; Charlie Ray, peelers, and Bob Warner, rules. F. (Fergie) Ferguson, veteran road ambassador of Ohio Medicine Co., returned to Columbus, O., from a swing thru Pennsylvania and West Virginia on business. "Business is bad for the boys here," was the word from Tom Sigourney from Chicago. Among subscriptionists at the Newark (N. J.) Auto Show were Ted Robinson, Sammy and Bill Davis and Duke Monahan. Rajah King, wire worker, was clicking in Tampa, Fla. That's all.

HOW MANY OF YOU will come out with that old pep when the winter has passed?

SAM LEWIS is reported to have opened a store on Main street in Lawrence, Mass., with workers including Sailor Jim White.

T. D. (SENATOR) ROCKWELL letters from San Francisco that the boys are flocking in from the North, South, East and West and that he's going Western with whiskers, a big hat, cap pistol and spurs. Says Carl Richardson is in town working wax mice and that Sid (Ole Pop) Shipman is still complaining of the draft thru the rooms.

CAN ANYONE tell us why pitchfolk shouldn't be given the same unaltered opportunities to earn subsistence for themselves and families as are tendered to those in any other profession?

"SINCE I QUIT" talking so much about the other man's business and put my mind and efforts to my own I am doing much better than before," tells Capt. Frank Curry from

Rock Hill, S. C. "Being a johnny come lately," writes Curry, "the oldtimers won't take advice from me, but don't you think their receipts would enlarge if they tried the same? I would like to read 'em from Doc J. C. Miles, Doc W. Y. Rowe and L. R. Earnest."

MANUFACTURERS and jobbers—Why not announce your new items now?

HENRY AND ART BARRETT jumped into San Francisco recently to work Svengali cards.

EVERY YEAR about this time the pitchman, filled with increased energy, looks forward expectantly for a year of better opportunities.

HELEN AND DICK RICHARDSON are still in a department store in San Francisco with peelers and twin curl cutters. "Long-Jump" Fred Big is there also.

MANUFACTURERS and jobbers: Announcements of any specialties, new or old, right now are opportune.

Events for 2 Weeks

- (Feb. 13-18)
- CALIF.—Cloverdale. Citrus Fair, 18-22.
 - Los Angeles. Yacht Regatta, 18-22.
 - CONN.—New Haven. Dog Show, 18.
 - FLA.—Fort Lauderdale. Broward Co. Fair, 14-18.
 - Sanford. Seminole Co. Fair, 13-18.
 - IND.—Terre Haute. Shrine Circus, 11-18.
 - LA.—New Orleans. Mardi Gras, 16-22.
 - New Orleans. Dog Show, 18-19.
 - MD.—Baltimore. N. A. Sports Garden & Outdoor Life Show, 17-25.
 - MICH.—Detroit. Builders' Show, 17-26.
 - N. Y.—New York. Natl. Sportsmen's Show, 18-25.
 - O.—Cleveland. Grotto Circus, 6-18.
 - PA.—Philadelphia. Natl. Home Show, 10-18.
 - S. C.—Greenville. Indoor Circus & Expo, 13-18.
 - S. D.—Sioux Falls. Indoor Circus & Stage Show, 12-18.
 - TEX.—Brownsville. Charro Days Celebration, 11-19.
 - El Paso. Sheriff's Posse Rodeo, 17-19.
 - El Paso. Southwestern Live-Stock & Agri. Assn., 18-22.
 - Galveston. Mardi Gras, 17-21.
 - Laredo. Washington's Birthday Celebration, 18-22.
 - WASH.—Seattle. Gift Show, 19-23.
- (Feb. 20-25)
- ARIZ.—Tucson. Rodeo, 23-26.
 - CALIF.—San Bernardino. Dog Show, 26.
 - FLA.—Eustis. Washington's Birthday Celebration, 22.
 - Eustis. Lake Co. Fair, 20-25.
 - Fort Myers. Southwest Fla. Fair, 21-25.
 - ILL.—Chicago. Dog Show, 26.
 - LA.—New Orleans. Style Show & Exhibit, 24-27.
 - MASS.—Boston. Dog Show, 21-22.
 - MICH.—Detroit. Shrine Circus, 20-Mar. 5.
 - N. Y.—Buffalo. Dog Show, 25-26.
 - New York. Gift Show, 20-24.
 - Niagara Falls. Dog Show, 24.
 - TEX.—Houston. Fat Stock Show & Live-Stock Expo., 25-Mar. 5.

ELGIN & WALTHAM
REBUILT WATCHES **\$1.75**
7 Jewel, 18 Size, in S.
H. Engraved Cases, at
Send for Price List, Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo

FREE SPORS
Wholesale Catalog
Has 260 pages of world-wide bargains; 4,000 salesmen's specialties; 4,000 specialties; selling plans; new creations; outstanding values—rock-bottom wholesale prices. This catalog is Free. Send for a copy today.

BARGAINS

No. 4	Lady Vee-Ja Beauty Powder	\$ 2.48
D383 L. V.	Powder and Perfume, California Wrapped	4.32
R83	Fountain Pen and Pencil in One	18.80
N310	Men's Quality Pocket Combs	1.98
V89	Charms, Assorted	.65
N203	Home Needle Book, 22 Needles	1.09
N126	Mending Kit, 8 Spools, Thimble, Etc.	6.45
M584	Quality Pipe with Ball Cleaner	6.95
M74	Filter Cigarette Holder	4.45
E317	Imperial Dry Shavers, Each	.65
M563	Smooth Sailing D. E. Blades, 1,000	2.95
M564	Smooth Sailing S. E. Blades, 100	.50
M207	Genuine Leather Billfolds	0.95
V69	Tie and Collar Holder Sets	1.85
T84	Perfume in Ass'd Shape Bottles	1.85

2-39 Erie St., Le Center, Minn.

Next Issue LIST NUMBER
Will Feature the Following Lists:
WINTER FAIRS CONVENTIONS COMING EVENTS DOG SHOWS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

The Billboard
Circulation Dept.,
25 Opera Place
Cincinnati, Ohio

Out in the Open



by Leonard Traube

Future of Side Shows

ARE side shows progressing with the times? Is talent for same available in as large proportion as in the boom years? Are operators getting better, worse or remaining about the same? What about competition from other forms of show business? Are operators putting as much capital investment into their side-show enterprises as formerly?

These and other questions pertaining to an important branch of the outdoor business have been on our alleged mind for a long time. It was only logical, therefore, that we asked the assistance of Charles Willard (Doc) Foster, veteran side-show lecturer, for a sermon on the subject. Doc Foster is a highly intelligent member of his craft. Recently he made a bid for national attention by appearing as guest of the week on the Fred Allen program, delivering his lines beautifully and conducting himself with great credit to himself and to his profession.

Doc Foster concentrates in the main upon Coney Island, N. Y., in discussing side-showism, but we have an idea the points he makes are apt for other resorts and also for traveling Ten-in-Ones. Without further ado the genial doc mounts the podium and the symphony starts under his baton.

By C. W. (DOC) FOSTER

DURING recent years there has been a terrific falling off in side-show business in Coney Island. There have been many contributing causes. Chiefly, of course, there is the well-known depression. But that alone cannot be blamed for the almost total collapse of this once profitable line of endeavor. The motion pictures have taken their toll of the side-show business. In addition, the public seems to be pretty well fed up with the misrepresentation practiced by many managers who believe in the maxim, "get 'em in and show 'em nothing."

I had one such manager say to me, "Do you think that I am going to pay anyone a salary to sit around all day?" He meant, of course, that he wanted only acts that sold something so that they would pay their own salary and part of the operating expenses as well. This did nothing to improve the entertainment value of his program.

Then, too, there is the ever-present extra added attraction with its extra fare which in many instances was a flagrant hoax from beginning to end (without the saving grace of creative ballyhoo or skillful production to justify the sham as Barnum used to do.) All this has caused a reaction on the part of the public that is anything but conducive to an uplift in the box-office angle of the side-show business.

In prescribing for this really sick industry there must be no halfway measures if the patient is to be cured. The surgeon's knife must be swift, sure and unflinching; the incision must be

GREAT SUTTON SHOWS

WILL OPEN AT OSCEOLA, ARK., APRIL 15.

CAN PLACE Shows, Rides and Clean Concessions. Will sell exclusive on Corn Game and Cook House.

BOX 304, Osceola, Ark.

WANTED TO BUY

TOLEDO AUTOMATIC FISHPOND.

Give lowest price cash. State all in letter. Also interested in Skill or Novelty Game. Address J. A. RIVARD, 2031 Sanguinet St., Montreal, Quebec, Canada.

FOR SALE

25 KW E. B. KELLY LIGHT PLANT

Complete for immediate use. Practically new. Stored in New Jersey. Reasonable offer refused. SAM MECHANIC, Philadelphia, Pa. 2808 Kensington Avenue.

deep and long if the business is to survive; it is absolutely necessary to remove every bit of this cancerous growth.

I KNOW some of you will say, well, it is easy to criticize, but who has a plan to halt this decline? In my humble way I am offering my personal panacea. Men of the highest caliber must be induced to take the helm. It would be a swell idea to have a "czar" like Will Hays of the movies with the final say on all matters of public relations. I am firmly of the opinion that the time is ripe for the return of the old-time music hall with its revue, singing waiters and snappy vaudeville entertainers to be introduced on the side.

Elimination of the ballyhoo and an absolute doing away with amplifiers on the street, which have become an absolute menace to the peace and enjoyment of the public at large, are necessary. Above all else, have a staff of people engaged for their ability rather than the cheapness of their hire or their relationship to the management.

After 35 years of experience I can say with all sincerity that the sooner this plan of procedure is adopted the sooner will the sun begin to shine upon this once popular branch of the amusement business.

Hartmann's Broadcast

ON PAGE 3 of this issue appears a news item about two bills in the House and Senate of West Virginia the purpose of which are to liberalize licenses for circuses, carnivals, midway shows, riding devices and concessions in the State.

One of the bills would repeal the whole of Article 12, Chapter 11 of the State code, covering such licenses. For circuses it would call for fees according to the number of railroad cars or trucks carried. Carnivals would be taxed by the week, plus a fee for each show, ride and concession making up the organizations. Where independent shows, rides and concessions are concerned there, of course, would be no carnival license fee asked.

Under the other bill circuses and carnivals would be taxed according to the population of a city or town played, and there would be a sliding scale for games, the average fee running about \$10 a week.

The present law has caused many outdoor shows to give West Virginia a wide berth, calling, as it does, for exorbitant fees in some cases and prohibitive fees in others. Think of concessions, for instance, being required to pay \$10 apiece a day for a license! A law barring them completely could be no worse.

Whether the two bills will be merged or one discarded remains to be seen. While the license fees called for are still high, the proposed measures are a step in the right direction and deserving of support. As the author of one of the bills expressed himself, liberalizing transient amusement licenses will result in increased revenue for the State. But just as important is the consideration for citizens of West Virginia, children and grownups alike, by making it possible for them to have a greater variety and better selection of their favorite forms of outdoor amusement.

The adoption of either one of these measures, too, will mean much to the fairs in West Virginia on whose midways the heavy license fees are now required. It is only natural that when fees are exorbitant for transient amusement people, fairs must take less for their space, whether sold on a flat-rate basis or percentage. That means fairs will benefit from the reduced rates the same as operators of shows, rides and concessions, and should lend their support.

Incidentally, there is another State which might find itself in the same boat that West Virginia is trying to get out of. It is Georgia. In the House there a bill was recently introduced to amend the General Tax Act of 1935 by taxing the midways of the agricultural fairs of the State. It has been referred to the Ways and Means Committee. Just what tax will be required we have not learned, but regardless of what it is, if the bill is passed Georgia fair men will have to help pay it indirectly—and by indirectly we mean having to accept a smaller flat rate or percentage from the midway people.

Therefore, it behooves showmen and Georgia fair men to make their voices heard at once if they have not already done so.

Notes from the Crossroads

By NAT GREEN

FLORIDA FILETS: Said the Crossroads mug when he headed south: "We'll forget show biz and just rest." . . . But it can't be done! . . . You hit a town and there's Joe Blow with a welcome greeting. . . . He tells you Bill Elvins is down the street and you must see him before you leave. . . . Bill greets you effusively, asks about the boys in Chi, and reminds you that you should look up Jake Elzenstein in Miami—and so it goes. . . . At Tampa the vanguard of showmen was just arriving as we departed. . . . P. T. Strieder and his publicity man, Jim Malone, busy greeting visitors and looking after multifarious fair details. . . . Floyd (Whitey) Newell, who knows everybody, acting as ex-officio greeter. . . . Irish Horan doing a swell job of announcing for Lucky Teter and his Hell Drivers. . . . Bill Breitenstein, whom we hadn't seen for years, the same old Bill and working with Ralph Hankinson, auto race impresario. . . . John Sloan, Midwestern auto race man, hustling around the grand stand and infield. . . . Alan DeMetrie, famous photog, getting shots of the crowds and Hell Drivers. . . . J. C. McCaffery, B. S. Gerety and Rubin Gruber driving in from Mobile. . . . Arthur Hopper, in from Miami, pausing long enough to visit with the boys before going to New York. . . . Ralph Lockett in from Augusta as representative of the Johnny J. Jones Exposition. . . . Fred Beckmann and Jimmie Simpson among those expected in as we left.

SARASOTA: Our first visit to the Ringling winter quarters, and time for only a brief glimpse of the immense grounds that cover some 700 acres. . . . Also it was Saturday afternoon, Henry Ringling North, Roland Butler and Frank Braden were hard at work in their office car, and George Smith, R-B manager, busy on the grounds. . . . Capt. Terrell Jacobs putting his mixed group thru their paces in the big 50-foot arena and a couple of lions put on as pretty an unrehearsed scrap as one would care to see. . . . The new animal house designed by Capt. Jacobs has some wonderful features, of which more another time. . . . Dolly Jacobs, by the way, expects the stork any day. . . . Across the State from Sarasota to Okeechobee and down the east coast, glimpsing alligator farms, bird farms and other show adjuncts along the route, but firmly keeping to our course.

MIAMI: Driving over from Sarasota, bumped into S. T. Jessup, of U. S. Tent and Awning Co., in Fort Lauderdale. . . . After a few days in Miami he planned to make several stops on his way to Washington and New York to attend meetings of the National Tent Manufacturers' Association, of which he is president, and confer with government officials. . . . At the West Flagler dog track one of the Judges is Verne Soule, an old Chicago boy; and in the money room is Maxie Herman, who wanted to be remembered to the boys at the Showmen's League. . . . At Hialeah Eddie Owens, a Cinoy boy, passing several weeks until opening of the carnival season. . . . E. J. Dolan, veteran agent, picking 'em much more profitably than the Crossroads mug. . . . Clem Schmitz, New York show insurance man, in a box at Hialeah with Lucky Teter and party. . . . Downtown on Flagler street, Steve Trumbull, former Chi radio

man, on his way to the night trick on *The Herald*. . . . Irving Goldstein, of Humal whistle fame at A Century of Progress, taking it easy until the New York fair gets well under way. . . . On the beach boulevard Prof. A. F. Seward, Chi astrologist, has an elaborate set-up and is playing to sizable tips, but says biz is off compared with last season. . . . Carl Halpern, photog, working on Hollywood Beach until time for opening of the park season at Ocean Park, N. J. . . . Miami is a bingo paradise. . . . The Bingo parlors range from dinky store-rooms for the nickel and dime crowds to elaborate, luxuriously appointed parlors, most of which include roulette, et cetera.

Tampa 2-Week Gate 537,778

TAMPA, Fla., Feb. 13.—Second week of Florida Fair and De Soto Exposition, January 31-February 18, closed with attendance of 301,664, bringing total for the first two weeks to 537,778, about 10,000 under that of the same period last year. Drop is considered due to the fact that this year for first time gates will be open a third week, several big days having been postponed from the usual second-week calendar.

Fine weather every day and night thus far has greatly benefited all departments, particularly the midway and concessions. The no-pass policy in the grand stand has increased receipts in comparison to last year's.

Lucky Teter again drew large crowds with a spectacular program Thursday afternoon. Friday was State School Children's Day, kids from all over Florida being guests of the exposition. Attendance was \$5,778. On Saturday auto races were the main feature, and Tony Willman chalked up his third win, having taken top honors in all events during this fair. Friday and Saturday nights' new attraction was a Latin American and Modern Style Show, featuring festival dresses of 21 countries and modern adaptations of the same styles.

Royal American Shows' midway is the center of the outdoor amusement world, as representatives of the New York World's Fair and many other fairs and festivals inspect new rides and shows. Executives of the Amusement Corp. of America are meeting daily. Registry list shows visitors from nearly all carnivals in the United States.

Showmen's League of America staged the annual midnight benefit Saturday night in the Park Theater with entertainers from the Royal American Shows, Ernie Young's Revue, the Ringling show, Tampa Terrace Hotel Palm Room and others, presenting more than 20 acts.

Officials are optimistic regarding the final week. Shrine Day today was expected to bring large crowds from all over the State. Tampa Day on Tuesday is also expected to be big, stores and offices closing for a half day. Lucky Teter is slated for more thrills on Thursday and auto racing again on the final Saturday. The Young Revue will offer a complete change of program.

KING REID SHOWS

Want to hear at once from CARROLL MILLER, THE SHELLYS Mail address, Dorset, Vt.

PAN-AMERICAN SHOWS

OPENING EARLY IN APRIL.

CAN PLACE Attractions, Shows, Rides, Concessions that don't conflict. WILL BOOK Octopus, Ride-O with own transportation. Will furnish outfits for Side Shows, Hula, Monkey Circus, Athletic, Minstrel, Hill-Billy and Single Pit Attractions. WILL BOOK Drome, Wild West, Mechanical and Wax Shows with own equipment and transportation. Concessions all WILL BOOK legit. Concessions only that work for stock. No Wheels. No Sticks. CAN OFFER capable Cook House Man partnership proposition. Useful and experienced People in all lines write; no wires. Address PAN-AMERICAN SHOWS, 411 Broadway, Johnston City, Ill.

JOHN R. WARD SHOWS

OPENING BATON ROUGE, LA. MARCH 4.

WANT Shows with own outfits. Ten-in-One, Side Show, or will furnish complete outfit for capable Side Show Manager and People. Side Show Act write. Shorty Tappin write. WANT Managers for Crime Show and Fun House. Will furnish outfits for capable Showman. WILL BOOK all Stock Concessions, place Stock Concession Agents. Have four Spring Celebrations. Write BOX 145, Baton Rouge, La.

ROUTES

(Continued from page 22)
Mock, George (Gray Wolf Tavern) Youngstown, O., nc.
Mofett, Adelaide (The Ranch) Seattle, nc.
Moffet, Adelaide (Plaza) NYC, h.

Rosalee & Seville (Ambassador) NYC, h.
Rose, Semmy (Pioneer Nut) NYC, nc.
Rose, Johnny (Pioneer Nut) NYC, nc.
Rose, Harry (Colosimo's) Chi, nc.

Wilcox, Verne (State-Lake) Chi, t.
Williams, Pearl (Hickory House) NYC, re.
Williams, Jack (Palmer House) Chi, h.

Tip-Top: Guyton, Ga.
Virginia Am. Co.: Cottageville, S. C.
West Texas: Sanderson, Tex.; Ft. Stockton 20-25.

Aerialists Win Pier Suit

ATLANTIC CITY, Feb. 11. — A jury in Circuit Court here awarded damages of \$12,000 to Oskar and Ellen DeMetri, aerialists, in a \$100,000 suit against Steel Pier.

Acts playing the pier absolve both George Hamid, the booker, and the Pier management in case of accident—a "must" clause in all contracts.

SPECIAL ANNOUNCEMENT

Insurance for House Trailers, Automobiles, Trucks, Concessions, Skating Rinks, Animals, Etc.
"SHOWMAN'S INSURANCE MAN,"
CHARLES A. LENZ

Now 695 17th Ave., N. E., St. Petersburg, Fla.

IMPORTANT ANNOUNCEMENT

New 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery. Write
CHAS. T. GOSS

With STANDARD HEROLET COMPANY, East St. Louis, Ill.

Clark's Greater Shows

Now Booking for Season 1939
Shows, Concessions Opening in March.
Address: ARCHIE CLARK, 840 South Los Angeles St., Los Angeles, California.

RIDES FOR LEASE

4 LITTLE BEAUTY 32-ft. Merry-Go-Round, BIG ELI No. 5 Ferris Wheel, MIX-UP and Turn-Over Type FUN HOUSE, complete with Engines and Organ.

BARFIELD'S COSMOPOLITAN SHOWS

Now Booking Shows and Stock Concessions
Want one more ride that does not conflict, also Colored Musicians and Performers for it.
W. Lewis Minstrel, All addresses, C. E. BARFIELD, Box 759, Dothan, Ala.

WANTED—CONCESSIONS—ACTS

EVERYTHING OPEN.
EXPERIENCED ADV. BANNER MAN, SOUTH RIVER, N. J.
Merchants & Mrg. Expo. and Bazaar, FEBRUARY 23, 24, 25.

WANTED CONCESSIONAIRES

For HARWOOD OLD HOME WEEK MAY 15-22.
Write HARWOOD NEWS, Harwood Mines, Pa.

LEE BROS. SHOWS

WANT TO BOOK Rides: Loop-n-Plane, Mix-Up, Kid Rides, Shows; Monkey, Side-Spin, Ostrich Man, with own outfits. All Concessions open except Corn Game, Penny Game, Watch-La, Fishpond, Country Store, Photos, Penant and Diggers. WANT Clean Cook House. Write BOX 46, North Topeka, Kan.

BRIGHT LIGHT EXPOSITION SHOWS

Wants for balance of winter and spring opening April 10 in Virginia—Rides not conflicting with Ferris Wheel, Shows and Concessions of all kinds. Place Minstrel Show at once. Free Acts, also Band. Write or wire JOHN GECOMA, Jacksonville, S. C., this week; Cottageville, S. C., next week.

WANTED

Breaks and Working Acts for Museum. Write or wire MAURICE MILLER, 203 South Tyron St., Charlotte, N. C.

DRAMATIC AND MUSICAL

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

Able's Irish Rose: (Playhouse) Wilmington, Del., 17-18.
Angela 15 22: (Hippodrome) Terre Haute, Ind., 15; (Fairbanks) Springfield, O., 16; (Murphy) Wilmington 17; (Cass) Detroit, Mich., 19-22.

MISCELLANEOUS

Arthur, Magician: Old Texas, Ala., 15-16; McWilliams 17-18.
Birch, Magician: Leesville, La., 15; De Ridder 16; Vinton 17; Glenora 20; Pineville 21; Opelousas 22; Rayne 23; New Iberia 24; Campbell, Loring, Magician: Kanapolis, Kan., 15; Concordia 16; Junction City 17; Lawrence 18; Atchison 20; Kansas City 21; Clinton, Mo., 22; N. Kansas City 23; Topeka, Kan., 24.

CIRCUS AND WILD WEST

Admire, J. C.: Princeton, Ky., 18; Central City 20.
Davenport, Orrin: (Public Auditorium) Cleveland, O., 6-18; (Coliseum, Fairgrounds) Detroit, Mich., 20-March 5.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
B. & H. Am. Co.: Rowesville, S. C.
Blue Ridge: Dublin, Ga., 12-25.

WILCOX, Verne (Chateau) Rochester, nc.

Los Angeles

LOS ANGELES, Feb. 11.—Showfolk here are busily preparing for the season's opening. Phil Williams, the Crafts Enterprises, is in the North. Al Fisher has been in and out of town. Pierre Oulette, of Hilderbrand's United Shows, is looking up territory, and Arthur Hockwald, of the White City Shows, has been making frequent hurried trips. Nine shows will open from Los Angeles this year. They include Crafts' 20 Big, Golden State, Clark's Greater, Hilderbrand's United, White City, Ben H. Martin, C. H. Alton, C. H. Steffen's Superior and J. R. Stephon shows. Irving Hirsch came in from Bangkok, Slam, where he is operating an outdoor advertising business. He plans to spend several months here.

Roy Ludington writes that Crafts' 20 Big Shows opened in Indio, Calif., despite unusual cold weather to good business. C. F. Zeiger leaves soon to get the C. F. Zeiger Shows ready. Frank Ward, general agent, leaves next week to look over territory for the early dates. C. H. Alton Shows, according to Joe Steinberg, are doing well at their Ford avenue location.

Frank Conklin has been in and out of town and is in good health again. Mr. and Mrs. J. W. (Patty) Conklin, of the Conklin Shows, visited here for two weeks and will visit in San Francisco before returning to the East. Clyde Gooding left for San Francisco, as did L. M. (Roy) Barnett.

FLUSHING FRONT

(Continued from page 31)

shortly, a move that might straighten things out.

Another firm designed to aid in the financing of signed amusement attractions is due to make its debut next week. Play Fair Management Corp. has been in just that big for a couple of weeks now. . . . Bob Morton, versatile outdoor showman, will general-manage the George A. Hamid circus in Children's World (see circus department, this issue), and El Coronati is in charge of construction, etc. . . . Ray E. (Pop) Dunlap has established headquarters in New York and is currently selecting scale men for the guess-your-weight stands. Pop has 15 scales with an option up to 30, besides 20 frozen custard stands scattered thruout the exhibit and amusement areas.

Commander H. A. Flanigan, vice-president of the fair, Bassett Jones, of the board of design, and John Krimsky, special events, are developing detailed plans for the elaborate fire, water, electricity and sound spectacles that will take the place of fireworks displays on Fountain Lake and Lagoon of Nations. Preview demonstrations have indicated that the night specs will be among the extreme highlights of the entire "World of Tomorrow."

There's no name for the amusement center as yet, and it has the press agents and promotion department going nuts. The word "midway" is becoming increasingly popular for lack of something better—if there can be anything better. . . . Sports circles are buzzing with the rumor that Joe Louis, the heavyweight champ, will establish training camp at the Flushing frolic. . . . Edward Hungerford's "Railroads on Parade" is rapidly taking shape in the railroad exhibit section, and from advance publicity and promotion is assured of surpassing Hungerford's Wings of a Century in magnitude and splendor.

G. G. TO OPEN

(Continued from page 31)

barbecue set-up seating 4,000 and operated by Tex Cameron, who already has Oakwood Barbecue, California Coliseum Restaurant, a cafeteria in Vacationland and three or four other cafes on the Gayway; lagoon boats; La Mise En Boite, a French riding device, and Palace of Elegance.

J. Ed Brown, former director of concessions for San Diego Fair and assistant director of the Dallas Exposition, is still in town.

Concessioners and other operators believe that immense crowds will be out on opening and that all they need is a favorable break in weather, which has not been the best.

NEW AFA CONTRACT

(Continued from page 31)

this week. Reason, said Al Smith, AFA representative, was omission of a clause,

"no broadcasts"; inclusion of four appearances daily instead of three, and exclusion of payment for rehearsals.

It was also claimed that management of Cavalcade neglected to comply with the State law that performers be given copies of contracts. Inclusion of "no broadcasts" clause will prevent disputes with the American Federation of Radio Artists, according to Smith, who said, "if the exposition wants to put Cavalcade on the air it will have to make separate arrangements with AFRA."

Smith and expo director Harris Connick said a new contract would be signed this week to include all demands by the AFA. These embrace a \$65 top for principals, \$20 minimum for riders and other in minor roles; three performances daily, except Saturdays and Sundays, when four will be given, and overtime of \$1 for every additional performance.

GLEANINGS

(Continued from page 31)

by Tex Cameron, biggest food concessioner on Treasure Island, met recently in the St. Francis Hotel and, if my information is correct, elected as members most of the concessioners at the fair. The organization is apart from the Exhibitors' Association, but they will work together if it is found to their mutual advantage to do so, says Tex.

Mr. and Mrs. Pat Delaney for the first time in many years are away from Miami, Fla., in winter. Pat is hustling around to get connected and no doubt will succeed.

A "tempest in a teapot" is brewing that may develop into a hurricane. Fred Weddleton located about 200 kiosks and stands in various parts of the grounds long before conclusion of deals for foreign participation of countries. These stand locations were all plainly marked on key plans of the grounds and okehed by the various authorities. Now that the stands are being placed, it has been found that some are in front of entrances to buildings that were contracted later. Many of these kiosks will be removed, so it is hoped the complaints will soon be gone with the wind.

Dr. Elizabeth Judas, president of the Estonian Cultural Society, has signed contracts for presentation of an Estonian Village, the attraction to occupy about three acres, and no money will be spared. It is said, to make it one of the outstanding attractions on the Gayway. Dr. Judas said arts and crafts will be displayed and that entertainers are on the way from this little nation.

Alner Regil, reputed to have been painter of the original "Stella," nude painting presented by Eddie Vaughan at the Panama-Pacific Expo here in 1915, died alone and in poverty in Los Angeles recently. Eddie Vaughan made this nude one of the top-money attractions by sheer showmanship and clever advertising.

FREAK ANIMALS

Will buy for cash, Domesticated Freak Animals. In order to eliminate protracted correspondence, send photograph, condition of animal and where located. Quote price (please do not waste your time and ours with fancy figures).

Address

DUFOR & ROGERS

General Motors Building

1775 Broadway

New York, N. Y.

BLUE RIDGE SHOWS WANT

Account disappoinment, Cook House, privilege in tickets, also Merry-Go-Round, Open Saturday, February 18. Wire MANAGER, Box 546, Dublin, Ga.

to have it ready for the opening day. Bill Collins, general manager, is to bring most of the Wizard of Oz midgets as features.

For sales of "Stop-Shorer" H. C. Quintard and D. H. Waite have contracted for a number of stands.

C. Q. Pang and five assistants arrived from Honolulu. He operates one of the largest curio shops in the Hawaiian Islands and will reproduce his shop on Treasure Island.

Harry Claskie, vet showman-concessioner, has been engaged by Dickson & Davis Co. as general manager of all of its concessions.

Greenwich Village Co., of which John R. Castle and Harry Seber are heads, has applied for more space, and this show will be one of the largest on the Gayway.

Washington's Birthday will be first of the Children's Days, to be called Dime Days instead of Nickel Days as at the Chicago fair.

The recently arrived S. S. President Cleveland brought 30 Chinese who will take part in entertainment in the \$1,200,000 Chinese Village. Next ship from China will have 70 artisans, craftsmen and performers, said George Jue, president of Chinese Factors, Inc., operator.

To care for anticipated attendance of more than 300,000 on opening day, expo gates will open at 8 a.m. At all other times, except on extra-special days, opening time will be 10 a.m.

Victor Roper and Helen will be in the personnel of the European importation, the "Headless Girl." Vic has been with the Kortess Museum in New Orleans.

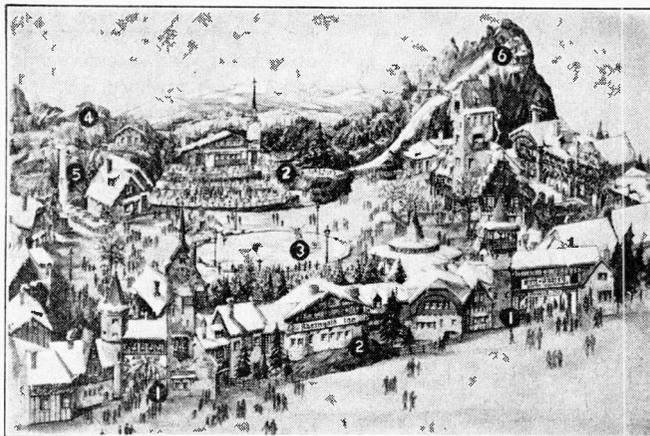
Backman & Smith may have one of their glass-blowing shows on the Gayway. Backman is the John T. who formerly had one of the finest animal shows in America.

Herman Rudick, here from Chicago, probably will have a number of concessions in one of the exhibit palaces.

Allce Tapley, head of the personnel department for the last two years, has been promoted to head the department of information, with 12 young women under her management.

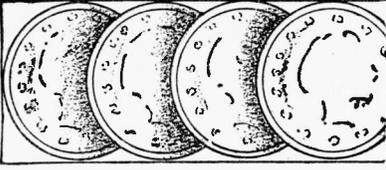
Harry C. Baker, who arrived from New York, probably will stay until after the opening on February 18. He is gratified with progress on his attractions, and it appears that everything in which he is interested will be ready for the opening gun.

STRATFORD, Wis.—William Reckner has left here for Golden Gate Exposition, San Francisco, where he will have his riding-ponies concession. Accompanying Reckner in his auto and trailer were Lawrence Bartell, Stratford, and Raymond Grosbier, Marshfield, Wis. Concession has played fairs in this territory many years.



ARCHITECT'S DRAWING OF SUN VALLEY—The Winter Wonderland, which will be a major village concession in the amusement zone of the New York World's Fair. Already under construction, the venture will be produced and operated by the R. J. Sipchen Co., Chicago. Liebmann Breweries, Brooklyn, will sponsor all restaurant facilities, and Ralph Hitz, of National Hotel Management, Inc., will operate them. Steve Hannagan is handling publicity and promotion and Frank D. Shenn is in charge of sub-concession sales. Drawing shows (1) entrances, (2) Rheingold Inn and Rheingold Terrace, seating 1,200, to be operated by Hitz and sponsored by Liebmann Breweries, (3) oval ice rink for professional skating shows, operating on a turntable which provides a movable dance floor for patrons, (4) toboggan slide for public use, (5) 40-foot-high waterfall for scenic purposes and (6) ski jump where ski-jumping exhibitions will be given.

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.

FAIR PLAY

Hi-jacking and robbery have long been a problem in the trucking business in the shipment of cigarets, liquor and even foodstuffs. It has recently figured in newspaper stories and adverse legal moves against certain types of amusement machines.

Hi-jacking of such products as cigarets and liquor is not used against the industries concerned. But hi-jacking by persons with a criminal record is used by courts and reform groups as an argument against the entire amusement games business. Hi-jacking by a single person has been used as an excuse for confiscating machines duly licensed by legislative and executive officials.

The amusement machine business naturally contends that some people have a rather distorted idea of how to curb lawlessness. The amusement games business rightly contends that it should receive the same legal consideration which is accorded to stock markets, racing, liquor, sports, etc.

To punish a business for the isolated cases of hi-jacking is carrying legal action to the point where it ceases to be legal and becomes an encouragement to crime and rackets.

Some courts have even gone so far as to take the attitude that it does not matter if persons steal amusement machines, even tho those machines may be duly licensed. Evidently it is all due to the stigma of a past reputation and prejudice which still lingers against slot machines.

Many people are still unwilling to see that the country has changed a lot in the last 20 years. The machine age has made the automobile universal—and the morals of a nation have been changed to conform to it. Cigarets are now used by men and women, racing is legalized in a score or more of States, sports have become probably the second largest inspiration for gambling in the country, and legalized liquor has become a household product.

But old prejudices still linger against many types of amusement machines.

Newspapers, courts, reform groups and all who are interested in law and order have not grasped the opportunities which came with the modern phase of the coin-operated machine industry.

That phase began with the darkest days of the depression, when new machines were introduced, offering the public definite amusement values. An entirely new type of personnel entered the coin machine industry. These were family men who had been thrown out of jobs, or perhaps lost a small business in the depression. They had some money and invested in amusement machines as a new field of business which might provide a living. They were law-abiding citizens and knew nothing of the old rackets of the past.

They undertook to set up a new amusement enterprise to conform to new times. They formed themselves into trade associations, with membership records open to all. Jobbing firms opened attractive offices in business districts with the idea of conducting a legitimate business, open to inspection, just as any other business is conducted. Every possible effort was made to eliminate any remaining spots from the past.

With such a strong national effort being made to establish a new amusement industry, it is interesting to note that some very prominent newspapers recognized this effort and mentioned it editorially. Among these were such papers as The New York Times and The Philadelphia Record. Time magazine has also recognized it more than once.

Unfortunately, sensational news is profitable to newspapers and when other sensations are lacking it is easy to stir up something sensational about petty gambling.

The New York Daily News and The Chicago Daily Times have cried out against this unfairness in the newspapers, but the dirty work still goes on. Said The New York Daily News on January 25, 1939: "Various newspapers are tearing their hair over the prospect of a legalized New York State lottery. At the same time they publish copious racing information, racing tips and even policy tips—following the time-honored practice of never letting the editorial page know what the sports section is doing."

At a time when Chicago newspapers were conducting a periodic attack on petty gambling The Chicago Daily Times published a city ordinance which showed that the papers were themselves violating the law by publishing racing news and tips.

While a few newspapers have taken the bold position of playing fair on the gambling issue, several cities have also been making experiments. There are enough cities now that have licensed coin-operated amusement games for years to show that law and order is promoted by such license, and that such a system does not corrupt the morals of its citizens.

Unfortunately, an isolated case outside the city limits of one of these major cities which licenses games recently was a big item in causing a State Supreme Court to declare the city license void. Courts cannot hope to maintain the dignity of the law when they permit such instances to upset the plans of legislative and executive officials. In fact, all such decisions and all such newspaper campaigns turn back the amusement games industry into a racket.

If courts, newspapers and reform groups would face the facts of a realistic world they would quickly see that legal fairness is the one thing needed today to aid the present constituency of the amusement games industry to maintain the high standards which its organized forces are trying to maintain.

Fairness to the amusement games industry means that isolated cases, such as hi-jacking by an outsider or even the disorders of a member, will not be charged against the industry. The organized trade has co-operated with enforcement officials in several cities over a period of years and the records in all these cities show what can be done.

There are a few firms within the industry that violate rules and some that even encourage such things as hi-jacking. But the great body of the amusement games industry feels that it is and can conduct a legitimate business for the amusement of the public—provided the so-called reformers do not force it into a racket.

NOTE—The editorial review of the Minnesota operators' meeting has been delayed until next week.

Robbins' Games Boost Gum Sales

BROOKLYN, Feb. 11.—"Due to the new Criss Cross and Bingo counter skill games, with ball gum vender, sales of ball gum have increased over 200 per cent," claims Dave Robbins, of D. Robbins & Co., Brooklyn.

"Penny games are now back again stronger than ever before," says he. "Economic conditions make it impossible for many folks to play 5-cent games, much as they would like to. However,

RICH MAN, POOR MAN...

all classes, all sexes, all ages—they're ALL PHOTOMATIC customers. PHOTOMATIC gives you the widest market, as well as the most repeating and longest lasting, in the coin machine field. Picture taking will never be out of date. Neither will PHOTOMATIC! It all adds up to the greatest REAL PROFITS in the business.

INVESTIGATE

International Mutoscope Reel Co., Inc.
518 West 34th St., New York.

GET KIRK'S GUESSER SCALE
(PENNY BACK IF YOU ARE RIGHT)
WITH THE "watch your heart beat" FEATURE
ALL MECHANICAL OPERATION
GREATEST LEGAL MONEY MAKER EVER BUILT

C.R. KIRK & CO. 2626 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

spending pennies never seems to be a large item. That's why Criss Cross and Bingo are proving to be so popular with the players. We are shipping quantities of these games every day to operators and jobbers in every section of the country.

Skill Game Wins Favorable Edict

BIRMINGHAM, Ala., Feb. 11.—Cases against a number of licensed pinball machines will be dismissed here. County Solicitor Cecil Deason announced after Judge H. B. Abernethy in Misdemeanors Court held that such games of skill are legal provided no prizes or awards are given.

Judge Abernethy made this ruling in the case of M. L. Williams, proprietor of Irondate roadhouse, who was charged with operating a "device of chance or slot machine." Judge Abernethy refereed a game on the machine and said he could see nothing wrong with it. Williams testified the machine is owned by the Mint Vending Co., which divides the profits with him. He said the owner of the machine pays a \$12.50 State and county "baseball machine" license.

Illinois Sheriffs Oppose Campaign

SPRINGFIELD, Ill., Feb. 11.—Without a dissenting vote the county sheriffs of Illinois, in convention here February 9, disapproved the action of the State police in recent flare-ups against slot machines.

The sheriffs expressed their opinion in the form of a resolution opposing the use of State police for any duties "other than those for which they were established."

Sheriffs criticized the recent use of State police in drives against petty gambling as a political move.

One sheriff said, "It is a crime for a man who wants to bet 50 cents at a bookie, but it is all right if a man has a big car and can go to the race track."

KEENEY CONSOLES TOP ALL GAMES FOR PROFITS

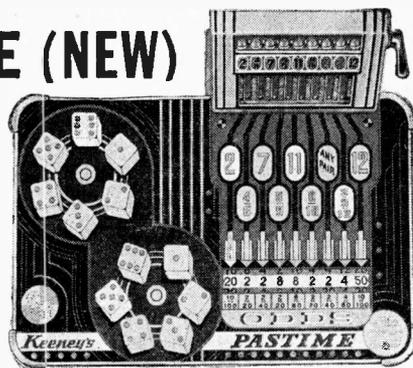
Pastime, Triple Entry and Track Time
Establish New Standards of
Coin Game Perfection

PASTIME (NEW)

Keeney's Finest

Introduces new 'match-point' play principle. Selective, 9-coin head with changing odds from 2 to 1 up to 100 to 1.

From 1 to 3 winners on each play. "Double" lite stopping on winning and played 'Combination' or 'Number' doubles the award.



Furnished in Dice or Number Symbols. Also Made in Skilltime Model.

Keeney's PASTIME is a powerhouse moneymaker, running away from all other games on the same location. Easy to understand, a fast play, PASTIME has that "umph" the players like.

RUNNING AWAY FROM EVERYTHING ELSE ON THE SAME LOCATIONS



Keeney's POT SHOT

PAYOUT TABLE and FREE GAME

100% SKILL

ONLY 6 HOLES ON PLAY FIELD

"Accumulated Award" Feature for Accumulated Winners

POT SHOT is the first payout table or free game where the player's making a winner depends entirely on his skill. No pins, springs or bumpers on the board to deflect the short skill shot to the hole setup for each play. Being approved everywhere.

THREE MODELS:

- 1-BALL, 4-COIN MULTIPLE PLAY, PAYOUT with console type cabinet.
- 1-BALL, 3-COIN MULTIPLE PLAY, FREE GAME in console type cabinet.
- 1-BALL, SINGLE-COIN, FREE GAME in table type cabinet.—Send for circular.

NEXT SHIPMENTS FEB. 13TH

J. H. KEENEY & COMPANY, Not Inc.

"The House That Jack Built"

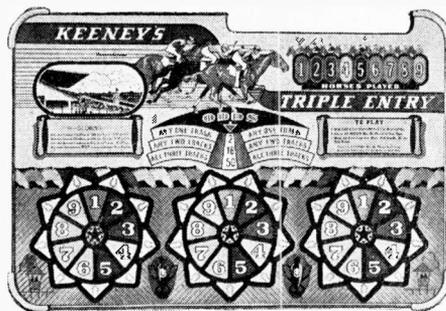
2001 CALUMET AVENUE • CHICAGO, ILLINOIS

9-COIN TRIPLE ENTRY

In Greater Demand Than Ever

Issues award for appearance on any played number coming up on any of the 3 dials.

Selective, 9-coin head, with odds running up to 200 to 1. Possibility of 1 to 3 winners on each play.



Also Made in Skilltime Model.

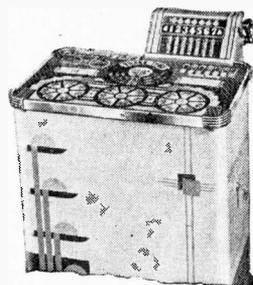
KEENEY'S TRACK TIME

Always in Production

The old reliable and now famous TRACK TIME, which established the console game trend, is still in production—"the game that will always be good."

Selective, 7-coin head, with \$7 top award. Also made in Skilltime Model.

Operators everywhere will tell you, "You can't beat Keeney for Consoles." They produce the highest earnings. Each represents the finest engineering the industry has ever seen. And re-sale values on Keeney Consoles are many times higher than all the rest.



SHIPMENTS DIRECT OR THRU KEENEY DISTRIBUTORS

J. H. KEENEY & COMPANY (NOT INC.)

World's Largest Manufacturers of Console Games

2001 CALUMET AVENUE, CHICAGO, ILLINOIS

Drug Store Of the Future

Vending machines take prominent place in modern store at fair

NEW YORK, Feb. 11.—The drug store of the future will be on display at the New York World's Fair, *The New York Times* declared in its columns recently. Of great interest to columnists the world over are the findings of the architects and committees in charge of this exhibit. Briefly, their findings are that customers would welcome an opportunity for self-service and that vending machines definitely will take a part in the store of the future. As has been the case in other fairs, the future becomes the very near future and styles depicted at the fair are taken up by business men returning to their home towns.

The exhibit, a complete drug store in every respect, will be housed in the Hall of Pharmacy at the fair. *The Times* stated that the exhibit would be viewed by a good number of the nation's 60,000 retail druggists. Trade papers will undoubtedly carry the story to druggists who do not attend the fair. It would seem, therefore, that there is a greater era opening for the use of vending machines in drug stores.

Commented *The Times*, "One of the features will be a vending machine outside of the store, making possible the emergency purchase of many products when the store is closed." This utility epitomizes one of the finest reasons for the use of vending machines.

Columnists visiting the World's Fair will do well to note this exhibit for future, perhaps near future, reference.

Tenn. House Passes Amended Rev. Bill

NASHVILLE, Tenn., Feb. 11.—The State administration's General Revenue Bill, designed to raise about \$2,554,000 during the next fiscal year, was passed by the House by a vote of 86 to 1. A flood of amendments appeared and about 30 provisions were added to help increase revenue. The measure goes to the Senate and little opposition to its passage is expected.

One amendment lowered the tax on bowling alleys from a straight \$40 per alley to \$50 for six alleys and \$5 for each alley above six.

An amendment which concerns the coin machine trade is that which would increase the levy on pinball games. Those now paying \$5 per year would be raised to \$10 and those now paying \$7.50 per year would be raised to \$15.

A proposed bill to make possession a penalty is understood to have been killed.

Detroit

DETROIT, Feb. 11.—Michigan Music Operators' Association held its first regular meeting of the new year recently. Association members voted to change the meeting night hereafter to Wednesday instead of Friday, with meetings to be held every second week.

This meeting was devoted chiefly to a discussion of various trade practices and ways and means of improving trade ethics.

"Business showed a slight drop over the holidays, as usual," Secretary Max Marston, who is manager of the Michigan Mutual Distributing Co., said. "All operators, however, are able to report business picking up in the last couple of weeks and the immediate outlook is very hopeful."

City Music Co. has discontinued the wholesale business and the handling of records. It is now devoting all of its attention to the operating end of the business, according to Fred Gersbeck, head of the company.

Local office and salesroom of the Brunswick record organization have been removed from Beaubien street to the headquarters of Paul Radio at 561 10th street.

Chris Kositoulakis is a newcomer in

Roll-a-Way

"To the Editor: Will you be kind enough to advise us who makes a machine called Roll-a-Way.

"It is a counter machine and we would like to get in touch with the manufacturer. We would like an early reply."—C. M., Kansas, February 8, 1939.

Editor's Note: This machine does not appear in our files and we would like any information about it.

the vending field, starting off with an order for Mills venders.

John M. Germack is specializing in the popular red-lip pistachio nuts for venders, a new type to come to favor in the nut field recently.

J. Ashman, east side operator, who formerly was on Goethe avenue, has moved headquarters to Lycaste avenue.

Russell Byrnes has bought the entire route of Arthur Peters, who is retiring from the field. Byrnes is establishing his headquarters in Northwestern Detroit on Hubbell avenue.

Peter J. Christie, east side music operator, has been adding some new Wurlitzers to his route recently.

The Detroit Operators Co., headed by Carlyle Gunn and specializing in music machines, has established headquarters on the east side at 6435 Van Dyke avenue.

Sam Rosenthal, well-known Detroit operator, who operated the Ringside Bar, has withdrawn from this business in order to devote more attention to the operation of his coin machines. He is concentrating upon pin games, having disposed of his interests in the music field. Rosenthal is operating as the National Novelty and Amusement Co.

He is also managing a promising young fighter by the name of Bennie Goldberg from the West Coast. Rosenthal says he has great hopes of making a champion out of his fighter.

W. B. Warner, who has been in the vending field for the past three years, is now operating as the Safeway Vending Co. He is specializing in personal service types of machines and is laying plans now to expand his field of operations into other types of machines.

Warner is optimistic about an immediate pick-up in this field, anticipating a natural recovery from the recent general slump.

Frank Healey, manager of the American Coin Machine Co., is working on plans for distribution of a new type of vander for this territory.

Pop Corn Robot Co. is now producing its new pop-corn venders at a steady production rate, President William Russell Young reports. A more complete national distribution has been planned.

Seattle

SEATTLE, Feb. 11.—Counter & Hughes, music merchandisers, who boast of the snappy slogan, "Music at No Cost to You," since the machines more than pay for themselves, have recently placed in the recreation rooms of the YMCA a 16-record Wurlitzer. The spot is doing very well and is favored by college boys from near-by of Washington.

Looting pinball machines on a honey-moon is the height of something or other. Yet newlyweds and another couple traveling via auto were picked up by Seattle police recently as suspects in the looting of a pinball machine of \$20. Charged with malicious destruction of property and petty larceny, the four were held in jail in lieu of the \$750 bond required of each.

Installation of parking meters in downtown Seattle is still very much a live topic. Early adoption is hinted in activities of the Seattle traffic and safety council. A committee has been appointed which will consider metered parking as a way out of traffic and parking congestion in Seattle. Everything possible is being done to advance action on quick installation of meters.

Three men were recently lodged in Thruston County Jail of Olympia, Wash., charged with looting a pinball machine in a tavern location. The system was for two men to divert the attention of the bartender while the deft-fingered

third worked on the pinball machine and tripped the pay-off controls. However, a trip to the "big house" up the river looms in front of the trio.

SEATTLE, Feb. 11.—Paramount and Stable Mate are among the new machines pulling new business at Greenland's recreation parlors.

Earl J. Heroux, head of Heroux Enterprises, has installed a number of new machines in the Fun Palace. Bally and Stoner games are among the most popular of the new ones.

Diversified types of amusement games have been set up at Clark's 'Round the Clock Restaurant. The location is very attractive, with glass bricks being used to impart a modern motif. Coin games are very popular in this location.

New Orleans

NEW ORLEANS, Feb. 11.—The magic words, Mardi Gras, hold New Orleans in their grip. Music operators, particularly those with machines in location in downtown sections and those who rent for carnival parties, rush to keep up with the increased demand for "boxes" as the din grows louder and longer.

Distributors of pin games are frankly admitting there has been some let-up in demand for new equipment of late, but leaders in the field predict that this condition is temporary. In some scattered portions of the State operators have been forced to work at slow pace and a few important centers have been closed down completely. On the other hand, phonograph sellers continue to report a brisk turnover, with one large distributor reporting receipt of his 14th car since last July this past week and this shipment already completely assigned.

Jack Nelson, vice-president of the Rock-Ola Co., spent two days in New Orleans this past week-end and spent some minutes explaining to us the meaning of Catalin, the new transparent material used in the 1939 Rock-Ola to give such excellent effect. "This is the first time that Catalin, a patented vegetable compound to which caodust is added for strength and durability, has been used on a coin-operated phonograph," Nelson explains. "Our company spent over \$2,200 for each mold that was turned over to the Catalin Corp. of America for the manufacture of the varied color panels that adorn the front and sides of the Rock-Ola machines of this year. We went to the expense of this transparency effect for the side as well as the front because we found that more light was needed to attract attention on locations. Animation by heat motors is another new effect on the Rock-Olas of 1939, these motors operated by light heat were especially made by the company holding the patent with the entire plant production made for our company to meet the needs of our output of 175 Rock-Olas daily.

"This Catalin," Nelson further points out, "will be the sensation at the coming New York World's Fair and there is every probability that out of the great exposition will emerge the importance of this material as a decoration for interiors of exclusive salons."

Nelson spent last Saturday on the Mississippi Gulf Coast, where he conferred with Johnny Bertucci, of the United Novelty Co., distributor of Rock-Olas in South Mississippi. He left Monday for Jackson, Miss., where he was to confer with W. F. Deming, Jackson area distributor.

It is with regret that the New Orleans music operators learn of the illness of Mrs. W. F. Deming, young wife of the Jackson, Miss., phonograph distributor. Here's hoping for an early complete recovery.

Joseph Danna, 49-year-old pioneer pin game operator of this city, died at a local hospital the morning of February 3 following a serious operation. Apparently in the best of health 24 hours before his passing, Danna's condition became alarming just a few hours before the fatal operation. Surviving are his widow, a son, two daughters and two brothers.

Frank Alessi, head of the Paramount Amusement Co. and Standard Novelty Co., and Mrs. Alessi clicked as well with the rod and reel this past week-end in a trip to North Shore as they do as partners. In a few hours the Alessis caught several dozen trout, sheephead and croakers.

As usual, the boys from the interior came in steady streams to visit the local distributors of various types of coin machines and in most instances to add to their equipment. At the C. & N. Sales Co., Olie Shirley, of Gulfport, bought more equipment and had other machines shipped into the city for renovation. Other visitors were Sam Lewis and Joe Canizaro, both of Plaquemine, La. The Dixie Coin Machine Co., distributor of Mills bells and Bally pin games, reported visits by Uncle Bud Varnado, of McComb; Dallas S. Woods, Pontchatoula, who operates the only underground night club in these parts, and Lefty Blaise and Dick Cue, partners, Bay St. Louis, Miss.

With receipt of two full cars of new Wurlitzer phonographs last week the Jules Peres Novelty Co. has brought its total sales of various Wurlitzer models up to date since July 1 to 14 cars. Peres explains that despite the big shipments he is still short of stock, especially the table model Wurlitzers. He reports sales during the past week of new machines to Emil Thoman, of Slidell; Robert Gill, of Golden Meadows, down on Bayou Lafourche; Price and Tortorich, of P. & T. Coin Machine Co., Baton Rouge, and G. L. Lariviere, of Rayne.

Ben Cohen, pioneer phonograph operator of New Orleans, has left the coin machine business to open the Dixie Wholesale Co. in the 800 block of Poydras street. Cohen is wholesaling novelties of all kinds.

Emil Iacononelli reports further brisk demand for O. D. Jennings' Dixie Belles. Several large sales to out-of-town operators have been closed in the past week, including a line to Eddie Danos, of Raceland, La.

Ed Rodriguez, known to local operators as the Mexican consul, left this week for a three weeks' business and pleasure trip to Cincinnati, Baltimore and later to Chicago.

F. P. (Buster) Ciesi, genial head of the Great Southern Novelty and Music Co., has more respect for poison ivy since he has been forced this past week to bundle up both of his arms following one of his usual hunting trips.

Frank Gleason, for many years associated with the coin machine business here, has become connected with the A. & M. Amusement Co. as route man.

Oklahoma

OKLAHOMA CITY, Feb. 11.—State phonograph operators and jobbers are divided in their opinions of House Bill No. 236, latest attempt of the State Legislature to regulate and license coin-operated phonographs here.

The bill provides for a yearly fee on each machine to be paid to the State tax commission, each machine to be issued a separate license and provides maximum penalties for failure to comply with the law. Licenses could be transferred by purchasers if desired.

One well-known jobber said that few State operators can afford to pay the fee and remain in business. If the measure passes only the big operators can continue and the little ones will be crowded out. The bill offers absolutely no protection of any kind in return for the exorbitant fee, he pointed out.

Opposing this view was that of a big operator here who said that the measure would lead to better regulating of the business, less competition for locations and a fairer split of profits between merchant and operator. He believed that the division generally allowed should and could be changed in favor of the owner of the machine and that fewer locations would be tempted to buy their own equipment under the proposed set-up.

To Announce New Rock-Ola Distrib

CHICAGO, Feb. 11.—A new distributing set-up for the State of Indiana is soon to be announced by Rock-Ola Mfg. Corp., according to company officials. The new arrangement will enable operators to enjoy greater advantages and service facilities. It was stated.

According to officials, the Indiana Central Distributing Co. of Indianapolis is no longer connected in the sale of Rock-Ola phonographs.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,145,743.
Pertaining to Phonograph Motor Control.
Application September 4, 1937.
Issued January 31, 1939.
Number of Claims, 17.
Inventor's Name—Alfred F. Welch, Fort Wayne, Ind.

Assigned to General Electric Co.
1. In a phonograph, a turntable, an electric motor for driving said turntable, a tone arm pivoted for movement about a horizontal axis, etc.

Patent No. 2,145,846.
Pertaining to Game Device.
Application October 14, 1935.
Issued February 7, 1939.
Number of Claims, 4.
Inventor's Name—James H. Cannon, Los Angeles, Calif.

2. An electric game device of the character described, including a turntable, a circular series of switches thereon, a circular series of lamps, means for intermittently flashing lamps, a marker adjacent the turntable, etc.

Patent No. 2,146,045.
Pertaining to Amusement Swing.
Application July 2, 1936.
Issued February 7, 1939.
Number of Claims, 3.
Inventor's Name—Stanley W. Zippler, Pleasantville, N. J.

1. An amusement swing, comprising a tubular stationary support, etc.

Design Patent No. 113,218.
Pertaining to Design for an Amusement Machine Cabinet.
Application November 26, 1938.

Mississippi

NATCHEZ, Miss., Feb. 11.—The operating business is much better these days in Natchez. Several new locations, including the new Economy Drug Co. on Main street and the Kit Kat Cafe on Commerce have been supplied by the Seramac Novelty Co. The new locations are equipped with H. C. Evans machines and Wurlitzer phonographs.

Sam Serio says he misses Sam McCabe, part owner of the Seramac Co., who is enjoying an outing on the Mississippi Gulf Coast with Mrs. McCabe. He expects to return shortly. Mr. McCabe has been ill, but is reported to be much better.

In Natchez and this section of Southwest Mississippi the most popular games are Lucky Lucre, Kenos and Paces Races. The phonograph business is being supplied by the Wurlitzer models. Most popular band records are *Funny Old Hills*, by Bing Crosby, and *Kay Kyser's Umbrella Man*. Also enjoying a good play around here are *Cocktails for Two*, a Tommy Dorsey arrangement, and *Aloha*, one of Guy Lombardo's recordings.

While Sam McCabe, of the Seramac Co., is off on his vacation all business at this establishment is being handled by Sam Serio, his partner, and their secretary, Vera Koerber.

Issued February 7, 1939.
Designer's Name—Edward J. Collins, Chicago, Ill.
Assigned to the Exhibit Supply Co., Chicago, Ill.

The ornamental design for an amusement machine cabinet.

Design Patent No. 113,284.
Pertaining to Design for a Phonograph Cabinet or the Like.
Application November 21, 1938.
Issued February 7, 1939.
Designer's Name—Henry T. Roberts, Chicago, Ill.

Assigned to J. P. Seeburg Corp., Chicago, Ill.
The ornamental design for a phonograph cabinet or the like.

Eleven Million Jefferson Nickels Drop Out of Sight

NEW YORK, Feb. 11.—As if to prove that coinmen are not the only ones to gather in a large harvest of nickels comes the story that more than 11,000,000 new Jefferson nickels have virtually vanished from circulation.

The man in the street and such authorities on the 5-cent piece as change agents in subway and elevated stations and cashiers in several of restaurants were of the opinion that that particular nickel was as hard to find as the proverbial needle in the haystack.

The mystery developed following reports that the new disc was too thick to fit in telephone coin slots. Treasury officials, however, scoffed at this criticism and termed it "ridiculous." They declared that the coin was of the same dimensions as the buffalo nickel, which it eventually will replace.

A canvass of the Times Square section revealed only one person—a box-office cashier in a movie house—who had handled one of the elusive coins in the last few days.

As for the change agents in the elevated station, they insisted that none were to be found. The questioning of a number of waiters, bellhops and porters in restaurants, hotels and bus depots failed to bring to light one who had received a Jefferson nickel as a tip. A teller in a savings bank said "very few" came his way and that he had been trying for more than a month to obtain one as a souvenir.

In mid-November of last year 11,000,000 new 5-cent pieces were shipped from the Philadelphia mint to Federal Reserve banks throughout the country.

Secretary of Treasury Morgenthau said in Washington that since then 32,000,000 have been minted, and he believed that people probably were saving them as mementos. Oddly, the only important addition to the plan of coinage originated by Jefferson in a century and a half is this new nickel bearing his features.

The design for the nickel was made by Felix Schlag, a Chicago sculptor, and was selected from among 390 plastic models that had been entered in competition. On one side is a profile portrait of Jefferson copied from the Houdon bust. A picture of Monticello, Jefferson's home, is on the other.

After receiving \$1,000 for his design Mr. Schlag revised his sketches at the request of President Roosevelt. The lettering on the coin was changed from modern style to a more classical form, and on the reverse side the artist pictured a more complete view of the house than he had at first outlined.

Music Men Must Grow With Times

DETROIT, Feb. 11.—An interesting sketch of the history of the music operating business was given here this week by Louis Berman, of the Champion Automatic Music Co. As he recalled some incidents of past history he pointed to the need for new objectives and methods in operating. Berman advocates stabilization or rationalization of the indus-

try primarily by the establishment of an adequate trade-in policy.

He said: "Our company, or any company, is only one unit in the industry. I used to think that the other fellow's mistakes were our profit, but I know today that the more every man in the business knows about it, the better it is for everyone concerned.

"This industry is far from passe, the history of music goes back to the beginning of civilization. A lot of phonograph men seem to feel that the industry has reached a saturation point. The first idea seems to be that we should have an association and to work for decreased production of phonographs and increasing revenues thru percentages of commissions. But they don't seem to realize that a few years ago there was no competition to speak of in the music business, and there was no money in the boxes either. Fifteen years ago there was only one music company to a town except in the very largest cities. We hid our machines in speakeasies and the like, because the wide-awake spots were inaccessible to the type of equipment that we operated.

"But about five years ago a modern new type of machine was introduced. These machines were adapted to the better class of locations. At the same time pin games began to develop very rapidly as an important industry, and the men who were operating the pin games were an ideal means of distribution for the music machines, which could be placed largely in the same type of location. Actually the two types of business were radically different, and the only factor they had in common was that they used the same location.

"Operating the two businesses together, operators did not generally realize where their profits and losses were, but in a couple of years they found that the music boxes were operating at a loss, while the pin games were making the profits that had carried the whole business up to that time. The reason was that operators used practices that were successful with pin games but could not be applied to music, such as offering 50 per cent commission to the location owner and buying locations. Actually, if sound business practices, including the provision for adequate depreciation, had been followed operators working on this basis would have found the music business very profitable.

"The industry has today largely two classes of operators—men with experience but little money, and men with money for new equipment but no experience. We must have new equipment and new models. Any attempt by an association to keep out new blood from coming into the industry is working on the wrong theory. There is no permanently satisfactory protection for the old operator who will not learn to keep up with new developments in his business."

G. R. Thompson Passes

ASBURY PARK, N. J., Feb. 11.—Grandin E. Thompson, part owner of the Coin-Operated Machine Co., died here recently. The company was formed shortly after the sale of the Palace Amusement Co. by Thompson's father-in-law, A. M. Williams. Thompson's widow survives.

Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

DICK TODD

Dick Todd, rising young baritone, looks more like the chap who made that last-minute 47-yards-for-a-touch-down end run during that memorable college game last year than a singer. And while there is actually no record of such movie hero tactics on Dick's part during his days at McGill University in Montreal, his six-foot height and 185-pound weight lent themselves to many a football game—and hockey, too. During his non-athletic moments at McGill Dick studied engineering, but turned to singing when he was 18, which was seven years ago, just at the time that Canada's radio facilities were bursting into blossom.

Todd tried his talent on the new medium with such success that he lasted

COUNTER GAMES

- 8 Model F Target Pistols, Each \$12.50
- 7 1c Gingers, token payout, Each 17.50
- 2 5c Gingers, token payout, Each 17.50
- 10 Deuces Wild, latest models, Each 11.50
- 6 Bally Litesax, Each 15.00
- 2 Daval Tallies, Each 14.50
- 6 Bally Baby Reserves, floor samples, Each 14.50
- 3 Exhibit Skill Draws, Each 14.50
- 4 Bally Babies, new, Each 11.50
- 1 Bally Mill Wheel, Each 5.00
- 4 Grootchen Blue Bonnets, Each 3.50
- 4 1c Cigarettes, dice, Each 4.00
- 3 High Stakes, Each 5.00
- 1 Grootchen 21, Each 7.50
- 1 Dixie Domino, Each 7.50
- 1 Reel Race, Each 4.00

1/3 Deposit With Order, Balance O. O. D. Seven-Day Money Back Guarantee.

STAR SALES CO. VALDOSTA, GA.



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NORTHWESTERN MODEL 38. The Profitable and Dependable Bulk Vendor, with Attractive and Modern Lines. A real value.

\$8.45 EACH. NORTHWESTERN BALL GUM VENDOR. Retaining all the features of regular Model 23, with greater strength and vastly improved appearance. A Great Buy.

\$6.40 EACH. 1/3 Deposit, Balance O. O. D.

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GRANDSTANDS \$125.00

- Arlington . . \$20.00
- Air Derby . . 15.00
- Air Races . . 15.00
- Fairgrounds . 45.00
- FotoFinish . 12.50
- Golden Wheel 12.50
- Millie 1-2-3 . 39.50
- Big Race . . 39.50
- OrbyChamp 69.50
- Paddles . . \$32.50
- Peepless . . 18.00
- Pikes Peak . 9.50
- Prekness . . 22.50
- Quills . . 15.00
- Racing Form 12.50
- Sports . . . 42.50
- Spitzman . . 20.00
- Zada 25.00

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SAM MAY & COMPANY, 2011-13 Maryland Ave. Balto., Md.

INVENTORS

Time counts in applying for patents. Don't risk delay in patenting your invention. Send sketch or model for instructions or write for new 48-page FREE booklet, "Patent Guide for the Inventor." No charge for preliminary information. Prompt, careful, efficient service. CLARENCE A. O'BRIEN AND HYMAN BERMAN, Registered Patent Attorneys, 6022 Adams Building, Washington, D. C.

As a sustaining artist exactly one week during his second week of radio employment he signed a 40-week contract to sing on the Magic Baking Powder program, becoming one of Canada's first—and probably youngest—commercial broadcasting personalities.

Three and a half years of sponsored shows followed, interspersed with personal appearances throughout the Dominion. It was during one of these in-person junkets that Eli Oberstein, Victor recording executive, got his first eyeful and earful of the red-headed baritone, with the result that Dick joined the Victor line-up of artists, making bi-monthly commutations between Canada and the United States for recording dates.

Nine months ago, however, RCA brought him here for a guest shot on its *Magic Key* program, and he then decided to settle down in this country. He has since made application for citizenship. The one-shot on the RCA show resulted in three more appearances on the same hour, during which interval he also sang with Larry Clinton's Band, then at the Glen Island Casino.

In the meantime NBC had placed him on a four-a-week sustaining basis, which schedule he maintained for three months, right up to the time he landed his present commercial, the Sunday night CBS show featuring Robert Benchley and Artie Shaw's Ork. Columbia intends to feature him soon in a thrice-weekly early-evening program of his own in addition to the Benchley show.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

TOPPER!



Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

\$6.75

Special Introductory Offer:
1 Topper
10 lb. Candy
1 gr. Toys.
All for \$8.75.

PEANUT & GUM VENDING MACHINES

New, direct from factory.

Only **\$2.40** and up

Over 60,000 sold.
1/3 Deposit With Order, Balance C. O. D.
Send for circular and easy terms.
Order Now!
Factory Distributor

TORR 2047A-SO. 68
PHILA., PA.

MODEL "E" SEL-MOR

\$6.25 SAMPLE
(CHEAPER IN QUANTITIES)

GUARANTEED FOR 5 YEARS!



Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

Ask Any Smart Operator!

GREAT STATES MFG. CO.

Dept. E. 1601-09 E. 39th St., Kansas City, Mo.

Used Cigarette Machines

LOW PRICES and EXCEPTIONAL VALUES

National No. 2	\$ 2.50
National No. 3	3.50
National No. 5	6.00
Rowe Aristocrat—6-Column, Iron Stand	22.50
Stewart-McGuire—6-Column, Iron Stand	22.50
Stewart-McGuire—4-Column, Iron Stand	17.50
National No. 6-26—Enclosed Stand	37.50
Corretta Candy Vendors—6 Column	37.50

F. O. B. New York City.

TERMS: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER
381 FOURTH AVE., NEW YORK, N. Y.

SUPERIOR POPCORN

AUTOMAT

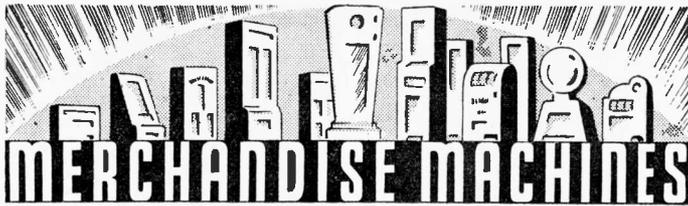
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Pontiac, Michigan

Descriptive matter mailed on request

CHARMS

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.

M. T. DANIELS
1027B University Ave. Wichita, Kan.



Kirk Guesser Scale Has Record Run

CHICAGO, Feb. 11.—"Production records established in former years have recently been smashed by C. R. Kirk & Co. with Kirk's new all-mechanical "Guesser Scale," declared a Kirk official. "Five hundred Guesser Scales have been shipped in the past two weeks to key distributors throughout the country. "Frank M. Low, president of the New England Paymaster Corp., distributor of the scale, in a recent visit to the New York office of R. A. Nelson, vice-president and general sales manager of C. R. Kirk & Co., stated: "The success of Kirk's Guesser is no guessing matter in Eastern

United States. My Boston office is the most popular coin machine spot in the East since we've been handling Kirk's Guesser."

Victor's Challenger Is in Production

CHICAGO, Feb. 11.—H. M. Schaeff, president of the Victor Vending Corp., who recently announced his new bulk merchandiser, the Challenger, reports the Challenger is now on the production line and will be available for delivery shortly. Schaeff declared that factory facilities had been geared up to assure prompt shipment on all orders.

cigarette merchandisers' association

Everything is all set to make Sunday, February 19, a memorable one for all operators, jobbers and manufacturers of cigarette merchandising machines and their friends who will gather at the Hotel Robert Treat in Newark for the Second Annual Exhibit and Anniversary Banquet of the Cigarette Merchandisers' Association of New Jersey. Doors will open at 3 p.m. for the exhibit. Manager Le Roy Stein reports that all of the leading manufacturers of cigarette merchandising machines and allied equipment and supplies will be on hand to show their wares and explain them to interested operators.

Doors of the banquet hall will swing open at 7:45 p.m. and those attending will partake of one of the finest meals the Hotel Robert Treat has ever served, it is said. An interesting program is set to make the evening tops in entertainment from start to finish. Because of the completeness of the program the banquet committee has gone on record to the effect that there will be no speeches. Nils Thorne Grantlund, famous impresario of the NTG Midnight Sun night club on Broadway, will present his *Junior Review* for the floor show. Review includes a number of singers, dancers and other entertainers in addition to a talented chorus of fast steppers. Dancing throughout the evening will be furnished by Del's Musical Vendors, who entertained at last year's affair. This group will be augmented by the WOR Saxophone Trio and the WOR Trumpeter.

Worth-while door prizes will be awarded to lucky men and women holding the winning stubs. In addition several cigarette machines, cases of cigarettes, book matches, order books will be awarded. An attractive souvenir menu will be given to everyone attending containing list of officers, acknowledgments, etc. In short, the CMA of New Jersey is offering all cigarette merchandisers the chance to have an evening of fun, good food, entertainment and dancing next Sunday at the Robert Treat Hotel in Newark. Leon Eskin, chairman of the banquet committee, will be on hand early to greet all those attending, flanked by his brother committee members George Dorian, Leonard Ziegler, Charles W. Stange, Samuel M. Malkin, Michael Lascari, Sol L. Kesselman and Le Roy B. Stein.

Members of the New York CMA played host to Miss Bouchard and Mr. Hartzel, of the A. DuGrenier Co., at their meeting Thursday night, February 9. In addition George B. Currier, past president of the association, was guest of honor. Currier was formerly head of the Automatic Selling Associates Co. He retired from the cigarette merchandising business in 1937 and since then has been active in insurance field. Several non-members were on hand at the meeting to see for themselves the efficient manner in which the org. functions. New applicant for membership is Mrs. Babe Kaufman, of Babe Kaufman, Inc. Mrs. Kaufman is at present a member of the board of directors of the CMA of New Jersey.

Highlight of the meeting, however, was the report of the banquet committee. Considerable progress has been made toward insuring all those attending the CMA of New York big banquet and dance at the Hotel Pennsylvania on Saturday, March 11, a real time. To date approximately 300 reservations have come in, numbering among them several tables for 10 people from leading manufacturers of cigaret merchandisers and cigarettes.

The six leading manufacturers of cigarettes were members of the select circle of 42 firms which spent more than \$1,000,000 each for advertising in magazines, farm publications and radio during 1938. Figures on total newspaper advertising could not be included in the summary since they will not be available for some weeks to come. Liggett & Myers, American Tobacco and R. J. Reynolds retained their positions on the \$1,000,000 list, statistics in *Printer's Ink* show, while P. Lorillard, Philip Morris and Brown & Williamson climbed into the select group.

Outranked only by Procter & Gamble and General Foods, American Tobacco was the third largest advertiser in magazines, farm papers and radio in the country, spending a total of \$4,948,222. Liggett & Myers placed fifth with \$4,546,231; R. J. Reynolds was seventh with \$4,242,903; P. Lorillard placed twenty-second with \$1,617,763; Philip Morris was thirtieth with \$1,349,339, and Brown & Williamson thirty-third with \$1,199,081.

Complete breakdown of total expenditures in various media are:

	Total	Magazines	Radio	Farm Papers
American Tobacco	\$4,948,222	\$2,068,579	\$2,653,565	\$226,078
Liggett & Myers	4,546,231	2,508,930	1,689,370	347,931
R. J. Reynolds	4,242,903	2,788,055	1,000,184	454,664
P. Lorillard	1,617,763	805,269	744,853	67,641
Philip Morris	1,349,339	280,985	1,068,354
Brown & Williamson	1,199,081	473,296	715,790	9,995

In what high esteem other cigarette merchandising associations hold the CMA's is reflected in the interesting communication Le Roy Stein, manager of the New

Jersey CMA, received this past week from H. A. Geiger, president of the United Venders of Wisconsin, Milwaukee. In part, Mr. Geiger wrote: "In our United Venders' Association we estimate to have 75 per cent of cigarette machines in our association membership in the Milwaukee and suburbs area. . . . As your association is a leader in being of service to its members we would appreciate any information as to policies and services of your organization that would be adaptable to ours. Our membership has approved a vote of praise for your association for the fine work you are doing in making cigarette machine operating a sound and profitable business."

Liggett & Myers Tobacco Co. has enlisted services of Postal Telegraph Co. and a corps of singing girls in New York and Chicago to invite selected prospects to tune in on its radio program over Columbia Broadcasting System.

A chorister calls the telephone number provided, asks for the proper person and when he gets on the wire breaks into the strains of Paul Whiteman's theme song. According to *Advertising Age*, she follows this with: "Paul Whiteman invites you to listen in on the Chesterfield program at 7:30 p.m. CST, Wednesday night. Thank you." Cost is estimated at 25 cents per call.

In Chicago the campaign had a story-book ending for one Agatha Kleine. She called an executive of Columbia Broadcasting System who was so entranced by her rich mezzo soprano voice that he invited her to drop in for an audition. She accepted with celerity.

Robbins Sale on S. & M. Venders

BROOKLYN, Feb. 11.—"As the result of a large quantity purchase, D. Robbins & Co., Brooklyn, are now in a position to offer the S. & M. modernly designed combination 1 and 5-cent bulk merchandiser at almost one-half the original list price," announced Dave Robbins. "This well-known vender operates on penny or nickel. Vends five times the quantity for a nickel. The entire mechanism is treated against corrosion.

"The beautiful appearance of this machine makes it easy to secure the choicest locations. At the low price for which we are selling this excellent merchandiser, our entire lot should be moved very quickly. This is a real opportunity to get a good, staple, well-known bulk vender at a large saving."

\$38,000,000 Cig Tax

WASHINGTON, Feb. 11.—Taxes collected on cigarets in the month of December, 1938, amounted to \$37,970,532.61 against \$37,834,490.45 in the corresponding period of December, 1937. These figures were released recently by the Treasury Department, Bureau of Internal Revenue.

WRITE FOR LOW PRICES



On Peanut, Ball Gum and Package Vendors.

Also Table-Size Vendors. Supplies for All Machines.

New Penny Cigarette Vendors at a Low Price.

Self-Serv Mfg. Co.

5, Broad and Wiekman St.
Palmyra, N. J.

RECONDITIONED and GUARANTEED MASTER No. 77

PENNY AND NICKEL

Porcelain Top and Package Vendors.

Bottom, Aluminum \$6.75

10 lbs. Absolutely Guaranteed Perfect Sample #115

PEANUT MACHINES \$2.75

ACME ELEC. SHOCKER, \$6.95

Used BINGOS, \$9.00 — SNACKS, \$11.95

2 in. 1 VENDORS, \$7.50

1/3 With Order, Balance C. O. D.

CHARMS-75c Gross Snow White & 7 Dwarfs, 80c GROSS.

Send 10c for New Catalog!

ASCO VENDING MACHINE EXCH., 363 Hawthorne, Newark, N. J.

Public Conscious of Venders, Says Burt

CHICAGO, Feb. 11.—“The American public is vending machine-conscious today,” declares H. F. Burt, of Automat Games, manufacturers of bulk merchandising machines. “Scores of items are sold to millions of people every day thru this method of distribution. Our Silver King vender is one of the finest in the field and will vend practically anything, such as candy, nuts, gum and similar items.”

“One of the fine features about the bulk vending business is that when the machines are placed at strategic points they constitute a corps of salesmen that are constantly working day and night for the owner. The small investment required for the machines and merchandise is within the reach of practically everyone, enabling him to go into business on comparatively little capital. The modern styling and many beautiful colors of the Silver King venders make them the best of profit makers.”

Report Increase In Gum Production

WASHINGTON, Feb. 11.—A moderate increase in production and employment was made by the chewing-gum manufacturing industry in 1937 as compared with 1935, according to the biennial census of the industry just released by Director William L. Austin of the Bureau of the Census, U. S. Department of Commerce.

While the number of plants declined from 31 in 1933 to 26 in 1935 and 25 in 1937, the value of the chewing gum rose from \$45,470,448 in 1935 to \$54,084,494 in 1937, a gain of 18.9 per cent. The 1937 figure indicates an increase of 36.9 per cent over the value of products in 1933, which was \$39,501,766.

The industry, as constituted for census purposes, embraces establishments engaged primarily in the manufacture of chewing gum, not including medicated chewing gum. Because they account for a negligible portion of the national output, plants with an annual production valued under \$5,000 are excluded from the survey.

Dallas

DALLAS, Feb. 11.—Local coin machine business had a letdown in January due largely to the State and county tax paying period from January 1 to 31. Coin machine distributors are now reporting increased sales of phonographs thruout Texas, Oklahoma and Louisiana. Operations in other amusement and vending machine lines are showing signs of improvement as the year advances into its second month.

S. Ritte, representing Gardner & Co., Chicago manufacturers of salesboards, made Dallas his headquarters last week while he called on operators and distributors in this territory.

Charles G. Kidd away from the city recently on a business trip to West Texas, New Mexico and Arizona. While in the Western parts Kidd will introduce the Kidd Sales Co.'s new candy deal.

Business was reported excellent by Joseph Berkowitz, head of the Universal Mfg. Co., Kansas City manufacturer of jar games and tickets, who called on operators and jobbers here last week.

L. R. Ailey, of Paris, Tex., was a recent visitor to coin machine row. L. R. was shopping for phonographs and other music merchandise.

The dead line for the payment of the Texas State tax on slot machines was January 25. The State of Texas collected approximately \$20,000 in the Dallas area from its annual tax of \$30 on small machines and \$60 on large ones. Altho the courts of the State have ruled slot and marble games as illegal, the Texas statutes provide that the State tax must be paid each year. In 1938 the Dallas district office of the State comptroller collected \$20,000 from slot machines and an additional \$5,000 from automatic phonographs.

W. F. Emerson, well-known operator of Greenville, Tex., was in Dallas last week purchasing new equipment for his North Texas operations.

The Electro-Ball Co., Inc., has recently added several new Stewart-McGuire

cigaret vending machines to its local vending operations.

Harry I. Drollinger, of the Modern Music Co., is keeping the road hot between Dallas and Chicago. Besides attending both the December and January coin machine shows, he has spent much time in the Windy City.

The city of Dallas delayed for the second time its decision on the purchase of 2,000 new parking meters to replace its present automatic equipment. Two of the companies submitting bids for the 2,000 new meters, also made offers to install their meters for a trial period. City authorities have indicated that they will await the tryout of these two firm's meters before they will award contract for the new meters.

San Francisco

SAN FRANCISCO, Feb. 11.—Advance Automatic reports a sharp rise in activities recently with Stoner's Chubbies, the game of the week. Johnny Ruggiero, manager of Jack R. Moore office, chalks up his Bally Paramount as best seller. Golden Gate O. K. Novelty is pleased over the hit Exhibit Blue Streak Digger has made in the Bay district. J. Frank Myer, executive from Exhibit, visited San Francisco this week. He announced the appointment of Ed Therrien as Western representative for Exhibit Supply.

Bill Rabkin, president of International Mutoscope Reel Co., has been in San Francisco visiting with local jobbers on coin machine row.

Final contracts for the Golden Gate International Exposition have been let. Unless some “act of God” appears suddenly there will be no digger machines nor bells on the fairgrounds, but the boys are still keeping their fingers crossed.

Walter Oswald, who bagged the vending contract, feels that there still may be a chance. The E. T. Mape Co. will furnish him with the Seeburg phonographs which will be on location there. Herman Zapf, who hails from Rocky River, O., will have the Penny Arcade concession on Gayway.

Other contract holders are Arnold Hershfeld, of San Francisco, who will operate Flashers; F. M. McFalls, who will have the shooting gallery; Peerless Weighing Co., scales, and Pacific Coin Lock Co., pay toilets.

Stanley Harris recently joined the staff of the Wolf Sales Co., where he will handle the new cabinet for phonographs which he is manufacturing. “Price and quality are what the operator wants today; something to dress up the locations which don't warrant a new machine yet,” he comments.

Mike Sessler finds that candy machines are his best bet this month in his Vallejo territory and has been increasing his route with Nationals.

Watsonville is opening up for games, according to Francis Grant, operator from that city. Recently he purchased several one-shot games for some new locations in the apple country.

“Business in Redding is pretty good,” says O. M. Turner, who traveled to the Bay area to purchase new machines and supplies. He has been steadily increasing his route during the past few

GOOD



TASTY

BOSTON BAKED BEANS
FRUIT DIBS
LICORICE DIBS. Asst.
RAINBOW PEANUTS

CINNAMON PEANUTS
ROOT BEERS
MINT PATTIES
BUTTERSCOTCH PEANUTS

PAN CONFECTION FACTORY

NATIONAL CANDY CO., Inc.

345 W. ERIE ST.

CHICAGO, ILL.

“Originators of Hard Shell Candies”

months, so jobbers are inclined to accept his word as a mild statement of fact.

Barbara Nafstead will occupy the position of secretary at the Jack R. Moore office during the leave of absence of Mrs. Conger. She hails from Alaska and seems to like her new type of work. Johnny and Bernice Ruggiero were hosts at a surprise party and shower given Mr. and Mrs. Conger. Guests included Ethel Cirinell, Bruce Scriverers, Barbara Nafstead, John Chalman, Bud Willis and Mr. and Mrs. Conger. High point of the evening was the presentation of a be-ribboned basinet fully streamlined with the latest equipment.

An association for operators of table games is being organized in San Francisco by Clifford Good, attorney, and C. B. Hitchcock. Various attempts have been made in the past to gather these operators into one brood, but with little or no success. Dissension in the ranks has always caused the split. According to Hitchcock, the organization is solely for the protection of the operators themselves.

Kent Price was a visitor in San Francisco recently from Oregon.

The E. T. Mape Co. entertained approximately 100 operators and jobbers at a luncheon held at the Empire Hotel recently in order to introduce the new Seeburg Pla-Boy. The portable Pla-Boy was demonstrated by Ed and Vance Mape.

Oklahoma

OKLAHOMA CITY, Feb. 11.—Boyle Amusement's bowling team is in the midst of an unusually successful season and at present holds high single game score in the Service League. The bowlers, all members of the Boyle outfit, have a team average of 162 points.

Bernard Boyle gives out that Bally's Supreme, non-automatic, and Hawthorne, with payout, are going over big with their locations. Boyles' firm is selling new Rock-Ola phonographs faster than they can make deliveries.

Lynn Wyatt, formerly employed as mechanic by operating interests in Clinton, has been employed in the same capacity by Boyles. Wiley Nicholas, their shop



PAY LESS—GET MORE!

Be first with these Latest and Finest SPECIAL Venders. Factory King & Silver Charm Write for Special Offer, Illustrated Circular and Price. (Buy Only Original, Genuine SILVER KINGS.)

TORR 2047A-SO. 68 PHILA.

foreman, convalescing from an appendectomy performed at Oklahoma General Hospital recently.

Luther Swinney, amusement route man, has been called to Fort Smith, Ark., by the severe illness of his father.

Clarence Kemp's boss at Nickel Novelty Co., reports that Wurlitzer's 61 counter model is going over big with music lovers at his locations.

L. R. Richards, of Pauls Valley, an interested visitor to the State Legislature last of the week. Any number of other State ops in for the same reason.

Miller Novelty sold Roger Whitfield, of Ardmore, several vest pocket Bells the other day. Whitfield reports that this popular machine is receiving good play in his territory. Charley Todd also purchased several to place along his route, stretching from Ardmore to Borger, Tex.

Coin machine notables seen recently: J. G. McCluskey, Chickasha; Leo Belfey, road man for Jennings, en route to Arkansas; Oliver Morgan, veteran Okeman operator; L. T. Newlin, of Tulsa, reported to be opening a branch office here, and Luke Rogers, Shawnee cafe man.

Now occupying one of the most spacious as well as beautiful locations in the city is the Sooner Novelty Co., which recently moved from 527 NW Fifth to 405 NW Second here. Work of redecorating the new place being completed this week.

Special showing of the new Seeburg phonographs will be held in the very near future, according to Managers Wolfe and Beyerly, and reservations for a 100 or more State ops being made. Recently added to Sooner's sales force is J. D. Walker, who will travel over State for it.

Another bill directly affecting music operators is House Bill No. 37, which prohibits dance halls from operating in or near where beer is sold or consumed. Since coin-operated phonographs supply most of the music for dances at small taverns and other locations selling beer, this proposal would result in the banning of hundreds of phonographs from such locations over the State. The bill has been referred to the committee on prohibition enforcement.

Meeting of operators and jobbers from all over the State was held here a few days ago for the purpose of organizing opposition to unfavorable coin machine legislation now pending in the State Legislature. The meeting was held in the Wells-Roberts Hotel.

SUBSCRIPTION COUPON

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

- \$5 for one year, 52 issues.
- \$8 for two years, 104 issues.
- \$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State



MUSIC MERCHANDISING



L. A. Phono Men Elect

Also affiliate with International group—hear address from Chi by phone

LOS ANGELES, Feb. 11.—On February 1 a meeting of phonograph operators was held at the Clark Hotel here to elect officers and also perfect a move in the organization of music operators. William Cocoran, of San Francisco, was elected temporary president. He is also head of the San Francisco music group. William Nathanson was placed in charge of local affairs here.

One of the important steps taken at the meeting was to affiliate the local group with the International Association of Automatic Electric Phonograph Owners. It was reported that the San Francisco group had also affiliated with the International organization.

An innovation at the meeting was the installation of a loud-speaker and the hearing of an address by E. C. Steffens, manager of the International Association, who spoke to the Los Angeles meeting by telephone from his headquarters in Chicago. Steffens spoke for 10 minutes and he was then followed by M. C. Balenselner, head of the St. Louis music group, who also spoke from St. Louis. Steffens reported that he was also going to Houston to address a meeting in person there and that music organizations were being formed rapidly in all centers. Steffens also told the Los Angeles meeting in his phone address about activities in Chicago and New York.

Of Chicago he said: "A phonograph classification and commission schedule was compiled by the Chicago local association. On November 28 this schedule was placed in effect thru a working agreement with the local union of the International Brotherhood of Electrical Workers. At that time the local music group had only 43 members, representing approximately 60 per cent of the phonographs in the city. It now has 83 members, representing 98 per cent of all phonographs in the city, all of which has been accomplished within 60 days. These members are now, and have been, retaining from \$4,000 to \$7,000 more money each week from the proceeds of the phonographs than they did prior to the adoption of the schedule."

Of the New York situation Steffens said: "The New York local association affiliated with the International on November 16 and in January its membership represented 7,788 instruments, or more than 98 per cent of the phonographs in the city. So you may know that members of that group are very enthusiastic about the work."

"What the two largest phonograph centers in the country—New York and Chicago—have done in so short a time to correct the chaotic condition in the operating industry that existed in those cities and to start the profits back into the pockets of the phonograph owners can be duplicated by the third largest—Los Angeles—if you will put forth the same concentrated effort and co-operation."

Music and Cig Meeting

INDIANAPOLIS, Feb. 11.—Notice has been sent to music operators in Indiana that a meeting of phonograph and cigarette machine operators will be held at the Claypool Hotel, Indianapolis, February 19 at 2 p. m. Discussions for a State-wide association and the present problems confronting operators, reciprocal agreements among operators, co-operation between the manufacturer and operator and numerous other questions are on the program. Pending legislation will also be an important subject.

The proposed constitution and by-laws of the organization will also be read and discussed.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Deep Purple. Operators in increasing numbers are finding this lovely Peter De Rose-Mitchell Parish ballad one of the brightest entries of the winter as regards nickel-grabbing capabilities. And all this before the song has really hit its stride in radio performances or sheet music sales. These important adjuncts are definitely on the upgrade and they can't fail to carry added weight in pushing the number for machine customers. Larry Clinton, aided by Bea Wain for the warbling, makes it another *My Reverie*.

Umbrella Man. Still continuing its merry course as the best novelty bet of the new year thus far, this has been a natural for radio, band stands and above all the phonos. Keep either the Kay Kyser or Guy Lombardo versions under the needles for some little time yet.

They Say. The mainstay of the older ballad crop and still refusing to give way to other, newer songs of similar genre. Artie Shaw's waxing no doubt has a great deal to do with its apparently imperishable popularity in the machines.

Jeebers Creepers. Played by every band on the air, in theaters and in ballrooms, sung by every vocalist with said bands and on the tip of the man-in-the-street's tongue, this solid hit likewise remains undiminished in public favor, and Al Donahue's disc remains unchallenged in the phonos.

Hold Tight. This screw-loose bit of insanity has reached such successful proportions that it no longer belongs in the inner circle designated by "operators' specials," but has hung up a record of air plugs and sheet sales that demands its presence among the select company of "going strong" ditties. It's a pretty important item for ops and those not taking advantage of it are missing a good thing. The Andrews Sisters were out with it first on wax, with a grand interpretation, and now Fats Waller has knocked out a companion disc that's claiming its share of attention.

COMING UP—BETTER STOCK THEM

The Masquerade Is Over. This has all the earmarks of possessing what it takes to make it a hit of the magnitude of *Music, Maestro, Please*, which operators' delight came from the same two writers—Herb Magidson and Allie Wrubel—who have now turned out *Masquerade*. Larry Clinton and Bea Wain again, with the kind of version that can't be denied.

Penny Serenade. Another lilting attractive ballad. With a slight tango rhythm that appears most promising among the latest batch of Tin Pan Alley tunes. Growing rather popular as an air song, this London importation may shortly be a definite necessity for operators, so it might be a good idea to be prepared, beginning now. Sammy Kaye has an appealing disc in his usual svelte style.

Little Sir Echo. If this actually achieves all the success predicted for it by those citizens who should know about such things—the denizens of Broadway's music houses and band offices—it will soon be something that no op can afford to overlook. It's a revised version of the Boy Scout anthem, which is unusual enough to push it up among the No. 1 tunes even if the song boasted nothing else. But in addition it has a cute idea, nicely developed, and as Horace Heidt records it it's an attractive novelty.

The Funny Old Hills. A bit slow in catching on, this *Paris Honeymoon* number may still come into its own in another couple of weeks. At any rate, it's far from a worthless phono bet, as Bing Crosby does it: it's especially worth while to have around while the picture is showing locally, because it's the kind of song that Bing knows how to do so well, and the customers will certainly want to hear him do it again, if only on wax, after they hear him handle it in the film.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

I Cried for You. This great Casa Loma recording, with that marvelous brass choir effect, is still near the top of the heap with the nickel-droppers. Don't let go of this yet by any means.

Begin the Beguine. Artie Shaw is embarking on a theater tour, and, of course, he's including this Cole Porter number, which he brought back to life, in his stage repertoire. The earful of the same that the populace will get as Shaw jumps from town to town won't hurt its position in the machines any, so let that be your guide.

Lonesome Road. That Crosby man is here again with another ace item for ops. This sort of number is right up his alley and he does a job that will have them coming back for more. The current *Just a Kid Named Joe* is on the reverse.

There's a Hole in the Ole Oaken Bucket. A clever lyric novelty in the same down-on-the-farm vein as *The Old Apple Tree* and a likely three minutes for any machine, Sammy Kaye comes up with just the proper treatment.

Dinah. If they still want to hear this perennial favorite—and there's no reason they should want to stop hearing it at this late date—you can't do much better than the reissue of Red Nichols and his Five Pennies, which includes Benny Goodman, Gene Krupa and Jack Teagarden in its instrumentation.

Ta-Ra-Boom-De-E. Oldtimers may raise their eyebrows at the spelling of the last two syllables of this favorite of another year but that's the way they have it on the label of Gene Krupa's new version. However it may be spelled, it's got a lot of possibilities as a phono number the way Gene does it, and in addition you get the Krupa theme song, *Apurksady*, on the reverse. Close study will reveal that the apparently meaningless title of the latter contains, in its first half, the maestro's name jotted down backwards.

GOING DOWN—NOT WORTH PUSHING

My Reverie, I Must See Annie Tonight, Deep in a Dream, Two Sleepy People, All Ashore, You Must Have Been a Beautiful Baby, I Won't Tell a Soul, Mexicali Rose.

Darwin Will Tour In South America

NEW YORK, Feb. 11.—J. A. Darwin, special representative of Rudolph Wurlitzer Co., left today on the S. S. Normandie to spend at least three weeks or more in visiting South American cities.

Darwin reports that he will combine a much-needed vacation with a general survey of automatic phonographs in South America. The possibilities of increased sales to the South American continent have been under discussion since the arrangement of reciprocal trade agreements, Darwin said. The success of the last American diplomatic mission to the South American nations pointed out that greater trade facilities could now be developed for all American products.

Darwin stated: "During visits to Rio de Janeiro and to Buenos Aires, as well as to other cities, we will discuss with business leaders there in the music business the possibilities of developing this market for automatic phonographs. Tho for some years now a few used



J. A. DARWIN

phonos have been shipped there by distributors and jobbers, there has been no concerted effort placed behind the covering of this market for a general sales movement.

"The love of music in the Latin countries is well known. There is no doubt that the new machines which we have developed are sure to strike a harmonious chord in the breasts of business men throughout the continent. We feel that there will not be much trouble gaining an immediate and great following for the automatic phonograph, but we are interested in arranging a method for cash shipments which will benefit all concerned.

"The tremendous possibilities of the South American market for all such equipment as the automatic phonograph have been brought home to us by our own government. Therefore the many cities and countries we will visit on this survey, which is the first of its kind ever made, are sure to bring us information we have never before had regarding the possibilities of developing this market.

"There are thousands upon thousands of locations in Brazil, Chile and Peru alone, not to speak of the many other countries that would welcome automatic phonographs for the fine music at so economical a price. This, because of the music-loving natives of these countries, should prove to be a real boom industry.

"Phonographs are in use throughout the entire South American market at this time. Some of these are of such ancient vintage that it is truly surprising to learn of them. The purchases of records by South America continues to be an outstanding item. Therefore, with the understanding of phonos an assured fact, the follow-up of the coin-operated machines in this category should not be a hard job.

"Arrangements for sales and franchises in these countries will probably present somewhat of a diplomatic as well as business problem. But we fully believe that this can be accomplished and that this survey will definitely show the (See DARWIN WILL on opposite page)

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to

WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING COMPANY, 1564 Broadway, New York City.

Stephenville, Tex.

February 11, 1939.

To the Editor:

I always take time to read "What the Records Are Doing for Me" column. At a recent Seeburg convention in Dallas I found most music operators take a vivid interest in this column and also the "Record Buying Guide" in *The Billboard*.

As for the records that have been clicking here for the past couple of months, *Makes No Difference Now*, by Cliff Bruner, has been tops with me. I tried replacing it with Jimmy Davis' version and others only to have to change back to Bruner's the next trip round my stops. I have been using this tune in some of my high-class spots where I never placed string numbers before and found it really gets the nickels.

I bought quite a few of Patricia Norman's *Pluckin on the Golden Harp*, but it's not getting such a sensational play. Ella Fitzgerald's *Found My Yellow Basket* also wasn't so hot for me. I use tunes made by most of the leading artists and go fairly heavily for Tommy Dorsey and Benny Goodman discs. Art Shaw is coming up fast and I'm glad to see him recording so many new tunes.

I never get much play on Bunny Berigan discs and Fats Waller seems to have lost his touch on my locations, too. Bing Crosby's *Sweet Little Headache* is going good but is not getting near the play his *Mexicali Rose* received. I believe Bing should record *It Makes No Difference Now* and it would be another *Mexicali Rose*.

Business was good for me in November and December but January has been pretty tough sledding.

H. M. JONES.

Jones Novelty Co., Stephenville, Tex.

Chicago

February 11, 1939.

To the Editor:

Each Tuesday morning finds us consulting our copy of *The Billboard*, reading the Record Buying Guide conducted by your Daniel Richman. We have followed it since its inception and have found it to be a fine indicator of money-making records for the week.

In placing records on our phonographs we have endeavored to consider all the angles which mean more nickels in the cash box. We have phonographs in many types of locations, such as foreign neighborhoods, school spots, quiet distinguished restaurant spots, colored locations, etc. Then, too, we consider the season of the year, the sport in season and any special events that might be taking place in the city or locality in which the phonograph is situated.

A Respite!

Many music operators will be interested to know that the squabble between the Music Publishers' Protective Association and the various recording firms has come to a halt for the present pending a test case due to come up in court in the near future.

In foreign neighborhoods we usually place some of the better known foreign language records and also some of the latest hits of the day such as *Jeepers Creepers*, *Umbrella Man* and *They Say*.

School spots, especially those inhabited by the *Joe College* type, go for the swiny tunes. When the discs are available they go for the twangy, vocalized versions of music-comedy tunes.

Good money-makers on well-established quality locations, such as bars and restaurants catering to middle-aged community patrons, are the classical Viennese waltzes. We do not use them extensively, but the waltzes of Johann Strauss are particularly well received and draw their share of nickels.

Colored locations like the records pressed by those of their own race, Duke Ellington and Chick Webb are the leading artists favored in this type of location. Ella Fitzgerald's vocal renditions on recordings with Chick Webb have received far better than average play.

Also, one of the prime factors in drawing the buffalo (and Jefferson) into the coin chutes is the name of the artist. We always have at least a few records by the better known orchestra leaders. Some of those whom we find are well liked are Bob Crosby, Benny Goodman, Horace Heidt, Eddy Duchin, Al Donahue, Larry Clinton, Kay Kyser, Paul Whiteman, Artie Shaw and several others.

Before closing this letter I would like to mention several others whose records have been very successful. I refer to the team of Ella Logan and Hoagy Carmichael, especially in *Two Sleepy People*. Lawrence Welk is another artist whom we are watching, expecting great things from him. *Umbrella Man*, one of his latest recordings, is very good.

MURRAY ROSENTHAL,

Operating Manager,

Gerber & Glass Music Corp., Chicago.

New Haven, Conn.

February 11, 1939.

To the Editor:

In my last article I declared that Artie Shaw would eclipse Benny Goodman and Tommy Dorsey in swing popularity, a fact which I repeat with more emphasis. Shaw's *Begin the Beguine* coupled with *Indian Love Call* is still my best seller. *Jungle Drums*, *Back Bay Shuffle*, *They Say and Room With a View* are skyrocketing with Shaw's interpretation.

The most popular individual is still Bing Crosby. *Mexicali Rose* is still holding its own, with Bing's *It's a Lonely Trail*, *Just a Kid Named Joe*, *The Funny Old Hills* and *I Have Eyes* "tops" in all locations. Bing disappointed me only on *My Reverie*.

Ella Fitzgerald's recording of *F. D. B. Jones* has hit the high spot it deserved long ago. Her *Gotta Pebble in My Shoe* is destined to be another hit. Still in the sepien vein, Count Basie's *Panassie Stomp*, Louis Armstrong's *As Long as You Live*, Ellington's *Boy Meets Horn*, featuring Rex Stewart; Erskine Hawkins' *Do You Wanna Jump, Children?* and Jimmie Lunceford's *Le Jazz Hot*, a dedication to Hugo Panassie, is made to order for the many Lunceford fans.

Three new musicals have provided several new hit tunes. *The Boys From Syracuse* offers *This Can't Be Love*, recorded in the groove by Benny Goodman. The show *Leave It to Me* comes forth with *Get Out of Town* and *My Heart Belongs to Daddy*, a hit if there ever was one. I recommend Bea Wain's vocal in preference to Mary Martin's, who sings the song in the show. The production *Stars in Your Eyes* features *This Is It*, a very catchy song played on Victor by Tommy Dorsey. *Deep Purple* recorded by Larry Clinton has the same appeal as *My Reverie*, and talented Bea Wain's vocal may score a new high with this one. A good vocalist receiving not too great attention is Leo Watson. His vocal of *Jeepers Creepers* is the best on this currently popular song.

Novelties are always my favorite nickel getters. Dick Powell's *Rambling Wreck From Georgia Tech*, Tiny Marberry's *That*

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Nasty Man and the Merry Mac's *Ferdinand the Bull* are wearing down needles. For lovers of swing music concerned only in interpretation I strongly recommend T. Dorsey's *Boogie Woogie*, Goodman's *Bach Goes to Town*, All-Star Band *Blue Lou* and *The Blues*, Clinton's *Study in Red* and *Study in Green*, Shaw's *Nightmare*, Savitt's *Quaker City Jazz* and Glen Gray's *I Cried for You* vocalized by Kenny Sargent.

There are two foreign records worth mentioning here, namely, the Lithuanian *Ona Polka* and the Italian *Leda*, by Mazurka—an instrumental that can be used in any location frequented by dancers other than jitterbugs.

I trust that this article will be as useful to some as other comments in this column in the past have been to me.

CHARLES D. AIURO,
Yale Amusement Co.,
New Haven, Conn.

Modern Introduces New Phono Needle

NEW YORK, Feb. 11.—A new phonograph needle, called Maestro Point, is being introduced by Modern Vending Co. According to Nat Cohn, the needle has been selected after testing many different needles over a period of months. The Maestro Point has proved to fulfill the operator's needs, he said.

Modern will be distributor for this needle thruout New England, New York, New Jersey and Pennsylvania, it was stated. Announcement has already been made to operators in this area and many needles have already gone out to customers.

The needle is said to possess the quality of "symphonic tone range," and

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No. 30 Adjustable Carrying Harness—Accommodates all makes and sizes... **\$5.25 each**
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BEARSE MANUFACTURING CO.
Inc. 1921.
3815-3825 Cortland St., Chicago, Ill.

that idea will be used as a trade slogan. According to Cohn, the needle eliminates all scratchy noises and the guarantee of 2,000 plays is short of what the needle actually does.

Distributors for the needle are being appointed rapidly, Cohn said, and a few States are still open. Delivery on needles is going at top speed, he added.

DARWIN WILL

(Continued from opposite page)

means to opening this great market to our new model automatic phonographs." During his visits to the South American countries Darwin will attempt to gather a complete list of the most popular musical numbers in each city he visits. He believes that this will be of tremendous help in first shipments which will feature these numbers. This list should certainly be of great interest to the entire music industry here, he believes.

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SOUTHERN AUTOMATIC MUSIC CO.
 542 2nd ST. LOUISVILLE, KY.

to improve play of the firm's games in New Orleans.

Probably one of the biggest "first nights" ever seen in New Orleans is being planned for Jerry Germetis, former popular Wurlitzer distributor in this area, when this Greek philosopher opens his elite Jerry's Restaurant on Canal street, main stem. Jerry is one of the best known music operators in the Deep South.

Ralph Bosworth, one of the popular Bosworth brothers of the New Orleans Novelty Co. and assistant manager of the Sport Center, marched down the center aisle of the Sacred Heart Catholic Church recently and became the husband of the former Irma Moskau. Mrs. Bosworth is a sister of the secretary of the Louisiana Amusement Co., Grace Moskau. A short honeymoon in Texas followed the rites.

Sales of Brunswick and Vocalion records are approximately 10 per cent ahead of this time a year ago, E. M. Oertle, manager of the Southern Music Co., area distributor for Brunswick discs, reports.

Fort Worth

FT. WORTH, Tex., Feb. 11.—Operating conditions in Ft. Worth are fair. Coinmen are using quite a lot of counter games and salesboards. Phonographs continue to lead the parade, with cigarette machines coming up in second place. Counter games that are most in evidence are those manufactured by Daval Mfg. Co., Groetchen Tool Co., Buckley Mfg. Co. and Norris Mfg. Co.

The one-minute automatic coin-operated photo machines are being placed on a number of spots in this city. Several night spots have them and they are really going over. One unit is located in an eat spot on Main street, the Pirates' Cave, where dancing is allowed, and a line of customers are waiting to secure their picture each evening from 7:30 to 12 o'clock. Another machine is doing nicely in the Texas Hotel's night spot, the Den. Night spots seem to be the ideal locations for these photo machines.

Sylvia Frankrich, attractive sister of the Frankrich brothers, Leslie, Sam and Jack, coin machine distributors of Ft. Worth, was married to Nathan Donskey Sunday, January 29. The wedding was performed at the Worth Hotel. The couple will reside in San Angelo, where Donskey is in business.

Ernest Walker has invented an automatic payout shooting gallery or rifle range. This is no doubt the first and only automatic payout rifle range ever created. It is reported that Walker has made manufacturing connections and that the machine will soon be in production. Walker is also the inventor of a very unique coin chute.

Rabbit Clore, former Ft. Worth operator, is now in the painting and interior decorating business.

OFF THE RECORDS

(Continued from page 15)

For a truer picture of the jazz he champions, Panassie should use as his textbook *The Blues*, as recorded on Victor by an All-Star Band. It's more of a "dream" band that Eli Oberstein has rounded up. Pipe this personnel that takes in Benny Goodman on clarinet; Arthur Rollini and Eddie Miller on tenor sax; trumpeters Harry James, Sonny Dunham and Bunny Berigan; the trams of Tommy Dorsey and Jack Teagarden, and Bob Crosby's rhythm section almost in toto (Bobby Heggart, Ray Bauduc, Bob Zurke), with Carmen Mastren, out of Tommy Dorsey's Band, on guitar. It's a better brand of the New Orleans free-flowing jazz with Teagarden stealing the side. Disk is doubled with *Blue Lou*, swell stomatology. Aces follow the notes on paper for this side just to prove that an all-star band can co-ordinate their efforts to make acceptable dansapation.

Rev. Sarchmo

LOUIS ARMSTRONG delivers one of his mellow musical sermons on Decca, making a heated hymnal of *When the Saints Go Marching In*. Plattermate fails to toe the mark, Louie never sounding as sincere in his singing for pop stuff fashioned along spiritual lines as Johnny Mercer has penned in *As Long as You Live You'll Be Dead if You Die*. For a respite in Holy Roller dodoes,

RAY KINNEY and his NATIVE HAWAIIAN ORCHESTRA

on two new DECCA releases
 No. 2287—"The Cockeyed Daughter (of the Cockeyed Mayor)"
 "I Had to Love and Leva on the Lava"
 No. 2288—"Kamalina From Lahaina"
 "White Ginger Blossoms"
 Play these in your machines for a bigger play.
 ★ RAY KINNEY and his Native Hawaiian Orchestra are currently appearing nightly in the Hawaiian Room of the Hotel Lexington in New York, featured with the ALOHA MAIDS in *HELLZ A POPPIN* and broadcasting via NBC twice weekly.

Decca lets Sister Rosetta Tharpe, wanging a blues guitar, rock the turntable with bless-you-sister singing for the spiritual *Rock Me*. Her swiny preachments tone down for the plattermate, *The Lonesome Road*. But going Sister Tharpe to the better, Vocalion has buried away on their current Race list an upusual platter recorded in a Holy Roller meeting house down in South Carolina. And if you've never experienced a Negro revival meeting, here's a chance to bring one into your own parlor. Rev. Benny Campbell uses as the text for his sermon *Have Mercy On Me with the New Creature* side finding the congregation breaking out in *I'm Gonna Shout All Over God's Heaven*.

The Sepia Swingers

DUKE ELLINGTON finally comes thru with a Brunswick couplet that packs plenty of musical meat, making swing symphonies based on simple riffs in *Battle of Swing and Jazz Potpourri*. His star sax pupil, Johnny Hodges, uses an Ellington round-up on Vocalion for a musical *Hodge-Podge* and lets out a blues wail on his soprano sax for *Wanderlust*. But for the bestest of the tightest bands, dig into John Kirby and his Onyx Club Boys dishing out terrific swing live on Decca for *Undecided* and *From A Flat to C*.

A couple years ago Boots and his Buddies caused quite a stir in swing circles, being Bluebird's sorta mystery band. They're back again but we take back all the nice things we said about them in praise. Boots (Douglas), hailing from San Antonio, is lacking in all the qualities they gave evidence of possessing at one time. It's harlemese tooting at its very worst for *East Commerce Stomp*, *Careless Love*, *Boots Stomp* and *I Don't Stand a Ghost of a Chance*. Not only is their playing course and crude but woefully out of time. True, the band was picked up by the portable sound truck. But it would even be unfair to the Race list to include such trash in that category.

Fats Waller's solo pianology makes for must-have Bluebird sides. And you can pick your showcasers among these six sides, *Star Dust* and *Keepin' Out of Mischief Now*, *Alligator Crawl* and *Clothes Line Ballet*, *Basin Street Blues* and *African Ripples*.

Addenda

FOR a boogie woogie treat, dig into *Indian Boogie Woogie* on Decca as propounded by Woody Herman, who is still to be discovered as belonging among the greats for blues and dixieland syncos. And the band is just as polished for the smooth syncos, as evidenced on the plattermate, *Blue Evening*.

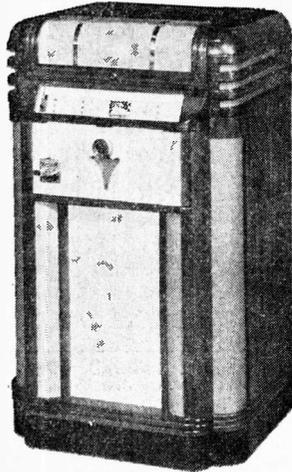
Eddie DeLange has a sure-fire novelty on Bluebird in *The Cockeyed Mayor of Kananakakal*. Playing *Livery Stable Blues* on the flip-over further proves that he has a better band when they lay down their horns and sing the nonsense songs. Van Alexander cuts an original comic song for Bluebird, *Hey! Barber*, that shows possibilities of catching on. Coupled with mill-run waltz music for *The Good Little Things You Do*. And still another novelty that's good for the books, Russ Morgan on Decca getting real cuddlesome that *I Come From a Musical Family*. Disk doubler, *Wabash Blues*, highlights his wah-wah slip-horn sliddings.

And for smartly styled and distinctive dance incentives, Richard Himber gives his rhythmic pyramids a Victor workout for *Pyramiding "The Swan"*, Saint-Saens classic, and the Russ Columbo reminder, *You Call It Madness; Jeannie, Swing Out*, a rhythmic setting for Stephen Foster's *I Dream of Jeannie*, with the *Light-Brown Hair and Sweet and High*, similar treatment for Tennyson and Barby's *Sweet and Low*.

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Mills	Do Re Mi's	12	49.50
Rock-Ola's	Dance Master	12	32.50
Rock-Ola's	Imperial	20	125.00
Seeburg's	Model K	15	84.50
Seeburg's	Model K	20	149.50
Seeburg's	Royale	20	169.50
Wurlitzer	616	16	99.50
Wurlitzer	616 SA	16	117.50
Wurlitzer	24	24	157.50
Wurlitzer	318	16	94.50
Wurlitzer	716	16	109.50

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New Orleans

NEW ORLEANS, Feb. 11.—As Mardi Gras Day (February 21) nears demand for coin machines of all description grows brisker here. Phonograph distributors report the best January sales in several years, with all nationally known lines of music boxes selling in car lots ever since the 1939 models were

first placed on display. Distributors of pin games and bells also reported a good turnover and believe that 1939 sales will be best in years.

Sales of O. D. Jennings' Dixie Belles have increased sharply since the middle of January, with dozens of out-of-town operators taking on new machines, Emil Iacoponelli, head of the Bell Distributing Corp., Jennings' distributor in this section, reports.

Discouraging to music operators of the Crescent City area is the wholesale cut in rental rates just a few weeks after a "fixed" minimum of \$4 had been set by the United operators. Most operators complain that it only took one of their members to start the rate cutting and now everybody has been forced to follow suit. The worst pity is that the cut comes just at a time when the numerous carnival parties brings in the best demand of the year for disc music.

Few, very few, maidens of the home of Mardi Gras ever enjoy the pleasure of being chosen queen of one of the exclusive masked balls given by the secret krewes. But the call came to the beautiful singing daughter of Jules Pace, president of the local operators' association, when the Krewe of Elianians held their ball recently. Geraldine Pace, only recently back from entertaining in a Chicago night spot during the time she accompanied her father to the recent CMMA show, is a rising star in entertainment fields of the South.

Getting in several carloads of Seeburgs since the holding of the December show, the Dixie Music Co.'s 1939 sales thus far well surpass the turnover to the same date last year. Displayed in one of the most attractive surroundings in this part of the country, the samples of new Seeburgs are bringing in numerous operators each day, and once they glue their eyes on these machines in comes the order for new equipment, Sam Gentlich, manager of the company, reports.

Eric Wedemeyer, former national distributor for Exhibit Supply Merchant-man claws, was a visitor here, calling on many of his old friends. The gay New Yorker is at present in the importing business but still looks back on his coin machine selling days as grand ones.

Reporting good results from the heavy influx of out-of-town visitors for Mardi Gras are Andrew Monte, of the A. & M. Amusement Co., and Tony Tornabene, both pioneers in music-operating circles of the city.

Joe Isaacson, head of the mechanical department of the New Orleans Novelty Co., is proudly displaying a wrist watch presented him recently by the Bally Mfg. Co. for the factory's appreciation to "Joe I" for the many good things he has done

EASTERN FLASHES

NEW YORK, Feb. 11.—George Ponsler attempted to fly to Chi and back in one day this past week (as he has many times done in the past). All planes were grounded, however, so he took the train and arrived in the worst snowstorm that Chicago has ever had. George was forced to remain over for a few extra days while the city dug itself out. . . . Talk about memories in the pin game biz. How many can recall the playing board of the Whiffle? Or the Hi-Ball made by Howard Peo? Or the Baffle Ball built by Jack Keeney and Dave Gottlieb? Or the Ballhoop that brought Ray Moloney and Jim Buckley into the pin game biz? . . . Jack Mitnick, who is sponsoring the Ritz phono cabinet for George Ponsler, reports that increased demand convinces him that this will grow into one of the biggest businesses with which he has ever been connected.

Hymie Rosenberg, formerly with his own firm, H. Rosenberg Co., up-town jobber, is now retail sales manager for Bert Lane at Seaboard Sales, Inc. . . . Charms candies are now being tested in the B. M. T. Subways. Hal Meeks has constructed a special machine for the subway operation. . . . New car card just placed in subway trains by Wildbur-Suchard again stresses purchases of the penny-size Suchard chocolates from the "1-cent slot machines" located at all stations. Wonder why Suchard doesn't use the term merchandising machines, venders or merchandisers instead? . . . Eddie Cantor hit the nail on the head in his broadcast the other night when he stated: "Who wants to continue playing a slot machine after you've hit the jackpot?" Seems like Eddie's made an investment or two himself.

Dave Robbins will distribute those Pioneer scales which gained so much attention at the CMMA show. In the meantime (while waiting for first samples to arrive) Dave is going to town with Criss-Cross, Bingo, O. K. Ball Gum Vender and his famed 2-in-1 Vender, he reports. . . . Bert Lane advises all and sundry to be on the lookout for the new Genco game which will be arriving at his showrooms soon. And in the meantime, according to Bert, that little Mills Vest Pocket Bell is silently chalking up bigger and bigger orders for his firm. . . . Two machines donated by a couple of Brooklyn's well-known ops to a big fraternal organization (now decorating its clubrooms) have netted over \$6,000 in the past few weeks for the Jewish refugee fund. The ops left the



H. F. MOSELEY (center), of the Moseley Vending Machine Exchange, Richmond, Va., with his "gang." All attended both of the recent coin machine shows. Moseley is a distributor of Rock-Ola's 1939 Luzury Lightup phonographs.

keys with the club and report that members play the machines with added zest since they realize refugees get all the coin (and that they can keep the winnings).

Always interesting to an out-of-town coxman making his first visit to Brooklyn is to see the line-up. That is, the four or five bulk venders in front of even the smallest stores on steel stands vending sunflower seeds, pumpkin seeds, pistachios, monkey nuts and good old peanuts. Some of these spots have been in constant operation for over 20 years. . . . The two convalescents, Bill Allberg and Charley Aronson, report that they are starting to feature the many used games which they have been gathering for some time and that they will have something on phonos soon that will, according to Charley, "floor them all." . . . New York ops are removing all "free-play" signs from their machines. . . . And to this day someone still asks why there is no vender featuring Beech-Nut gum. There once was a combination scale vender by Harry Benjamin, but we don't know what has become of it, and Beech-Nut has ever since been uninterested in the biz.

Walter Mann took over those 270 contracts on Adams gum that were advertised in *The Herald-Tribune* as an auction sale. . . . Nat Cohn, Modern Vending Co., introduces a new phono needle to the trade called Maestro Point. Nat reports that tests made over a long period of time have proved the needle to be one of the best. "And," Nat says, "the price is so low it surprises everyone." . . . Some of those ad stickers seen on ciggy machines around town actually spoil the effect of the beautiful modernistic design work that goes into these merchandisers. Suggestion was made that ad-card frame be arranged for by the vending machine manufacturers.

Joe Darwin, Wurlitzer's special rep here, left Saturday for a long trip thru South America, where he will make a survey for the possibilities of promoting phonos there. The survey should prove one of the most interesting ever made. Joe promises a complete story when he returns. . . . Ben Kulick, who is doing a great job with soft-drink venders, celebrated his birthday at the Hotel New Yorker the past week. . . . Meyer Parkoff, of Modern, has won the praise of leading phono ops here as one of the best sales managers in town. . . . Dave Stern, Royal Distributors, Elizabeth, N. J., is featuring the most complete line of sales-boards ever seen in the East. "And," Dave reports, "that's only the beginning of the features that we will have, especially when our present offices are redecorated."

One of the funniest poems ever heard relative to the coin business was originated by Dave Stern's pappy. It's not only funny but very, very true. Just ask him to tell it to you with gestures. . . . One of the best liked columnists in New Jersey is Irv Morris, of the George Ponsler offices. Irv has won the affection and admiration of the men in the Skeeter State because of the swell manner in which he goes out of his way to do them favors. And with a smile. . . . Counter-model phonos are getting more and more popular in the Jersey area. That White Tower spot on Freling-

huysen avenue in Newark shows up one of these small bables to perfection. . . . New York music ops feel that their association is among the best in the country. That's great. . . . One of the best displayed ciggy machines (and whoever the agent was that located it should be given a bonus) is in the Palace Chinese Restaurant in Elizabeth, N. J. (one of the Public Service Tobacco Co. machines). The machine is one of the new Nationals and stands just off the dance floor. Must be seen by every patron entering and dining. And when lights are dimmed for dancing the lights of the machine make this a masterpiece of location work.

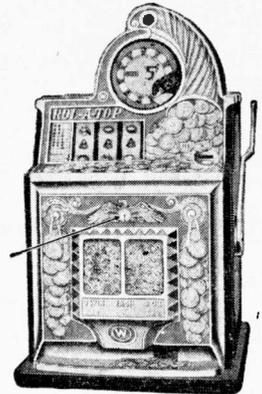
Keylitt, Bally's newest five-ball novelty, is the big talk over at John A. Fitzgibbons headquarters. Not only popularly priced but featuring a very well known play. "It's brought the biggest profits," Jack reports, "of any games we've ever placed on test locations here. . . . Mike Munves would like to break away for Florida, but the jam demand for Chubbies keeps him to his offices all day long. And was Mike sore when that snowstorm hit the Midwest. No games could come thru, and Mike promising delivery to hundreds of ops. . . . "The best collection record for '39 so far came from one of Daval's Double Treasure games," reports Milt Sofer. . . . Frank Hart, Eastern, Newark, has New Jersey distribution for the New Deal Trade Stimulator. Frank reports that the game shows tremendous possibilities for the ops.

Max and Harry Hurvich, "The Gold Dust Twins" of Birmingham, Ala., report that conditions in their home town are very, very stiff, to say the least. . . . Joe Calcutt has perfected one of the speediest and most unique delivery systems in the industry. Right from Veneco's headquarters in Fayetteville, N. C., machines arrive practically overnight to ops in all surrounding territories. And Joe reports that the firm remain open to 6 p.m. each Saturday to help ops get games for over the weekend. . . . Freddie Law, Hercules, Newark, reports that Irv Orenstein became so excited when he caught a 42-pound kingfish that he phoned from Miami to tell all who were present about this unusual achievement. And also reported that he was still a bit ahead of the games working in Miami. . . . Still in Miami: Milt Green, of American Vending, Brooklyn; Jack Kay, Ace Distributors, Newark; Hymie Budin, Budin Specialties, Brooklyn, and Dave Simon, Savoy, Baltimore.

Herman Gross, popular New York op, reports that conditions are swell and that he has something new which he feels will be truly sensational. . . . Phono ops advise that Artie Shaw's Orchestra is now tops for swing and jam, even topping Benny Goodman. . . . New distributor for U-Need-a-Pak products has opened offices at 2015 Market street, Philadelphia. Firm will be known as Unedea Merchandising Co., Inc., and will handle complete line of U-Need-a-Pak cigars and candy merchandisers. William Wiener, Lewis Soklove and Sam Altholz constitute the personnel. Grand opening for the new showroom is slated for Saturday night, February 18. All ops are invited.

Dan Subarsky, right-hand man to Sam Kressberg, of East Coast Phonograph Exchange, will ring the wedding bells on March 25. The girl is Gladys Lerner, of the Bronx. . . . Bernie Sossen, of New York Snacks, has rigged up a window display that stops nearly every passer-by. Sossen claims if it does nothing else it makes them "vending machine-conscious." . . . Frank Paretli, the Nyack op, seen in Fitzgibbons ribbing Jack Devlin and Fitzgibbons. By the way, Frankie once was one of the best boxers in the U. S. at 118 pounds. . . . Herman Budin, who hasn't been looking well for the last few weeks, was the object of a gag played by the operators in his office, led by Al Denver. A few executives of the Brooklyn Home for the Aged called in to see Herman. Denver cornered them and wanted to know whether they had come for a few machines for their home or to take Budin with them. . . . Max Munves informs that his export trade has been exceptionally good recently and that he has shipped quantities of used equipment to many foreign countries.

HAND LOAD



HAND LOADED ROL-A-TOP TWIN JACK POT BELL

HOW IT WORKS: The Jack Pot does not fill automatically from the play in the machine, it must be loaded by hand. It releases automatically, however, when the 3 bars are hit.

HOW JACK POT IS LOADED: There is a lock in the center of the Eagle. You put your key in the lock, turn it and the gold Eagle comes right off, as it is attached to the lock. Then the location owner drops the coins in the Jack Pot which is empty.

Equipped with Mystery Payout: 3-5-10-14-20 and Jack Pots. Built in 1c, 5c, 10c, 25c play.

15-DAY MONEY-BACK GUARANTEE Write for Circulars and Prices.

MADE ONLY BY
WATLING MANUFACTURING CO.
4640-4660 W. Fulton St. Chicago, Ill.
Est. 1889—Tel. Columbus 2770.
Cable Address, "Watlingite," Chicago



MILLS VEST POCKET BELL AUTOMATIC PAYOUT

Also Furnished to Reliable Operators on Percentage

The Tiniest Automatic Payout Machine in the World. Only 8x7x8 inches. Weighs less than 15 pounds. Perfect for light territory. Earnings wonderful. Holds \$45.

KAY SPECIALTY CO., Dept. H.
2611 INDIANA AVE., CHICAGO, ILL.

Thousands of All Kinds Used Machines

Reduced Prices

- 94—NOVELTY 5-BALL GAMES
- 177—1-BALL AUTOMATIC PAY-TABLES
- 107—CONSOLES
- 253—COUNTER GAMES
- 145—SLOT MACHINES
- 335—NORRIS MASTER VENDERS
- 102—WURLITZER PHONOGRAPHS

OHIO SPECIALTY CO.

12 W. Court St. | 713 E. Broadway
Cincinnati, O. | Louisville, Ky.

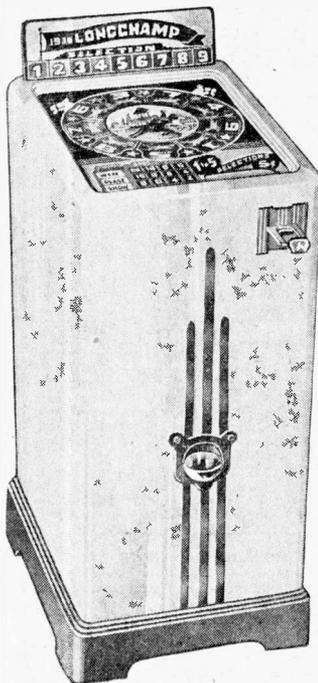
MUST SACRIFICE AT ONCE

Right Off Locations. Ready To Operate.

TRIPLE ENTRIES, 2 Weeks Old	\$150.00
EVANS BANQUETS, New Head, 2 Weeks Old	145.00
1938 SKILL TIMES	105.00
923 TRACK TIMES	100.00
KENTUCKY CLUBS	90.00
BUCKLEY TRACK ODDS	90.00
KENEY RED HEADS SKILL	60.00
KENEY RED HEADS	55.00
KENEY CRY HEADS	40.00
JENNINGS PARLAY RACES, 4 Tracks	75.00
JENNINGS DERBY DAYS, Late Mod.	35.00
SHOOT THE MOON	22.50
DARK HORSE	20.00
TANFORS	17.50
ROSEMONT	15.00
BALLY'S SEA BISCUIT	100.00
GRAND STANDS	90.00
NEW MILLS 1-2-3, a Week Old	85.00
MILLS FLASHER, Like New	45.00
BALLY KLONDIKE	85.00
WESTERN DERBY TIMES	85.00
DERBY CHAMP (Keeney)	45.00
PHANTOM	15.00
PREAKNESS	10.00
FOTO FINISH	7.50
PAMCO TOUT	7.50
BALLY RAMBLER	7.50
MILLS 1-2-3, Old Model	25.00
SPORT PAGE	60.00
ACROSS THE BOARDS	25.00

BEST NOVELTY CO.
1047 St. Clair Ave., Cleveland, Ohio

EXHIBIT'S 1939 'LONGCHAMP'



1 to 5 Mystery Selections Pays on Win, Place, Show and Daily Double. Up to \$6.00 Top. Changing Odds, Spinning Lights Under Dial.

The Sensational Vest Pocket Console.

World's Lowest Price, Only \$99.50

EXHIBIT'S FREE PLAY

'CHIEF'

IS TODAY'S FASTEST SELLING 5-BALL NOVELTY GAME. ALSO STRAIGHT NOVELTY MODEL.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO.

Phono Group Reorganizes With Baker as New Head

A. J. Compagno resigns to give more time to business—new members enroll at brisk pace—officers promise big program to help operators

SAN FRANCISCO, Feb. 11.—A complete reorganization of the phonograph operators' association in San Francisco and Northern California has been effected during the last few days with the resignation of A. J. Compagno as president of the San Francisco Music Operators' Association and the election of Joseph Baker as head of the new unit. The new organization will be known as the Automatic Music Merchandising Association, Inc., and will be affiliated with the national organization of the same name. Offices have been opened at 401 Grove street, San Francisco. Compagno has been an active figure in vending machine circles for the past 10 years. He was key man in the Bay area during the organization of the Northern California Operators' Association and is now serving as president of the San Francisco Merchandising Association (digger machines). State secretary of the California Music Operators' Association, president of the San Francisco Music Operators' Union affiliated with the A. F. of L. and, until his resignation, president of the San Francisco Music Operators' Association. Compagno's retirement from active work in the coin machine circles is prompted by his desire to give more time to private business. He heads Compagno Enterprises and is a member of the board of directors of four large corporations, each of which is demanding more of his time and energy. His latest endeavor is in the field of broadcasting, which because of its incomplete state cannot yet be made public.

Joseph Baker, who succeeds Compagno, is well known in Northern California, having been associated with the vending machine business in San Mateo and Santa Clara counties for the past five years. He will occupy the chair of president and business manager of the newly formed organization and will have all of Northern California, including San Luis Obispo and Fresno counties to the Oregon line for his territory. Altho this is a large piece to cover, Baker is backed by enthusiastic operators in all counties who have pledged their help toward making the association successful.

The Automatic Music Merchandising Association, Inc., has been organized to bring together the phonograph operators in Northern California and keep them informed of progress and work in the phonograph business. At the same time the association will benefit the members by bringing to them protection in the form of the curtailment of too many new models, of selling locations without consideration for operators and by giving to the members sales tips on how to increase profits. Membership sign-up has been so brisk that in Baker's opinion the new organization cannot be anything but wholly successful.

Just a Machine

Anna Held Jr., proprietress of Anna Held's Country Inn on the Bronx Parkway east of Peekskill, N. Y., has built up a large clientele. It is reported, thru her unorthodox yet effective newspaper advertisements.

One of her ads that recently appeared in *The Connecticut Nutmeg* was reprinted in *Advertising Age*. The ad was a personalized message appearing over Anna Held Jr.'s name and in the concluding paragraph she stated: "We don't have an orchestra, only a machine you put nickels in. We close around midnight unless someone is here, then we stay open as long as they spend money."

"I don't like bores or drunks. Wish you were here.
"Love and kisses,
"Anna Held Jr."

Apparently the public is going for action machines again.

A. Koepfen is the latest addition to the ranks of Detroit music operators.

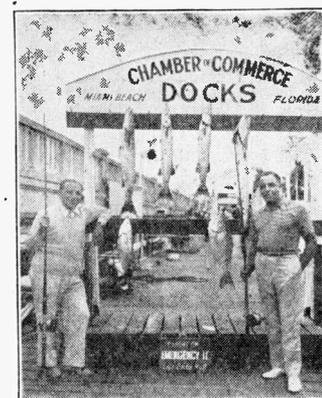
An intensive study of competitive types of parking meters is planned by Detroit city authorities within the next two months, with a scheduled hearing on their installation postponed until April 5 by the city council.

Chris proved a good name in the coin machine line here this week. Chris Hornbeck was adding once more to his extensive route of Wurlitzer phonographs, while Chris Kostoulakis, downtown operator, was in the market for Mills cigaret venders.

Service Amusement Co. entered the local pin-game field recently to service and operate pin games. Arthur Levin, the proprietor, is well known in this industry. Headquarters are at 5131 St. Aubin avenue.

Russell Byrnes, who entered the vending machine field about four or five months ago as an operator of peanut and candy venders, has succeeded in doubling his intake in that time, he states.

The Key-Soner Corp., operating a number of the photograph machines in the



NAT COHN, Modern Vending Co. official, and Jimmie Schon (left), the firm's accountant, indulge in a bit of fishing at Miami Beach, Fla. No fish stores, eh, boys?

OPERATE
WESTERN Superior GAMES
DERBY CLOCK 1-Ball Automatic Payout.
With
TWIN JACKPOTS
BASE BALL Legal! Setting records for play and profits.
Built for • **APPEAL** • **PROFITS**
(See Your Jobber Today)
WESTERN PRODUCTS, Inc.
925 W. North Ave., CHICAGO.

SACRIFICE

An Exceptionally Fine Lot Reconditioned Games—All or Part.

20 1938 SKILL TIME\$98.50
18 KENTUCKY CLUB 68.50
10 TRACK TIME RED HEAD 49.50
4 TANFORAN 19.50
4 LIBERTY BELL 24.50
10 DERBY DAY CONSOLE 24.50
3 SHOOT THE MOON 24.50

1/3 Cash With Order, Bal. C. O. D.
THE MARKEPP CO.
3328 Carnegie Ave., Cleveland, O.

WANTED AT ONCE

SLOTS — PIN TABLES — VICTROLAS.
HIGHEST PRICES PAID.
We also Loan Money on All Slots and Equipment.
SIMCO
COIN MACHINE EXCHANGE
Simco Will Loan U Dough.
26 13th Street, Augusta, Ga.

BARGAINS

COUNTER GAMES.	Purlitan\$ 5.00	
Bally Baby 8.00	Red Dog 6.00
Beat It 3.50	Reel Dic 4.00
Booster 3.00	Reel Races 3.50
Cent A Pack 7.50	Select-Em 3.50
Five Jacks 3.50	Smoke Reels 9.00
High Stakes 1.50	Sparks 17.50
Hoops 11.00	Spark Plug 7.50
King Six, Jr. 5.50	Tally 17.50
New Deal 3.50	Til Tat Too 3.00
Peanut Vendor 3.00	Zephyr 9.50
Penny Pack 9.00	Popmasters (Automatic Popcorn) 15.00

Many Other Bargains. Send for Free List.
1/3 Deposit, Balance C. O. D.
C. CHARLE & CO., Springfield, Mo.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

city, is finding business fair in this field.

The Automatic Distributing Co., which was formerly located at Livernois and Davison avenues, has moved headquarters to Buena Vista avenue in the north-eastern suburb of Highland Park. The company is completing plans on a new type of vending machine which will handle flashlight batteries. A basic patent has been granted to the company for any type of a flashlight vender regardless of mechanical means used.

David J. Myers, Detroit operator of peanut machines, has moved headquarters, formerly on Harding avenue, to Iroquois avenue.

The Sani Plastic Corp., which has been manufacturing a new acetate-type product designed for various types of venders, is developing its material now for general use in other industrial products as well.

Harry Wish, local music machine operator, is another coin machine man who has decided to double up with the night spot business by buying Harry's Bar, located in the north-end suburb of Highland Park.

Max Schubb, Detroit operator and jobber, who is also associated with Sam Rosenthal, is making his headquarters on West Boston boulevard, moving there from Webb avenue.

5 STAR FINAL \$57²⁰ PROFIT PER DEAL

2520 Tickets @ 5c
Takes In \$126.00
Average Payout 88.80

PROFIT \$ 57.20

\$2.00 Each Doz. Lots.
\$2.25 Each Lots of 6.
\$2.50 Each Less Than 6.

1/3 With Order. Send for Catalog of Other Winners.

WINNER SALES COMPANY
3307 ARMITAGE AVE., CHICAGO, ILL.

McCALL'S WEEKLY SPECIALS

NOVELTY GAMES	\$13.50
TURF KINGS	10.00
CARNIVAL	8.50
HOME STRETCH	10.50
STONER'S RACES	4.50
LONG BEACH	4.50
LIGHTS OUT	8.50
EXCEL	12.50
MERCURY	4.50
RUNNING WILD	17.50
TRACK MEET	21.50
ELECTRIC SCOREBOARD	9.50
SILVER FLASH	21.50
SKIPPER	7.50
EXHIBIT BOSS	
HARE HOUND	
CHICO DERBY	
CHICO MARVEL RESERVE, Floor	37.50

Sample WE BUY, SELL OR EXCHANGE
3147 Locust St. ST. LOUIS, MO.
McCALL NOVELTY CO.

Detroit

DETROIT, Feb. 11.—Joseph Lang has entered the ranks of local music operators, making his headquarters in the west-side suburb of Dearborn. Lang was formerly employed by Harold C. Hanay, who was in the music machine field a year or so ago but was forced to retire to take care of his other interests.

One of the oldest and best known music-operating organizations in this territory, the Commercial Music Co., was taken over by George A. Snyder, as sole owner, recently.

This firm has been in business for many years and has long been a strictly family enterprise. To simplify operations ownership has now been concentrated in the hands of the senior partner, who is the father of John and Theodore, who remain in the business with him. Also associated with the enterprise are Mrs. Edith L. Snyder and a brother, I. E. Snyder.

This is the second progressive step in simplification of operators, with the name changed some time ago from the Commercial Music and Vending Co. to the shorter title.

Ben Robinson, manager of the Robinson Sales Co., reports a big demand for shooting and gun type of games, such as the Eagle Eye and Bang-a-Deer. Pick-up in this field has been most noticeable in the past couple of weeks. Evi-

The Public Plays For the Fun of It

By JAMES GILMORE, Secretary, Coin Machine Mfrs.' Association, Inc.

There seems nearly always to be a great hullabaloo in many parts of the country about gambling in any and all of its infinite variety of forms. That of itself is strange because of the fact that permits no contradiction that there is a very great deal of the gambling instinct in every human being.

Life is a gamble and all the men and women merely players. From birth to death everything we do is a gamble.

You know and I know many very good people that get a lot of fun out of shoving coins in a slot machine and trying to win the jackpots. We all know many nice people who enjoy playing coin-operated pin games and amusement machines. With 99.44 per cent of them it is amusement, entertainment and recreation primarily and they enjoy it whether they win any prizes or not. It is not likely that one person in a hundred thousand ever has any idea of gambling when they are playing these machines. They are doing it for fun; if they win some reward that simply adds to the fun. If someone suggested to them they are gambling and primarily interested in the award their answer would doubtless be "you're nuts," and that would be correct as any statement could be.

Entertainment, recreation, fun are all being eagerly sought in these troublous times when so much of doubt and uncertainty prevails. If anyone doubts that statement give some thought to the greatest entertainer of the day, Charlie McCarthy, to whose program more people turn every week for an hour of fun than to any other now on the air. Then give thought to the fact that nearly every other fun program on the air has its millions of eager listeners.

What's this got to do with the coin machine industry? you ask. It is my opinion the people of this country get what they want eventually. They want entertainment and amusement and they are willing to pay for their fun. The mass of the people do not look upon slot machines, pin games or amusement machines as gambling devices and do not want to be deprived of the fun they derive from playing them. The mass of the people, whether individuals or industrialists, are overburdened with taxes, direct and indirect, and nuisance taxes ad infinitum. There must be an end somewhere to the kinds and varieties of taxes which can be thought up to burden and harass business and individuals.

So it can be done and probably will be in the near future. All of these types of machines will be licensed and legalized as entertainment. The source of revenue they offer simply cannot be overlooked indefinitely.

This industry is not licked unless it lies down and admits it. "When it gets

up on its hind legs and fights for its place in the public acceptance as a source of entertainment and a revenue producer it will find it can be done.

Chi Coin Majors Gets Big Response

CHICAGO, Feb. 11.—"The Chicago Coin Machine Mfg. Co. owes the operating world both a thank you and an apology," said Sam Gensberg, official, in discussing the new Chicago Coin release, Majors.

"The thanks are for the overwhelming way in which operators the country over have received our latest game. We have been literally swamped ever since, we first announced the game a short time ago. Every production facility is being strained to the limit to turn out enough Majors to meet the demand. In spite of all human and mechanical efforts, we are unable to keep up with the flow of orders, and delay on deliveries is the result.

"It is for that reason that we owe our customers an apology. On several occasions in the past there have been delays of short duration, resulting usually from the popularity of a game. We have been asking our customers to bear with us until back orders are filled. It is only right that that orders be filled as received. Those who act promptly will, of course, be taken care of as quickly as possible."

Silverstein, Chi Coin Rep, in Cleveland

CHICAGO, Feb. 11.—Chicago Coin Machine Mfg. Co.'s representative, Sol Silverstein, reports a high degree of enthusiasm in his territories for the new release, Majors, according to Chicago Coin official Sam Gensberg.

Said Gensberg: "Silverstein writes that wherever he has been jobbers are loading him with orders. Operators are scrambling to get Majors. This reaction is very much in evidence in Cleveland and surrounding territory, where Sol is spending this and next week.

"Silverstein is making his headquarters at the Hollenden Hotel in Cleveland and wants all operators to be sure to stop in and say hello."

Keeney Sales Good

CHICAGO, Feb. 11.—"We've had to signal our factory forces for full steam ahead on production," reports Ray Becker, sales manager of Keeney, of Chicago.

"Pastime, our new match-point console game, went into its second run this week. The first runs of Pot Shot pay-out tables and free games have been sold out. New releases will go on the production lines about February 15. I don't think we'll catch up on our Spinner-Winner counter game orders for a long time. On top of producing these new 1939 games we also have new runs of Triple Entries and Track Times going thru."

INVENTORY SALE

The machines listed below are slightly used and like new. They are all offered subject to prior sale

SLOTS	
10 MILLS MELON BELLS or Ven. Ser. 430000, 25c. Milco check or skill control if desired	\$57.50
10 MILLS MELON BELLS or Ven., 10c. Ser. 426000, Milco check or skill control if desired	52.50
5 MILLS Brown Fr. J. P. Cherry Vendors, 5c. ser. 430000	59.50
11 MILLS FUGITIVY, no GA, 5c. Ser. over 385000	22.50
6 MILLS EXTRAORDINARY Vendors, no GA, ser. over 423000	23.00
8 MELON VENDERS, 5c. No. over 430000	52.50
3 MILLS CHERRY BELLS, 5c. No. over 430000	49.50
2 MILLS CHERRY BELLS, 10c. ser. over 339000	52.50
1 MILLS Blue Fr. GA, 10c.	37.50
2 MILLS Red Fr. GA, 10c. ser over 387000	39.50
2 CAILLE CONSOLES, 5c.	45.00
2 COLUMBIA 5c FS.	33.00
106 MILLS SAFE STANDS	4.00
4 MEILINK Double Safe Combination Lock	20.00
60 MILLS FOLDING STANDS	1.50
5-BALL	
13 TURF CHAMPS, cash & tick.	\$115.00
1 PARAMOUNT, Model C	35.00
3 PALM SPRINGS	32.50
1 BALLY ARCADE	20.00
5 BALLY RESERVES	15.00
1 KEENEY BIG TEN FS.	60.00
3 STONER ZETA, original model	25.00
1 BIG RICHARD	10.00
1 PARAMOUNT, Model A, FS.	35.00
2 PARAMOUNTS, Model C, new	45.00
1-BALL	
4 BALLY BONUS	\$ 7.50
9 JUMBOS, cash pay	7.50
1 CLASSIC	9.00
1 RAILROAD	10.00
1 PIKE'S PEAK	10.00
2 FOTO FINISH	12.50
1 BALLY DERBY	11.00
1 BREAKNESS	11.50
1 SPORT PAGE, new original crate.	135.00
2 BALLY EUREKA	89.50
3 DERBY OAK with clock	15.00
1 HIGH CARD with clock	15.00
CONSOLES	
5 GALLOPING DOMINO 1938	\$185.00
1 BALLY HOME STRETCH, new.	148.50
1 CHUCK-A-LETTE	27.50
2 MILLS SQUARE BELLS	115.00
10 JENNINGS, 5c. Cigarettes	110.00
10 GALLOPING DOMINOS, black cab, 5c cash pay	85.00
2 PACES RACES, 5c, cash pay. Nos. B058-5122	145.00
1 PACES RACES, 5c check sep. No. 3393	80.00
1 PACES RACES, check sep., 5c play. No. 5358	145.00
2 LUCKY LUCRE, cash pay FS.	210.00
1 EVANS ROULETTE Bowl Type	60.00
1 WESTERN QUINELLA, 7-coin head FS	75.00
1 HOLLYWOOD RIFLE TARGET	30.00
COUNTER	
4 DEUCES WILD, gum vender	\$12.50
5 TALLY, either 1c or 5c	15.00
2 GOTTLEB STEEPLE CHASE FS	11.50
3 ABT, Model F, 1c	17.50
5 ABT TARGETS, 5c, animal reels, new, complete with stand	17.50
5 ABT TARGETS, 5c, animal reel, 5U, complete with stand	18.50
3 GOTTLEB DE LUXE GRIP TES. 8.00	8.00
PILRIM CARD, new	10.00

MILLS VEST POCKET BELL
 Liberal allowance for your old Counter Games delivered to us **\$49.50**
WE CARRY LARGE STOCK FOR IMMEDIATE DELIVERY

All used machines are offered subject to prior sale. The above prices are effective February 18, 1939. Write us for prices on any machine you may be interested in, as we can make prompt delivery. F. O. B. factory or F. O. B. Richmond. Get our prices before buying elsewhere, as we guarantee to meet any clean competitive prices.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST. Richmond, Va.
 Day Phone 3-4511 Night Phone 5-5328

GUARANTEED USED EQUIPMENT BARGAINS

NOVELTY GAMES					
Snoopy Flicker	\$3.00 ea.	Broadway Angel (Auto.)	\$10.00 ea.	Jungle	\$17.50 ea.
Ricochet		Line-Up		Thunderbolt	
Home Run		Sligger		Snappy Recorder (Free)	
Hill Fan East & West		Hill Fan		Proakness (Auto.)	
Mercury Tournament	\$5.00 ea.	Bull's-Eye Carnival Exhibit Basket	\$15.00 ea.	Bally View	\$25.00 ea.
Daytona		Ball		Fiesta	
Great Guns		Mars Rocket		Butlers	
Skipper Stormy		Chicago Express		Robin Hood	
Stoner's Races	\$7.00 ea.	Oe Luxe Register	\$15.00 ea.	Handicap Jitterbug	\$30.00 ea.
Home Stretch		Vogue		Hurdy Gurdy	
Auto Derby		Bobs		Odd Ball	
Long Beach		Coney Island		Paramount Spinner	
Miss America	\$7.00 ea.	El Toro	\$15.00 ea.		
Aurora		Lighting			
Chico Derby		Gay Time			
Speed		Zephyr			
Stoner Baseball	\$7.00 ea.	Turf King	\$15.00 ea.		
		Cargo			
		Winner (Auto.)			

PHONOGRAPHS	
Seeburg Model A	\$45.00
Seeburg Model B	55.00
Wurlitzer 312-412	65.00
Wurlitzer 316-716 (16 records)	85.00

Astroscope Fortune Telling Machines complete with readings... 37.50
 Windjammer... 20.00
 TERMS: 1/3 Cash, Balance C. O. D.

B. & B. NOVELTY CO., 621 W. Main St., Louisville, Ky.

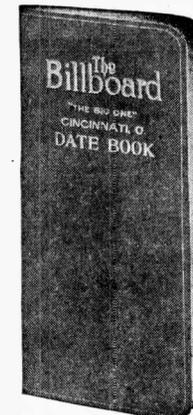
CLOSE OUT BARGAINS

CONSOLES.	2 1937 Tracktimes (Grey Heads) Ea.	\$74.50	1 5c and 1 25c Galloping Dominoe, Ea.	50.00	Evans Bangtails, Ea.	50.00	2 Pamco Balls, Ea.	25.00	2 Pamco Rosemont, Ea.	25.00	Bally Saddle Club, Ea.	50.00																					
NOVELTY.	Arrowhead, Like New.	\$59.50	Hit Number, Like New.	39.50	Bally Palm Springs, Ea.	29.50	Zeta, Ea.	24.50	Bally View, Like New	29.50	Fleet	24.50	Handicap	24.50																			
Plash	\$24.50	Bally Reserves	15.00	Exhibit's Hare 'N Hound	15.00	Vogue	12.50	Airway	12.50	Turf King	10.00	Sprint	10.00	Speed	10.00	Batter Up	10.00	Sligger	10.00	Genco's Hit	10.00	Chico Baseball	10.00	Mars	10.00	Dux	10.00	Stoner's Races	10.00	Miss America	10.00	Carnival	7.00
Long Beach	\$ 7.00	Running Wild	7.00	Bally Racling Farm	\$15.00	Pamco Phantoms	15.00	Jennings Flicker	15.00	Hideo	15.00	Gallente	10.00	PHONOGRAPHS.		Rock-Ola Regulars, 12	\$49.50	Rock-Ola Night Club	49.50	Mills Swing King	39.50	MILLS VEST POOK.		Et, New	49.50	Wurlitzer P-10	34.50	Wurlitzer 412	59.50				

One-Third Deposit With Order, Balance C. O. D. **REX AMUSEMENT COMPANY**
 710 S. SALINA STREET, SYRACUSE, N. Y.

Advertise in The Billboard—You'll Be Satisfied With Results.

1939 DATE BOOKS NOW ON SALE



Arranged Especially for Your Needs
 Dated From January 1, 1939, to January 1, 1940.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1939-1940, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS
 For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

Cash With Order
 ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.
 25 Opera Place, Cincinnati, O.

Name in gold letters on covers, 15c extra for each line.



BUBBLES

with
3 WAY
Scoring!

● Setting the pace for ALL novelty games. The player wins on one or all of the three ways to score. Fully metered.

BUBBLES, Regular, **\$79.50**

FREE PLAY. **\$99.50**

PRICED F. O. B. CHICAGO.

Stop & Go
back in production to meet still growing demand!

GENCO, INC.

2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

"Hymie" Rosenberg Joins Lane's Firm

NEW YORK, Feb. 11.—Herman Rosenberg, well-known Eastern coinman, recently joined Seaboard Sales, Inc., of New York, distributing firm headed by Bert Lane. Rosenberg will have charge of retail sales in the New York showroom, according to Lane's announcement. "Rosenberg comes to Seaboard with a most extensive coin machine background," said Lane, "as he has been in every field of the business in operating, jobbing and distributing. Thruout the industry he has made and kept a host of friends by reason of his eminently honest and fair dealings."

Says Herman (Hymie) Rosenberg, "It's a pleasure for me to be associated with a wide-awake progressive firm such as Seaboard. Bert Lane, one of the finest men in this business, is the kind of a leader we need in the coin machine industry, and it will be a pleasure to work with him. Seaboard's set-up is such that I can offer all my friends a real good break on all our merchandise. I hope that all my friends and former customers will come in and say hello to me at the Seaboard showroom."

Name Messe Sales Head of Ad-Lee

CHICAGO, Feb. 11.—Announcement was made recently by the Ad-Lee Co., Inc., of the appointment of Hubert F. Messe as general sales manager of the firm. Messe, it stated, would be in charge of the program that will soon be launched to acquaint the trade with its newest development, the Zig-Zag Vender.

Said company officials, "This machine will absolutely open new avenues of operation and fill a long-felt need for a legal device that has the money-making possibilities of a bell. Zig-Zag Venders are now being tested on location and the results have exceeded even our highest expectations."

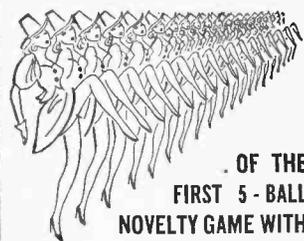
Taverns Join in Regulation Move

GREEN BAY, Wis., Feb. 11.—Brown County Tavern Keepers' Association has been conducting a clean-up campaign of its own for several weeks. The group has also been co-operating with officials in securing enforcement of laws.

A novel step taken by the organization was to prevent customers who seemed to be drunk from driving on the highways. The organization reported that during Christmas and New Year's members of the association had prevented at least 43 individuals from driving while intoxicated. Some of these patrons were taken to their homes.

Slot machines have been taken from locations in the move, but for the present the table pinball games are allowed to remain. Several tavern keepers expressed the idea that they hoped the games would be allowed to remain as a milder form of amusement for patrons.

FIRST PRODUCTION IS ON THE WAY IN



OF THE
FIRST 5-BALL
NOVELTY GAME WITH

RHYTHM ACTION

Pre-Tested on the Toughest New York and New Jersey Locations and More Than Doubled Collections. One of the Most Outstanding Games Ever Built! And Priced Very Low! Make Your Reservations Today!!

Exclusive Distributors for

Chicago Coin . . . Daval . . . Exhibit . . . and . . . Keeney

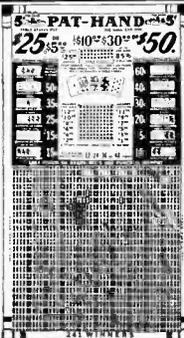
GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,
NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

POKER BOARD!

All the appeal and color of poker on a salesboard! GOLD BELL profits and player appeal built into this newest Superior sensation. 2400-holes of color and action. Tickets bear five-card poker



hand, and pay off in the same way as in the actual game. Royal Flush wins chance to punch in Table Stakes jackpot with the possibility of winning \$25. Weekly Commitments invited.

We sell to operators only; inquire for full details.

SUPERIOR PRODUCTS

14 N. Peoria St.
Chicago, Ill.

TOM MIX RADIO RIFLES

REX AMUSEMENT CO.

701 Salina St., Syracuse, N. Y.

Factory Re-Conditioned Like New.
1/3 Deposit, Balance C. O. D.

\$75.00
Each

3-UP

and ACROSS the BOARD Rock-Ola's Sensational one-shot Table. Low Price Will Surprise You.

Wire Today

LABEAU NOVELTY SALES CO.

1946 University Ave.
St. Paul, Minn.



M. FINE, of Roxey Specialties Co., Montreal, says, "Here's how Rock-Ola phonographs are transported to locations up in our snowbound North." Above shows Jack Votters, of Val D'Or, Quebec, ready to mush on with his dog team to deliver a Rock-Ola.

CORRECTION

The listing of

BALLY RESERVES

in our February 11th Billboard advertisement was unintentionally misleading.

These BALLY RESERVES are not "brand new," but are completely rebuilt and priced exceptionally low.

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago.

FLIP FLOP FLUZZEE

Watch the Pennies



LOOP THE LOOP

Not a make-shift or a real game. Player drops, spins or shoots coin. Accurate record of pay-outs. 6-tumbler lock. Triples cigarette sales.

LEGAL...CLEVER AMUSING!

Sample \$3.95
No 1/2 Dep., Bal. C. O. D.
Personal (Cheaper in Quantities) Checks.

STAR MFG. & SALES CO.
3901-03 WAYNE KANSAS CITY, MO.

Send your correspondence to advertisers by mentioning The Billboard.

CONSOLES.		ONE BALLS.		SLOTS.	
Gal. Dominoes	..\$69.50	Mills 1-2-3	..\$24.50	Chiefs 5-10-25c	..\$23.50
Paces Races	.. 69.50	Preakness	.. 19.50	Blue Fronts, 5c	.. 29.50
Tanforan	.. 29.50	Arlington	.. 19.50	Yellowheads	.. 19.50
Liberty Bell	.. 34.50	Foto Finish	.. 12.50	Cherry Bell	.. 25c. 49.50
Mills Crap Game	.. 49.50	Carom	.. 12.50	War Eagles, 5-10c	.. 22.50
(25c)	.. 49.50	Clocker	.. 14.50		
Track Time	.. 69.50	Entry	.. 14.50		
		Derby Champ	.. 42.50		
PHONOGRAPHS.		COUNTER GAMES.		MISCELLANEOUS.	
Wurlitzer P-10	..\$ 39.50	Ginger	..\$14.50	Rayolite	..\$79.50
Wurlitzer P-30	.. 49.50	Bell Slides	.. 8.50	Bumper Bowling	.. 79.50
Wurlitzer P-12	.. 69.50	Bally Mill Wheel	.. 6.50	Eagle Eye	.. 79.50
Wurlitzer 616-A	.. 139.50			Magic Roll, 6 ft.	.. 49.50
Do Re Mi	.. 49.50			10 Shyver Strik-	.. 79.50
				ettes	.. 79.50

1/3 Deposit With Order.

GERBER & GLASS, 914 Diversey, CHICAGO

Fitzgibbons Biz Heavy on Keylite

NEW YORK, Feb. 11.—Probably the fastest sales action ever seen in the East took place last week at the offices of John A. Fitzgibbons when the firm went to work to introduce the new Bally 5-ball novelty action game, Keylite.

After a phone call to the factory regarding quantity deliveries, John A. Fitzgibbons announced, "Keylite is the only game that we know of in the past six months to have earned so much money on test locations. Not only is the action just what the player wants right now, but it's the kind of a game that he warms up to and keeps going after once he gets started playing it. After these tests we knew that the demand for Keylite was going to be among the biggest that we have ever had."

"Our arrangements have been made for carload deliveries of the game to our headquarters here at the Bally Building; to our branch offices in Newark, N. J.; uptown New York City; Philadelphia, Pa.; Utica, N. Y., and Baltimore, Md. Games will be ready for delivery in quantity from any of these offices this week. This gives the operators the chance to get Keylite on location quick and to be first in their territories to cash in with this new Bally sensation."

Royal Distribbs Push Salesboards

ELIZABETH, N. J., Feb. 11.—Royal Distributors report that they now have one of the most complete salesboard displays ever seen in the East. "The boards are beautifully arranged and when the firm's offices are completely redecorated they will be given a special room of their own," stated a company spokesman.

Dave Stern, who head the sales of the organization, reported, "This is the first time in the East that operators have been able to walk into a showroom and get the salesboards they need without having to wait for delivery. In fact, they pick them out and take them right out with them."

"All prices are rock-bottom. This is made possible because of the large quantities we have arranged to purchase from the factory, thereby saving that much more for the operators here."

"At the present time we are featuring Big Rock and Colors, which we believe are the best boards ever created. They have the necessary flash and play features to get action on any sort of location. In addition to these unusually attractive boards we carry a line of special boards that operators need."

Suggest 3 Points For Legal Slots

DETROIT, Feb. 11.—A proposal for legalization of slot machines in individual States was made this week in an interview with Maurice Caldwell, general manager of the Callie Bros. Co., manufacturer. Caldwell proposed to eliminate uncertainties surrounding the operation of this class of machines and the petty graft that has been connected with operation in many instances. His definite proposals to place slot machine operation upon the same legitimate business basis as music machines, the dispensing of liquor or any other business are:

1. Restrict operators to 25 machines apiece. In that way no large syndicate operator can gain control of a territory and large-scale racketeering will be prevented.

2. Charge \$100 annual tax per machine, to go to the State. That will provide a profitable source of revenue to the State, eliminate the petty protec-

tion fee now being paid in many instances and actually save money for the operators, inasmuch as this fee would in many if not most cases be less than the actual annual amount paid out for protection in one form or another.

3. Have regular inspection of machines by men familiar with them, preferably by men chosen from within the industry. This would enable quick detection of any machines fixed to pay out otherwise than at the specified percentages.

The ways of "fixing" a machine can be quickly detected by an expert, Caldwell pointed out, while a lay inspector would usually overlook them. This last step would protect the public and guarantee fair percentages of the machines. The "tightest" machine made by his own company, he added, pays out 69½ per cent, and the higher the percentage in favor of the player the higher is the inducement to continue to play.

Old Machines for Centennial Use

"To the Editor: I am interested in purchasing some coin machine equipment for a centennial celebration to be held in this city during the summer months.

"Perhaps you know where this could be purchased or maybe I can locate it thru an ad in *The Billboard*."

"The type of equipment I want is for an arcade and should be 5-cent play and up. I want the old-type machines, perhaps about 40 in number, and would like to purchase the complete set-up from one source if the price and condition of equipment is in order."

"The celebration is to depict the early-day atmosphere of California, and if possible I would like to find some machines of this vintage that are in running condition.—G. J. T., California, February 4, 1939."

Bally Keylite Wins Approval

CHICAGO, Feb. 11.—"Players prefer simple play principles rather than elaborate scoring methods," says Jim Buckley, general sales manager of Bally Mfg. Co. "I base that statement," he declared, "on the widespread player approval won by our Keylite novelty game. It's just a plain little 5-ball game—nothing fancy, no wild action, no trick scores. But

it's got that certain something which appeals to the public. In other words, Keylite is one of those easy-to-understand games that gives the player a balanced diet of call-your-shot skill and thrilling surprises. The rubber-tire bumpers and wide-open field provide a slick, smooth action that makes your fingers itch to shoot another game—and another and another!"

"Pockets on Keylite are arranged in a pattern of red in one vertical row, green in one horizontal row, yellow in two diagonal rows. Object of the game is to place balls in three of same color in a straight line. To qualify for award ball must also be placed in Keylite pocket at top of board. Consolation awards are provided by a special pocket at bottom of board. In addition to colors, all pockets are numbered for competitive high-score play."



A 3c stamp starts you on the road to FORTUNE!

★ VEST POCKET BELL, \$49⁵⁰

Mills Novelty Company, 4100 Fullerton Ave., Chicago

SPECIAL PRICES CONSOLES

15 Jennings Derby Days	\$35.00
15 Jennings Liberty Bells	35.00
Saddle Club	39.50
Tanforan	32.50
Rio (Mills)	42.50
Pacific Rosemont	22.50
Pacific Deluxe Bell	22.50
Chucklette (Single)	25.00
Galloping Dominoes (Black Cab.)	25.00
Mills Square Bell (Flr. Sample)	119.50

PHONOGRAPHS

Mills Do Re Mi	\$44.50
Mills Deluxe Dance Master	25.00
Mills Dance Master	15.00
Rock-Ola No. 2	37.50
Seeburg Model C	45.00

Paces Races, Serials Around 1500. \$35.00
Rays Tracks, Serials Around 3000. 32.50

EVERY MACHINE GUARANTEED
Satisfaction or Your Money Refunded.

Write for Prices on All Types of Coin Operated Equipment.

AMUSEMENT GAMES, INC.
1679-81 University Ave.,
ST. PAUL, MINN.

11 1938 Track Times & Skill Times	@	\$125.00
5 1938 Kentucky Clubs	100.00
1 1937 "Red Head" Track Times	@	69.50
1 Paces Races	60.00
1 Bally Skill Field	39.50
3 Derby Day Consoles (flat top)	@	35.00
5 Bally Reserves	17.50
1 Galloping Dominoes	65.00
Photo Finishes, Winners, Caroms	@	15.00
Preaknesses	22.50

One-Third Deposit With Order, Balance C. O. D.

Send all inquiries to

1588 Ansel Road
Cleveland, O.



MR. AND MRS. P. E. SHOEMAKER and friends, of Taneytown, Md., visit the Ecency factory to see Pastime, new Keeney console.

BALLY ROYAL

With Fascinating 2-WAY ROTATION SCORE SYSTEM

REPEAT PLAY is built right into BALLY ROYAL . . . because a skillful shot on the last ball can turn a "total loss" score into a top award winner. And even if player misses, he gets in a "do-it-sure-next-time" frame of mind . . . insuring plenty of repeat play. Full meter protection, quick adjustability, simple mechanism, fast 5-ball play. Order BALLY ROYAL today . . . see your novelty earnings climb!

NEW PACEMAKER reserve-type multiple—just out! Write for details today. HAWTHORNE still in full production.



\$89⁵⁰

Write for literature on Bally's complete line.

BALLY MFG. COMPANY

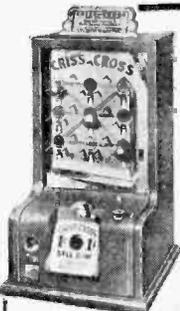
2640 BELMONT AVE. • CHICAGO

HAWTHORNE NEW IMPROVED BALLY SUPREME KICKING BUMPER Triple Entry - Pastime KEENEY'S

Distributors for all leading Manufacturers of Coin Controlled Machines. Immediate Delivery.

ENID MINT COMPANY

C. M. McDANIEL, Enid, Okla.
711 N. Indep. Contact Us For a Better Deal.



CRISS CROSS GUM VENDOR The New Counter Skill Game With FASCINATING Player Appeal!

Vends a Ball of Gum for Each Penny.
• Young and Old. Earns \$3.00 to \$5.00 Average Weekly Profit.

A "Long Life" Money Maker! Don't Miss It!
• ONLY \$17.50

LEGAL EVERYWHERE!
D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Send your correspondence to advertisers by mentioning The Billboard.



OVER 100 STYLES

TO SELECT FROM.

THE ORIGINAL RED-WHITE & BLUE

THE LEADER OF ALL JAR DEALS.

90 WINNERS. Each \$1-10
1850 Tickets. Each (In Doz. Lots) \$1.00
Takes In \$92.50 JARS, 30c Extra.
Pays Out 72.00 Please State Your Business When Writing Us.
Profit \$20.50

WIS. DeLUXE CORP.

1900-12 North 3rd Street, Milwaukee, Wis.

Missouri Ops Want Rock-Olas--Trippe

ST. LOUIS, Feb. 11.—"The Ideal Novelty Co. is in full swing on Rock-Ola's new 1939 Luxury Light-Up phonograph deliveries to waiting operators," says Carl Trippe, head of the firm.

"The new Rock-Ola phonographs already on locations are producing earnings far beyond anything operators have ever experienced. Customers and locations are more than pleased with all the new features, especially the fine tonal qualities, also the moving colors and lights thru the radiant plastics.

Trippe, who is Rock-Ola's distributor for Missouri and Southern Illinois, continued: "In all the years that I have been handling coin machines and allied products I have never seen anything to equal the present reception given the new Rock-Ola phonographs. It's remarkable!"

At present, in addition to the main office of Ideal in St. Louis, Trippe maintains sales offices in Springfield, Mo., and Mt. Vernon, Ill. The firm in its selling efforts has always emphasized "good dependable products and good service." Its favored slogans are "Always a square deal with Ideal" and "You can always get it fixed at Trippe's."

Chi Newspapers On Convention

Three attractive pictures and one human interest news story were the amount of publicity given to the CMMMA coin machine convention by Chicago newspapers. Some effort was made to obtain publicity on the business news pages of the Chicago dailies, but apparently no mention was made.

For the past three years there have been indications of a careful timing of adverse "slot machine" publicity appearing in the Chicago newspapers just before the annual conventions. About one week before the December coin machine show at the Stevens Hotel a State official began to break into papers with tirades against bells—which had the earmarks of timing. Unfortunately, during the CMMMA convention in January a series of

murders, said to be a part of the "slot machine racket," was getting the headlines in the Chicago papers. This was not a case of deliberate "timing" but one of those coincidences that embarrass an industry.

But the master stroke of adverse publicity was delivered by the Chicago Tribune on its front page January 23, 1939. It was a glaring example of newspaper trickery, deliberately used to give the public the wrong slant on a situation.

In the midst of its report on the "war against slot machines" the following paragraph appeared:

"James A. Gilmore, secretary of the manufacturers' association, said more than \$50,000,000 worth of coin machines were turned out during 1938. Nearly 95 per cent of them are made in or near Chicago, he said. The prediction was made that 1939 would be a good year for the industry."

The newspaper retained the term "coin machines" (\$50,000,000 worth of them) in a news story relating to slot or bell machines, which indicates the deliberate trickery in such publicity.

The newspaper knows full well that the idea is to fool the public into thinking that the coin machine industry in and near Chicago is turning out \$50,000,000 worth of slot or bell machines a year. And to complete the trickery a State official is quoted in the next paragraph as implying that very thing.

Chicago newspapers know the difference between slot or bell machines and phonograph and other types of coin-operated machines all too well. They also know that for almost three years the music and vending machine divisions of the trade has been in the ascendancy.

They know full well that the above quotation of \$50,000,000 worth of "coin machines" is an inclusive term which the trade uses to cover all types of machines and the vast business that goes into making parts and supplies for them.

Radio Station WCFL had kindly invited the association official to give the public some facts about the coin-operated machine industry to its audience. Then a full week after the broadcast a newspaper lifted a quotation out of the speech and gave it a setting which is meant to give it an entirely false application.

While the majority of newspaper readers will not stop to think thru the false implication of "coin machines" and a "slot machines war," yet there is a growing number of people who add it up as one more example of that type of newspaper trickery which only adds to public distrust of all newspapers in general.

It is encouraging to note that while a Chicago newspaper was indulging in this piece of trickery The New York Daily News was using its full editorial space for two days to combat the foolishness and false morality about gambling. On January 17 and January 25 the New York paper used its full editorial page on the question of public gambling.

While discussing newspapers, the following quote is from The New York Daily News, January 25:

"Various newspapers are tearing their hair over the prospect of a legalized New York State lottery. At the same time they publish copious racing information, racing tips and even policy tips—following the time-honored practice of never letting the editorial page know what the sports section is doing."

It's truly a strange psychology, as the New York paper concludes.

Just why would a supposedly reputable newspaper deliberately lift a quotation from a radio address a full week after its delivery and set it down in a news story where it would give an entirely false meaning to the quotation?

Perhaps there is a strange hypocrisy in this world as well as a strange psychology.

Norwood Releases Punch Ball Game

CHICAGO, Feb. 11.—Introduction of a new product, Punch Ball, was announced by the Norwood Mfg. Co. recently. The new device, as described by firm officials, "is a thing of beauty—and what is more important, it is a great little money-maker. Punch Ball is a counter machine without coin chute or coin box. It is an amusement device that will find its way into locations that heretofore have not had any kind of an amusement device. Beauty parlors, cigar stands, barber shops, hundreds of locations are made to order for this game.

"It is made of polished chromium and is an eye-catcher if there ever was one. It operates on the principle of differently colored balls earning different awards. A player simply presses a small lever and a ball falls into a glass-enclosed runway. The ball stays in the runway until released by the location owner. He then gives the awards called for by the ball according to its color. Upon release from the runway the ball falls into a box and remains there until the operator opens the machine. He simply counts the balls, notes how many awards have been made as indicated by the colored award balls and settles with the location owner. Balls then go back into the chamber to be again released by the players.

"Truly, its appearance invites play. And once the patron plays, since he need not bother to insert another coin, he continues to play. All the balls remain in the runway—the patron pays when he is finished. This is a psychological play attraction that operators should consider. Buy Punch Ball today and you will buy more tomorrow and the day after. It's the answer to the operators' problems," the official concluded.



L. R. SMILEY, of the Werts Novelty Co., is the firm's representative in the States of Wisconsin and Minnesota. Smiley has been with the firm for over five years.

Educators Talk Over Gambling

Chicago newspapers are partial in reporting opinions of committee

CHICAGO, Feb. 11. — International Council of Religious Education held its meetings at the Stevens Hotel here this week. Its committee on social issues made a report covering the broad issues of gambling and its influence on youth. The partial attitude of newspapers could be easily detected in their reports of the committee's statements.

One Chicago newspaper which poses as a reform paper but features racing news on the front page emphasized the statement about slot machines in the report.

The liberal *Chicago Daily Times*, however, covered the broad terms of the committee report and included such well-established things as the stock market in the large list of agencies that encourage gambling. Boys and girls begin by playing marbles for keeps, the report said.

Children are encouraged in betting habits, the report continued, by example of their elders who bet on lucky numbers, poker hands, elections, ball games, the weather, the ponies, the stock market, the weekly balance of the U. S. Treasury and the fastest dog chasing the artificial rabbit.

56,697 Drug Stores In United States

CHICAGO, Feb. 11. — *Printers' Ink Monthly* in its February issue continued with its series of *Market Explorations*, devoting considerable space to a survey on the drug stores of the United States. The purpose of the survey, as implied by its name, market explorations, is to enable manufacturers and advertising men to determine the marketing point at which their advertising will be most effective.

The survey reached the conclusion that there are approximately 56,697 drug stores in the U. S. Total sales for the year were estimated to be \$1,232,593,000. In a breakdown of the totals it was found that 25,564 drug stores, or about one-half of the total, are located in cities of 50,000 or over. Rural drug stores comprised the second largest group with 15,637 stores attributed to cross-road locations. Cities of 10,000 to 50,000 have 8,197 drug stores. The remainder of the drug dispensing stores are located in towns have a population of 2,500 to 10,000 persons.

It is interesting to note that the rural stores, a group of 15,637, comprise one of the largest groups of coin machine locations in the nation. It is safe to estimate that there is at the very least an average of one coin machine in each drug store. On this modest estimate it can be seen that drug stores are near the top of the list in location sites. Scales no doubt lead the list of coin devices to be found in drug stores.

Rolling 'em in!

Free Play Chubbie



Here's the little lady the boys just can't resist — Free Play Chubbie. A five ball game—15 numbered and illuminated bumpers — unique extra ball feature — free play and fully metered, priced at only

\$8450

Regular Chubbie fully metered

\$7450

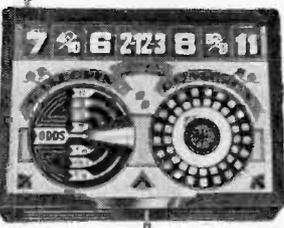
Stoner Corp. AURORA, ILL.

THIS WEEK'S SPECIALS-PRICED LOW

ODD BALL \$40.00 | HANDICAP \$23.00 | FLEET \$22.50
 STILL GOING STRONG PALM SPRINGS .. 24.00 | REVIEW 26.50
 STONER'S CHUBBIE

173 Deposit, Balance C. O. D.
 Write for Complete List of Used and New Games at Lowest Prices.

BUDIN'S SPECIALTIES, Inc., 174 S. Portland Ave., Tel: BROOKLYN, N. Y. Nevins 8-7528



Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS

Not Coin Operated!

A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin slot—operates in entirely new way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner rod. Absolutely gyp-proof! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!

Convenient Size—12" wide, 17" long, 3" high.

LOW PRICE!

At Your Jobber, or Write, Wire or Phone Haymarket 7630.

H. G. EVANS & CO.

1520-1530 W. Adams St., Chicago, Ill.

SALES BOARD OPERATORS!

You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.

H. G. PAYNE COMPANY

312 Broadway, Nashville, Tenn.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK



"HAWTHORNE MAKES ME HAPPY," says Jack Moore, well-known West Coast distributor, as he looks over Bally Mfg. Co.'s new 10-way multiple with double reserve.



GLOBE 1939 SPECIAL

2520 HOLES PLENTY of ACTION 5 CENTS A SALE

BARREL STYLE TICKETS.

Each Combination repeats 12 times. Field Rows contain 100 Tickets: 1 Each \$15, \$12, \$10, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and 87 \$1.00.

Action Rows contain 15 Tickets: 2 \$25.00, 1 \$10, and 12 \$5.00. Takes In \$126.00. Average Payout, \$84.00.

Price \$4.90 Ea.

GLOBE PRINTING CO.

1023-27 Race Street, PHILADELPHIA, PA.
 WRITE FOR OUR 96-PAGE CATALOG.

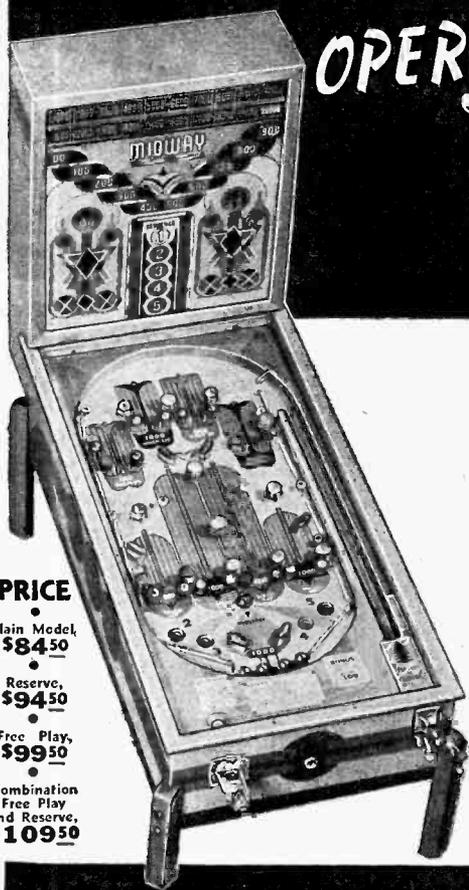
"No Fish Stories," Pleads Ginsburg

CHICAGO, Feb. 11.—Morrie Ginsburg, official of the Atlas Novelty Co., left recently for Miami, Fla., and declared that he was going there for "a well-earned rest." He announced his intentions to spend a good portion of his time fish ng.

Eddie Ginsburg, remaining in Chicago to attend the firm's affairs, moaned:

"Now I suppose we're going to be besieged with the usual number of pictures of Morrie standing beside the huge fish that he will catch. It's not the pictures that I object to, but, after all, I know all about those stuffed fish down on the Miami dock.

"And when he comes back I suppose we'll get the usual run of fish stories. However, he deserved a little vacation. I really hope that he can land a good-sized fish of his own and not have to pay a dollar to pose alongside that stuffed monstrosity on the dock."



OPERATORS SAY "MIDWAY IS OKAY!"

PRICE
Plain Model, **\$84.50**
Reserve, **\$94.50**
Free Play, **\$99.50**
Combination Free Play and Reserve, **\$109.50**

TWO SEPARATE GAMES IN ONE! -- BOTH PLAYED WITH THE SAME 5 BALLS!

IT'S MIDWAY TODAY!

"Hooray for Midway!" . . . that's how operators who have seen this new game are cheering its record-breaking money-making performance! Player actually gets a chance to win in a high-score bumper game and a sequence hole game, both played at the same time! No matter how low his score may be, he may win a sequence award! Excitement? Suspense? Why, players just TREMBLE with frenzied agitation!

FOUR MODELS!

Not only does Midway come in the following popular models:

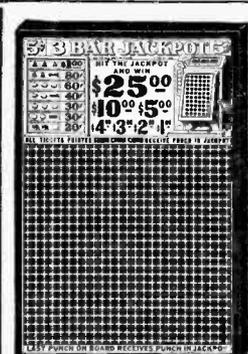
1. STRAIGHT HI-SCORE
2. HI-SCORE WITH FREE PLAY
3. HI-SCORE WITH \$50.95 RESERVE BANK
4. THE FIRST AND ONLY COMBINATION FREE PLAY AND RESERVE MODEL IN THE INDUSTRY!

LOOK WHAT YOU GET IN MIDWAY!

- 2 complete games in one!
- Shifting hi-score lights!
- New super-active "ovaloid" bumpers!
- **BONUS AWARD** for perfect score (amount of bonus regulated by operator)!
- Complete metering and adjustability!
- Four different models!
- Guaranteed mechanical perfection!
- Beautiful top board and mirrored back-glass!
- More action, suspense, appeal and thrills than ever before!
- Profits—profits—and more profits!

ORDER MIDWAY—IT'LL PAY AND PAY

DAVAL MFG. CO. • 315 N. HOYNE AVE. • CHICAGO



**ALL THE PROFITS
ALL THE ACTION**

of a Slot in 3-Bar Jackpot

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes.
Takes In \$120.00; Average Payout, \$65.56;
Average Gross Profit, \$54.44.

PRICE \$6.60 EACH

Send for Folder NC-17 — It's Packed With New Profit-Makers.

HARLICH MFG. CO. 1413 W. Jackson Blvd., CHICAGO, ILL.

Asbury Park, N. J.

ASBURY PARK, N. J., Feb. 11.—Clear and sunny weather was responsible for the upward trend on the local Boardwalk on week-ends. Residents, tired of snow-covered streets, welcomed the opportunity to stroll in the sun. In view of the fact that many people were out to celebrate the return of Old Sol, biz was exceptionally good.

However, Jerry Sheehan, owner of the Beach Palace at Keansburg, didn't have much faith in the weatherman's promises of good weather. He packed up and left the shore for a visit in New York. He will be back for the big season. In the meantime he's enjoying the company of friends in the city.

Louis Costa is high in his praise of Genco games. He operates the Keyport Amusement Co.

Gus Balbach, son of William Balbach Sr., owner and operator of Balbach's Auditorium at Keansburg, is on the way to recovery following a recent operation which he underwent at a hospital in Long Branch. Gus, well known in fighting circles, holds the welterweight crown for Jersey. Balbach Jr. is interested in the sport arena part of the biz. "Pop" also has some holdings along the Keansburg Beach.

Altho Mildred Cluett claims she's not "a part" of the Keyport Amusement Co.'s staff, we insist she is. We'll leave it up to you. Here's the tale, she's been with the firm for over nine years. Wouldn't you regard her as an important staff member? What's more, she is a most efficient helper and the success of the biz is due greatly to her aid and suggestions.

Jacob Campbell will be back on the Boardwalk this summer at his old stand.

Pin games have fared well in this area despite tax times and after-holiday lulls. One thing which has helped the operators is that automobile taxes aren't payable until March 1. You don't get out

of anything, but it does help to have it in broken doses.

We have often wondered what would happen if great pianists like Rachmaninoff and others were to play pin games. The perfect control and sensitivity of their finger tips might add to their versatility in piling up marks in skill games, we thought. It came to pass recently when Hy Bromberg, top flight pianist with Jack Arnold Press' Ork, visited the game room at the Berkeley Carteret Hotel. Hy makes high scores—and seemingly without much trouble.



MISS COIN MACHINE, Key O'Brien to you, had a lot of fun playing Mills Flip Skill. "It's an intriguing game," she reported.

ALL GAMES IN PERFECT CONDITION

10 Bally Grandstands, \$116.50 Each; \$100.00 Each in Lot of 2 or Over.	1 Golden Whirl . . . \$17.50	1 American Beauty with Clock . . . \$19.50
2 Sport Page . . . \$90.00 Ea.	1 Arlington . . . 22.50	3 Air Races, Stoner's, Cash and Tkt. . . 42.00 Ea.
1 Bally Stables . . . 49.50	4 1-2-3, Like New, Late Models . . . 89.50 Ea.	1 Broadway Angel, Cash and Tkt. . . 11.00
2 Proakness . . . 22.50 Ea.	1 Across the Board, Like New . . . 82.00	1 Pamco Bells . . . 10.00
2 Rovers . . . 19.50 Ea.	2 Derby Day with Clock . . . 19.50 Ea.	1 Pamco Red Balls . . . 10.00
1 Bally Bonus . . . 10.00	CONSOLES,	
1 Peerless . . . 10.00	5 Paces Races, Ck. Sep., 5c Play, Serial Nos. 4258 and Over . . . \$99.50 Ea.	5 Track Times, Like New, 1938 Mod. . . \$149.00 Ea.
1 Bally Derby . . . 10.00	5-BALL GAMES,	
2 Jumbos . . . 10.00 Ea.	5 Eureka's . . . \$98.50 Ea.	1 Bally Arcade . . . \$27.00
	2 Sequence . . . 7.50 Ea.	1 Red and Blue . . . 7.50
	COUNTER GAMES,	
1 Jenn. Derby Day, Flat Top . . . \$34.50	1 Reel 21 . . . \$ 7.00	1 Reel Race . . . \$ 5.00
1 Jenn. Bell, Flat Top . . . 34.50	1 Deuces Wild . . . 18.00	1 Club House . . . 5.00
4 Bally Reserve . . . \$18.50 Ea.	1 Penny Pack . . . 7.00	2 A. B. T. Target . . . 14.50 Ea.
1 Paramount, Like New . . . 49.50	Try our used assorted Phone Records at \$3.50 per 100; you will be more than pleased with them and come back for more.	
	1, 3 Cash With Order, Balance C. O. D.	

C. GEORGE, 202 E. MELLEN ST., PHOEBUS, VA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

ATLAS VALUE PARADE

ATTENTION! CLEVELAND OPERATORS!

WE WILL ACCEPT YOUR PAYTABLES AS TRADE-IN ON NEW OR USED NOVELTY GAMES. WRITE FOR QUOTATIONS.

Reconditioned Phonographs Guaranteed	
SEEBURG MODEL A	\$ 59.50
SEEBURG MODEL B	59.50
SEEBURG MODEL C	59.50
SEEBURG REX (20 Record)	159.50
WURLITZER P12	49.50
WURLITZER 312	89.50
WURLITZER 616	109.50
WURLITZER 616A	124.50
MILLS DO RE MI	44.50
MILLS SWING KING	44.50
ROCKOLA RHYTHM MASTER	59.50
ROCKOLA REGULAR	49.50

ILLUMINATED GRILLS Installed on Any Phonograph\$10.50
Individual Price12.50

Write for Our New Price Bulletin Listing Complete Line of New and Reconditioned Paytables, Consoles, Phonographs, Novelty Games, Slot and Counter Games.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. 4901 Fifth St., PITTSBURGH, PA.
Associate Offices: ATLAS AUTOMATIC MUSIC CO.,
3151 Grand River Ave., Detroit, Mich. Cable Address: "ATNOVCO."

AMERICA'S LARGEST DISTRIBUTORS

EVANS' 1939 GALLOPING DOMINOS

WITH NEW JACKPOT-PLUS FEATURE AND LEGALIZING SKILL-ATTACHMENT!



PERFECT FOR RESTRICTED TERRITORY!

Sweeping new ideas sensational **BIG MONEY APPEAL** now added to this peerless **KING OF FLAT TOPS!** New Jackpot-Plus feature showers \$3.75 to \$4.00 in nickels, plus the regular payouts, when spinning Jackpot Rotorite stops on red dot and at the same time player wins odds circled in red! New Legalizing Skill Attachment now makes it a "natural" wherever skill games are required!

EVANS' NEW IMPROVED 1939 COIN HEAD protects your profits—stops cheating cold! Stops grief from slugs, gum, string, steel strips, etc. Engineered to accept the new Jefferson nickel! New 1939 silent mechanism—steel inner wall prevents tampering—giant power pak—dozens of other features plus Evans' famous precision engineering make it an investment that can't be matched for performance and profits!

OTHER EVANS' WINNERS
LUCKY STAR -- LUCKY LUCRE -- BANG TAILS -- ROLLETTO, SR.
Ideal for Clubs, Etc.

At Your Jobber or Write, Wire or Phone Haymarket 7630

GREATEST MONEY-MAKERS BUILT!

Midway Daval's Newest Game

CHICAGO, Feb. 11.—"Midway is okeh," is the way operators, jobbers and distributors expressed themselves as to our newest 5-ball amusement game," declared officials of the Daval Mfg. Co. The game was exhibited recently at the Daval showrooms after being exhaustively tested on many types of locations thruout the nation, according to reports from the Daval Mfg. Co.

D. H. Helfenbein, secretary-treasurer of the firm, in explaining the success of Midway, said, "The immediate popularity of Midway can be attributed to some very important factors. First, there is the fact that Midway presents two complete games in one to the player. Not only does he have the proven thrill of playing for a high score, but also there is always the possibility that he may win a sequence-hole award regardless of his total score. To be thoroughly appreciated Midway must be seen. Interest is always high in this game.

"Another incentive toward continued play is provided by the bonus award, the amount of which can be regulated. In addition, Midway possesses a number of other desirable features too numerous to list which provide the action and excitement that get the player.

"Midway comes in four models. This new model marks a milestone in the progress of novelty games. Daval feels justly proud to introduce it to the industry.

London

LONDON, Feb. 11.—Organizers of Amusement Trades Exposition contemplate putting on luncheon party for official opening of show on Tuesday, February 21. This was practice at original coin-operated machine expositions but dispensed with for first joint effort of last year.

It is stated that showing of used machines will be definitely banned, this being deemed only fair to recognized agents for American manufacturers. In the past jobbers have been able to show new American machines subject to their having permits from the agents. Coin Amusement Machine Supply, Ltd., agents for Mills, Genco and Chicago Coin announce that under no circumstances will they permit anyone other than themselves to show products of those manufacturers.

M. J. Gubay, agent for Wurlitzer, just back from visit to Chicago and New York, has transferred his headquarters from North Wales to London. Gubay says his health has benefited from the American trip. Also his peace of mind, thanks to diagnosis of American specialists.

Provincial jobbing firm, Arcadia Automatic Amusements, of Oldham, has altered American pay tables with a view to widening territory in which they can be worked. In addition to English penny slot, they have fitted one to take checks

GET-A-PACK and WONDERBELL

Two snarling new counter beauties with amazing features and phenomenal earning power! Modern aluminum cabinets, 8" x 10" x 7", choice of blue, silver, green or red kinkle finish. Pull color glass. Fast-acting mechanism. A. B. T. Visible Slot GET-A-PACK, 1c Play. WONDERBELL, 1c, 5c, 10c or 30c Play. Order several of each.

NATIONAL COIN MACH. EX.
1407 Diversey Blvd., Chicago, Ill.

NOVELTY PIN GAME BARGAINS

Allway .. \$17.50	Happy Days \$5.00
Auto Derby .. 6.00	Hold 'Em .. 5.00
Ball Fan .. 3.00	Home Run .. 5.00
Bally Boos .. 5.00	Home .. 5.00
Daily Derby .. 5.00	Stretch .. 6.00
Beamite .. 3.00	Jo Jo .. 12.50
Elli's Eye .. 15.50	(Stoner)
Crigo .. 25.00	Mad Cap .. 3.00
Chicago .. 7.00	Pay Day .. 3.00
Derby .. 7.00	Replay .. 8.00
Daytona .. 7.00	Ricochet .. 5.00
Electro .. 12.50	Sensation .. 9.00
(Stoner)	1937 .. 9.00
Emuelle .. 5.00	Short Sox .. 3.00

1/3 Deposit. Balance C. O. D.

Cable Address WBCO.

W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.

MONARCH SCORES AGAIN WITH... LITTLE POKER FACE!

You've Seen the Rest — Now See the BEST!



Little "POKER FACE" with deuces wild is a NEW counter money-maker for you! It's a real profit ace because it has so MUCH player appeal. Everybody plays Poker. Everybody plays Little Poker Face gives it to them with thrills—action—suspense. Players can't resist. Plays 1c, 5c, 10c, 25c. Legal Ball Gum Vendor. Beautiful Metal Cabinet, 9 1/2 x 9 x 6 1/4. Weight 13 lbs. Deal yourself the winning hand — rake in the big profit pots... with Little Poker Face!

Order Your Sample NOW. 1/3 Deposit, Balance C. O. D. Write for Quantity Prices.

\$17.75 EA.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO

The Sensational Board

2560 HOLES INDOOR SPORTS

YOU GET THE THRILL OF PLAYING REAL POKER! Tickets printed in full color as playing cards, and represent winning and losing Poker Hands. Winners repeat 12 to 48 times. 253 Winners. 12 ROYAL FLUSHES and Last Sale on Board, each rec. 4 Punch in Royal JACKPOT containing 100 Holes, paying 15-10-9-8-7-6-5-4-3-2 and R8. \$1.00 ACE JACKPOT has 30 Holes, contains 2 \$25.00; 28 \$5.00.

Board Takes In 2560 @ 5c \$128.00
Pays Out (Average) 77.97

PROFIT (Average) \$ 50.03

PRICE (Semi Thick) \$6.80

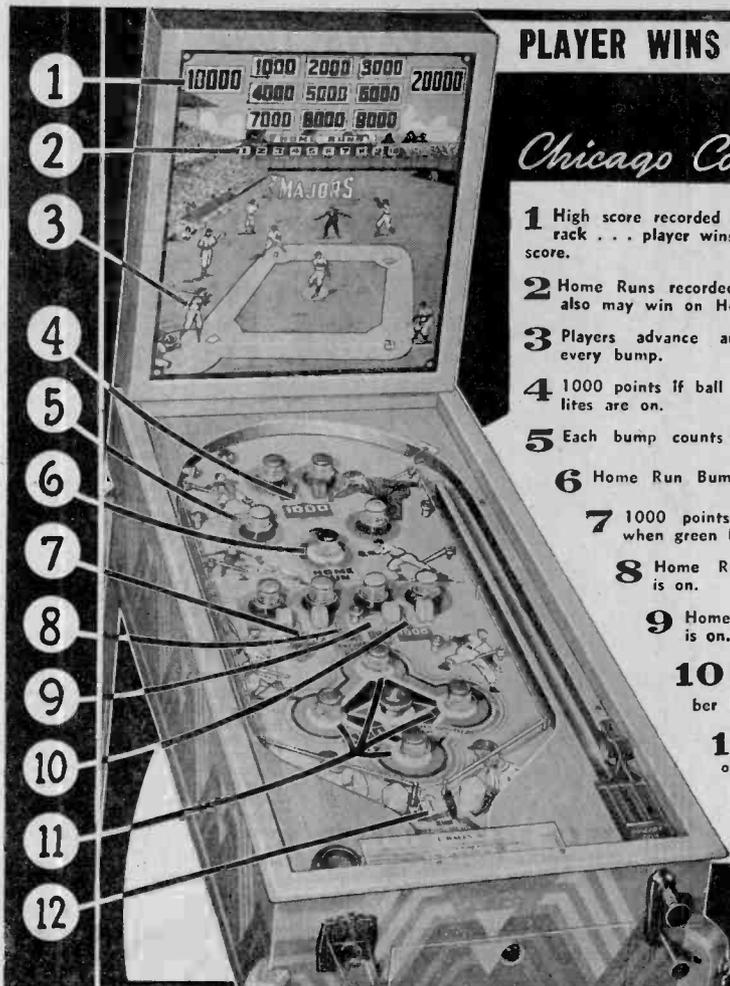
An Exact Copy of This Board Made in a 1800 Holes, Takes In @ 5c per Sale \$90.00
Pays Out (Average) 55.59

Profit (Average) \$34.41

PRICE (Semi Thick) \$5.68

AJAX MANUFACTURING CORP.
119-125 North 4th Street, PHILADELPHIA, PA.
Write for 1939 Catalog.

John Holloway, managing director of Samson Novelty Co., agent for Groetchen and International Telescope Reel, hollywood making in Egypt, has sent The Billboard's London correspondent a postcard showing ancient ruins to which he adds, "Oh, look what the slot club members did 2,000 years B. C. The 1939 members will never catch them up."



PLAYER WINS ON HIGH SCORE --- HOME RUNS OR BOTH

Chicago Coin's

MAJORS

- 1 High score recorded on back-rack . . . player wins on high score.
- 2 Home Runs recorded. Player also may win on Home Runs.
- 3 Players advance around diamond with every bump.
- 4 1000 points if ball passes thru when red lites are on.
- 5 Each bump counts 100 points.
- 6 Home Run Bumper.
- 7 1000 points if ball passes thru when green lites are on.
- 8 Home Run when green lite is on.
- 9 Home Run when amber lite is on.
- 10 1000 points if ball passes thru when amber lite is on.
- 11 Each bump counts 100 points. When all lites are on, each bump counts 1,000.
- 12 If all lites are on, ball going thru gives Home Run.

Sorry

if your order has been held up. We were swamped with orders and all are being shipped in the order in which they were received. Stepped up production will hurry your shipments. Thanks for bearing with us. You'll be glad you waited for MAJORS!

MAJORS NOVELTY **\$79⁵⁰**

MAJORS FREE GAME **\$89⁵⁰**

Get Your Order in Now!

CHICAGO COIN MACHINE MFG. CO.
1725 DIVERSEY BLVD.
CHICAGO, ILL.

ONE HALF FREE

Brings in the Cash

1500-Hole — F-4885
Takes in . . . \$37.50
Pays out . . . \$20.00

PRICE \$1.17 EACH

Write for new low prices on Thick and Semi-Thick Boards

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World.
6320 Harvard Ave.
Chicago, U. S. A.



Operators Okeh Vemco Delivery

FAYETTEVILLE, N. C., Feb. 11.—Joe Calcutt, the Vending Machine Co., announced, "Tremendously pleased" and want to thank the many operators who have written regarding the speedy delivery system conducted by Vemco."

He said, "This system was put into effect about six months ago thruout our entire organization. At first many operators in surrounding States were skeptical as to the claims we made regarding our speed on delivery. But since then they have written to us to compliment our shipping department on the fine manner in which they received their equipment."

"One operator wrote, 'That was the fastest delivery we have ever had. I have heretofore had to wait three and four days for equipment from comparatively near-by jobbers. Your order was delivered to me the next day. This not only saved a good location for me, but I figure that it saved money that I collected in the next two days off the actual cost of the machines.'"

"The offices of our firm in Fayetteville, N. C., will now be open until 6 p.m. on Saturdays to accommodate operators. This will allow for late shipments to leave on Saturday and reach operators' offices over the week-end."

New Grip Machine And Bowling Game

DETROIT, Feb. 11.—The placing on the market of two new machines, a grip machine and a bowling game, was announced recently by the Detroit Automatic Exhibit Corp. The bowling game will be available in three models. Heads of the new company are Manfred Linick, veteran arcade operator, and Rudolph Gattar, inventor of many types of coin-operated games.

"We had two of our regular nine-foot model bowling alleys on test location last summer at the Edgewater Amusement Park," Linick said. "We found that they were very popular. Giving

RECONDITIONED & GUARANTEED

CONSOLES:	
4 Pages Races, Bk. Cub., Chk. Sep., No. 5000 up	\$125.00
20 Keeney Skill Times, 1938	114.50
5 Keeney Skill Times, Red Head	79.50
2 Keeney Track Times, Red Head	69.50
4 Evans Galloping Dominoes	65.00
2 Exhibit Races, 7 Coin Head	49.50
4 Bally Skill Fields	38.50
SLOTS:	
2 Jenn. 10c Dixie Melon Bells, Brand New, Orig. Cases, Never Unpacked	\$75.00
14 Jenn. 5c Dixie Melon Bells, Brand New, Orig. Cases, Never Unpacked	69.50
12 Jenn. 5c Blue Chiffers	17.50
2 Jenn. 25c Dixie Melon Bells, Brand New, Orig. Cases	85.00
2 Mills to Blue Fronts, Dble. J. P.	35.00
5 Mills 5c Melon Bells, Skill Buttons, S. V.	55.00
5 Mills 5c Melon Bells, No Skill or Vender	49.50
2 Mills to Q. T. Side Vender	27.50
2 Mills to Q. T.	22.50
1 Walking Or Play	10.00
1/3 With Order, Bal. O. D., F. O. B. Balto.	
NEW OUTSTANDING GAMES:	
Stoner CHUBBIE, Free Play, 5-Ball Novelty, Gott. TRACK RECORD, New 1-Ball Payout.	

SAVOY VENDING CO.

406-1 W. FRANKLIN ST., BALTIMORE, MD.

players two shots for a cent, we found the average gross per week was between \$35 and \$40.

"We sold a few machines to Eastern operators but soon found that the average operator demanded a smaller machine with the same desirable features. Accordingly, we have adapted the features to a counter-type machine suitable for any location. The new model is 22 inches long and 14 inches high. For those desiring a larger machine we are making one 40 inches long. It has the appearance of a pin table. We will continue to make the standard nine-foot model for larger locations."

"The grip machines are of a new type, giving the player more thrill. If a certain number is reached a star lights up. If the player gets the limit a bell rings. It is a sturdy machine, as are other Gattar machines which have been made in the past 25 years."

According to announcement, Gattar will be factory manager, while Linick will handle machine distribution and sales.

Budin to Florida

NEW YORK, Feb. 11.—Herman Budin, of Budin Specialties, left recently for a few weeks' rest in Florida. He attributes his tired condition to the terrific pressure brought on him by the heavy demand for Stoner's Chubbie. Says he, "Altho Chubbies have been coming in at a fairly good rate, there are hardly enough to go around."

A few weeks' rest in Florida will no doubt bring Budin back to his usual good humored and healthful self.

Stern Poetry

ELIZABETH, N. J., Feb. 11.—Max Stern, well-known operator and father of Dave Stern, head of Royal Distributors, on the spur of the moment composed some stern poetry relative the general lament of many operators. It follows: "Scales don't weigh,

Music machines don't play,
Pin games don't pay,
Peanut machines don't stay,
Counter games make little hay,
Racing consoles create a bray,
Pop-corn machines turn hair gray,
Salesboards always go the wrong way,
And—slot machines—nay, nay!"



\$49⁵⁰

MILLS VEST POCKET

Automatic Ball Payout Counter Machine. Size 8x7x8". We now have in stock for immediate delivery conservative models—Ball Reels or Cigarette Reels. Specify when ordering.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.

SAVE MONEY BUY FROM VEMCO

Precision rebuilt and guaranteed mechanically perfect. Phone, wire or mail your order today. (All equipment listed is offered subject to prior sale.)

PHONOGRAPHS

17 Mills De-Ro-Mis, 12 Records	\$ 49.50
12 Mills DeLuxe Dance Masters, 12 Records	39.50
4 Model K Seeburgs, 15 Records	84.50
1 Rock-Ola Multi-Selector, 12 Records	42.50
2 Model 618A Wurflitzers, 16 Records	124.50
3 Model 24 Wurflitzers, 24 Records	184.50

SLOT MACHINES

29 Mills 5c Blue Fronts	\$49.50
7 Mills 10c Blue Fronts	52.50
6 Mills 25c Blue Fronts	55.50
4 Mills 1c Blue Fronts	44.50
18 Mills 5c Cherry Bells	59.50
2 Mills 10c Cherry Bells	62.50
45 Mills 5c Melon Bells	69.50
11 Mills 10c Melon Bells	72.50
2 Mills 25c Escalator Front Vendors	21.50
1 Greenchen 1c Gold Award Columbia Bell	39.50
1 Watling 5c Single Jackpot Bell	15.00
2 Watling 1c Twin Jackpot Front Vendors	17.50
1 Jennings 1c Duchess	17.50
1 Pace 1c Bantam Jackpot Bell	17.50

ONE BALL AUTOMATICS

2 Bally Arlingtons	\$24.50
2 DeLuxe Model Preakness	47.50
3 Regular Model Preakness	22.50
4 Bally Fairgrounds	48.50
12 Bally Fleetwoods	42.50
4 Bally Rovers	24.50
1 Bally Racing Form	12.95
3 Bally Sport Pages	89.50
5 Bally Stables	32.50
1 Chicago Coin Paddock	22.50
3 Gottlieb Foto Finish	12.95
8 Mills 1-2-3 Tables	32.50
2 Mills Clockers	12.95
1 Stoner Turf Champs	22.50
2 Western Quinella (Single Slot)	22.50

BALLY RESERVES Only LIKE NEW \$21.50

COUNTER GAMES

1 A.B.T. Model "F" Target	\$17.50
7 Bennett Deuces Wild	12.75
2 Royal Penny Pack	7.50
1 Oval Reel Spot	6.00
1 Oval Reel Dice	7.50
1 Oval Joker Wild	11.75
2 Oval Smoke Reels	11.75
1 Gottlieb Midget Races	12.75
2 Exhibit Turf Time	9.75
2 Exhibit Skill Draw	9.75

CONSOLES

1 Bally Rays Track, Check Payout	\$ 42.50
1 Evans Bangtails, Serial 2142	137.50
1 Evans Hi-Rush Special	99.50
1 Keeney Grey Head Track Time	69.50
1 Western Race Meet	137.50
14 Brown Cabinet Races, Check or Cash Payout	159.50
2 Pace Marathons, Check or Cash Payout	149.50

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D.
Write for Complete List of Guaranteed Bargains.

THE VENDING MACHINE CO.,
295 1/2 Franklin St., Fayetteville, N. C.

MILLS VEST POCKET BELL



\$49.50
1/3 Deposit
SIZE 8x7x7.

SICKING, Inc.
1922 Freeman, Cincinnati, O.

Genco Busy With Two Games on Line

CHICAGO, Feb. 11.—"Bubbles, the highly popular new Genco novelty game, has met a serious rival for operator and location affections in another entry from the same production line," reports Meyer Gensberg, Genco official.

"The situation merits comment," said Gensberg. "Bubbles, released a short time ago, has been crowding production facilities since its introduction. It was released at a time when the previous game, Stop and Go, was at what was thought to be the end of its production. Stop and Go, we thought, had a remarkably long life in production and had set records, so we gradually diminished the production volume and finally stopped altogether.

"Filling orders for Bubbles kept us busy, and nobody said anything about wanting more Stop and Go games until one day this week we were besieged with orders from everywhere. Back into production it went. Now with plant and force working at top speed, both Bubbles and Stop and Go, each in free game and straight novelty models, are racing toward new sales records."

Pot Shot, Real Skill Game--Keeney

CHICAGO, Feb. 11.—"If the player fails to win on our new Pot Shot payout table and free game he can't blame the game," declared J. H. Keeney in describing his company's new game.

"There are only six wide-open holes on Pot Shot's play field, without a single pin, spring or bumper to deflect the properly executed skill shot. That's why this game is being approved in so many territories where the element of skill in a game is an important factor in its being licensed," added the head of J. H. Keeney & Co.

"Pot Shot is made in three models: a one-ball four-coin multiple-play payout table in a console-type cabinet; a one-ball three-coin multiple-play free game in console cabinet, and a one-ball single-coin free game in a table-type cabinet. All three models have the accumulated award feature for accumulated winners. Pot Shot is already in volume production."

TRACK RECORD

4-WAY PLAY RESERVE JACKPOT

New, tantalizing, gyrating ball action never before seen! New, lively, wide open field—no springs! New field rail of live gum rubber! New catalin bumper posts ringed with live rubber!

\$50 TOP AWARD!

Jackpot Reserve with \$50 top award! Free step-up of Reserve! Free Multiple feature! Winning holes light up for Win, Place and Show! Mystery Selection and Odds! Fully adjustable by simple new control-board switches! No complications! May be operated 4 ways by simple change of switch—Multiple, with Reserve or without, Single with Reserve or without. More new features than any 1-Ball Payout on the market! See it! You'll agree it's the greatest money-maker of recent times!



\$199.50

- A C Operated
OTHER HITS
FIRE ALARM, 5-Ball Novelty, Fully Metered.
\$74.50
DE LUXE GRIP SCALE, 3-Way Strength Tester, 100% Legal.
\$19.50
DUO-GRIP, 3-Way Tester, plus Reels.
\$24.50

IMMEDIATE DELIVERY ON ALL MACHINES
D. GOTTlieb & CO., 2736-42 N. PAULINA ST., CHICAGO

QUALITY MERCHANDISE AT THE LOWEST PRICES

CONSOLES	1938 Track Times	\$115.00	Stoner TURF Console	\$29.00	Fairgrounds	\$35.00
	1938 Kentucky Clubs	95.00	Bally Teaser	19.00	Fleetwoods	35.00
	Red Head Track Times	74.50	Bally Favorite	27.50	Paddies	30.00
	Grey Head Track Times	49.50	Black Paces Races, 20-1	55.00	Quinella	30.00
	1937 Bally Skillfield	45.00	Domino	25.00	1-2-3 (reversed)	35.00
	1938 Bally Skillfield	55.00	Club House	29.50	Preakness	19.00
	Jen. Liberty Bells	35.00	Exhibit Races 7-coin hd.	34.50	Arlington	22.50
	Jen. Derby Days	35.00	Chuckalets	30.00	Derby Day	14.00
	Same in Slant Tops extra	10.00	Stoners "Skill Derby"	49.50	Miss America	14.00
	Keeney Dark Horse	35.00			Rover	19.00
	Exhibit Tanforan	32.50	ONE BALLS		Caroms	14.00
	Shoot the Moon	32.50	Sport Page	\$82.50	Phantoms	14.00
	Long Champs	55.00	Grandstands	99.50	Air Races	14.00
	Saddle Club	35.00	Seabiscuits	99.50	Hey Day	35.00
			Thisledown	99.50	Entry	29.50

Half Deposit: — Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, 2336-8 Prospect Ave., CLEVELAND, OH.

ATTENTION OPERATORS & JOBBERS

25 GAMES IN ORIGINAL CRATES, FACTORY CLOSEOUTS, AT REDUCED PRICES.

De Luxe Centerpacks	\$ 8.50	Reserves	\$21.50	Stables	\$39.50
Penny Packs	7.50	Odd Ball	52.50	Preakness	22.50
G-Man Grips	5.00	Lightning	37.50	Foto-Finish	19.50
Gingers	14.50	Airway	22.50	Fairgrounds	54.50
Mills Q. T. 5, 10	23.50	Zephyr	27.50	Fleetwood	58.50

TERMS: 1/3 Deposit, Balance C. O. D.

GRAND NATIONAL SALES CO., 2304-06 ARMITAGE, CHICAGO, ILL.

FREE 5c RADIO RIFLES, First Class Condition, \$54.50
Keeney HIT NUMBER \$42.50
TRIPLE PLAY \$37.50
DAILY DOZEN 14.75 RITZ 25.00
BIG TEN 59.5C SPEED 9.00
BOUNTY 46.5C SPOKES 27.50
PUBLISHED EVERY TWO WEEKS. GET YOUR COPY WRITE NOW!

1/3 Deposit, Bal. C.O.D., F.O.B. N. Y.
THE NEW HIT — MAJORS — WRITE FOR PRICES
NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

EXPORT
"We Cover the World."
Cable Address: "NATNOVCO."
Merrick, N. Y.

WE BUY, SELL AND EXCHANGE WANTED TO BUY

All types late novelty games—Model F Targets. The following games can be furnished in any quantity desired.

CONSOLES	Rosemonts	\$ 20.00	Winning Ticket	\$110.00
1938 Skill Times	Bang Tails	69.50	Mills 1-2-3, rebuilt	45.00
Track Times, Red Head	Longchamps	60.00	Mills 1-2-3, Bally Pay.	115.00
Track Times, Grey Head	Track Odds	85.00	Across the Board	35.00
Kentucky Clubs	1938 Skill Field	50.00	Fairgrounds	35.00
Triple Entry	Grandstands	\$140.00	Ak-Bar-Ban	30.00
Derby Days, Slant Top	Seabiscuits	110.00	Preakness	17.50
Derby Days, Flat Top	Thisledown	110.00	Handicappers	65.00
Tanforans	Sport Page	82.50	Rover	19.50
Paces Races	Stoner Champs	45.00	Fleetwood	58.50

CLEVELAND-CHICAGO AMUSEMENT SALES CO.
2729 PROSPECT AVENUE, CLEVELAND, O.

Salesmen Wanted!
If you have a car, selling experience and can invest \$300, we will show you how to net over \$100 weekly selling BINGO and CRISS CROSS. Wire or Write Today. Mention experience.
D. ROBBINS & CO.
1141-B De Kalb Av., B'klyn, N. Y.

GET!
Genco's Sensational New
CIRCUS!

High-score hit with "Controlled Scoring" "Light-Suspense Action"

MILLS VEST POCKET BELL in stock!!

Watch for MILLS MOVIE MACHINE

SEABOARD SALES, INC.
519 TENTH AVENUE, NEW YORK, N. Y.
Phone: WILsonsin 7-5688

Regatta	\$43.50	Palm Spring	\$23.50
Odd Ball	36.00	Review	23.50
Spinner (Re-serve)	34.00	Splash	19.50
Spinner	32.00	Nags	20.00
Klick, Zip	32.50	World's Fair	20.00
Fleet (3 Regis-ter)	24.00	Hi Lo	19.00
Fleet	21.00	Jungle	14.50
		Carpe	12.50
		Track Meet	8.00

Following are \$7.00 Each: Ohio Baseball, Stoner's Races, Hare and Hound, Power Play, Rocket, Auto Derby, Home Stretch, Hit and Run, Vogue, Booster, Score Board, Daytona.

1/3 Cash Deposit. Under \$10.00 Full Cash.
For Export Cable: "COINMACHIN," N. Y.

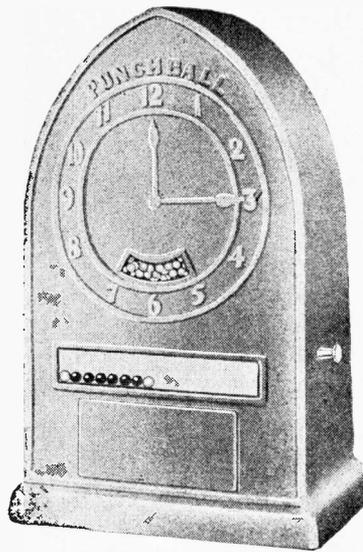
MAX MUNVES
555 West 157th St., New York, N. Y.

Introducing....

PUNCH BALL

THE SENSATION OF THE COUNTER GAME INDUSTRY

NO COMPETITION
 BEAUTIFUL DESIGN
 INTRIGUING
 PATENTED
 FASCINATING
 LIGHT WEIGHT
 SPACE SAVER
 BEAUTIFULLY ENGRAVED
 NOTHING TO REPLACE OR RENEW
 THE ANSWER TO THE OPERATORS' PROBLEM
 NO CASH BOX
 EARNS COST IN A SINGLE DAY
 BIGGEST RETURNS
 LOWEST INVESTMENT
 CAN TAKE \$10 PER HOUR
 DURABILITY GUARANTEED
 WILL NEVER BE OBSOLETE
 MERCHANDISE PLAY IF DESIRED
 FASTEST NICKLE TAKER DEvised



12 1/2" x 8" x 4 1/2"

Punch Ball is the newest idea in the Coin Machine Industry in years. It is an amusement device that will profitably find its way into thousands of locations that have never had an amusement device.

Beauty Parlors, Barber Shops, Cigar Stands, Drug Stores, Restaurants, and thousands of other locations, in addition to Taverns and Night Clubs, will welcome this remarkable device.

PUNCH BALL is NOT a gambling machine. It has no coin chute and no cash box, and it lacks any visible evidence that it is the fastest nickle taker that has ever been produced. It is the complete answer to the operator's prayer for a machine for territories that are closed to mechanical amusement machines. There is nothing to renew or replace.

Every PUNCH BALL that has been placed on location to date has proved to be the most profitable machine that the location has ever had.

Without advertising of any kind, the production facilities of the Norwood Manufacturing Company have been taxed to the utmost to produce machines for the few friends of the organization who were fortunate enough to preview the machine before it was released to the trade. One operator, who never operated more than thirty machines in his territory before, ordered two hundred PUNCH BALLS for the same territory.

The production facilities of the company have been materially increased, and assurance is given that reasonably prompt delivery will be made of every order received.

The company will fill each order as it is received. If your best spots are covered by a PUNCH BALL, placed by another operator, the company will in no way be responsible. GET YOUR ORDER IN AND GET YOUR PUNCH BALLS ON LOCATION, before another operator gets there first.

NORWOOD MANUFACTURING COMPANY

1725 West North Ave., Chicago, Illinois

ACCURATELY RECORDS PLAYS & WINNERS
 FIVE—TEN OR TWENTY-FIVE CENT PLAY
 FIRST COST—LAST COST
 IDEAL IN CLOSED TERRITORY
 ORNAMENTAL
 MADE BY MEN WHO KNOW
 NO COIN CHUTE
 APPEARANCE INVITES PLAY
 FOOL PROOF
 NOTHING ELSE IN ITS CLASS
 BEST FEATURE OF BELL & PUNCH BOARD
 PAYS OUT PERCENTAGE TO SUIT LOCATION
 SEALED MECHANISM

\$19.95
 1/3 cash
 WITH ORDER
 BALANCE C.O.D.

Business Executives Prepare for Sales Increase in 1939

READ the reprint in the center. Learn how the leading American Manufacturers look upon 1939.

“ . . . 84% expect better sales than in 1938 . . . ”

This consensus of opinion from executives who have their fingers on the pulse of national buying is certainly encouraging to all the companies in our widespread industry.

What are your plans for 1939?

Opportunities are waiting for the companies adopting aggressive sales and advertising programs in 1939.

Many Firms Plan Increase in Advertising

New York, Dec. 21.—(AP)—An increase in advertising investments in 1939 by leading American manufacturers was predicted today by the Association of National Advertisers, Inc. The estimate was based on a survey of 182 companies.

The association said the study showed 50 per cent of the manufacturers plan to invest 15 per cent more in advertising next year than in 1938. It showed 42 per cent plan to maintain their present level of expenditures.

MORE CONFIDENCE NOTED

Paul B. West, president of the association, said: “It is encouraging to note that these national manufacturers, on the whole, are planning for 1939 with more confidence than has been evident over the last three or four years.

“Of those replying, 84 per cent expect better sales than in 1938, 13 per cent anticipate the same as in 1938, and only 3 per cent expect a decrease. Only 8 per cent plan a decrease in advertising and this is due almost entirely to peculiar industry conditions.”

(Reprint Chicago Tribune, December 22, 1938)

Schedule your next advertisement for the first available issue. Weekly issuance assures immediate attention and quick results. First form goes to press on Thursday, last form closes Saturday for the following week's issue. Mail your copy today.

COVERS IN COLORS

For those who want color in their advertising a few covers are available during 1939.

The advantages of color and the prominent position covers give to advertising result in greater prestige, recognition and increased sales. Write for complete information and available dates.

THE BILLBOARD PUBLISHING COMPANY

25-27 Opera Place

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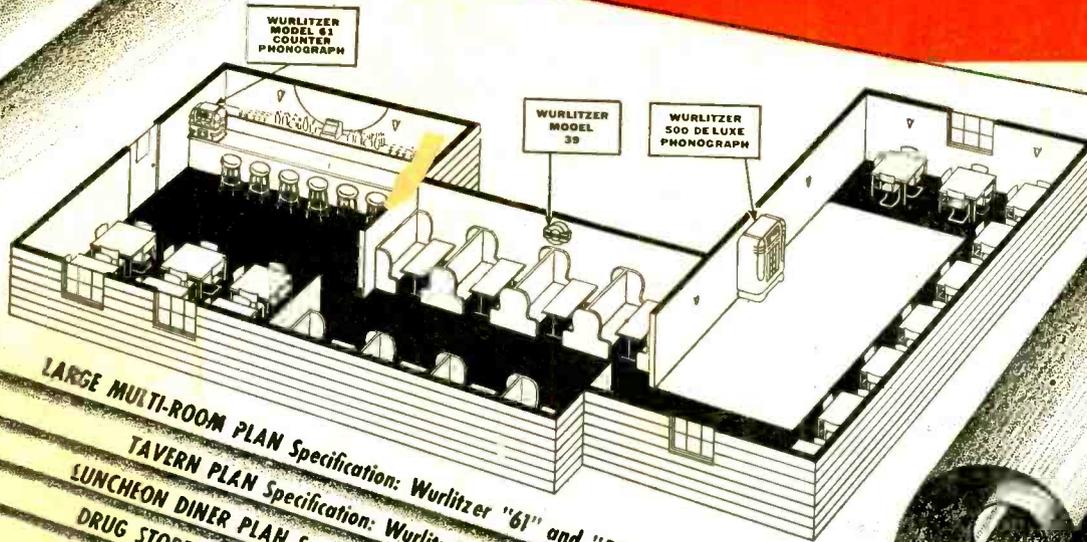
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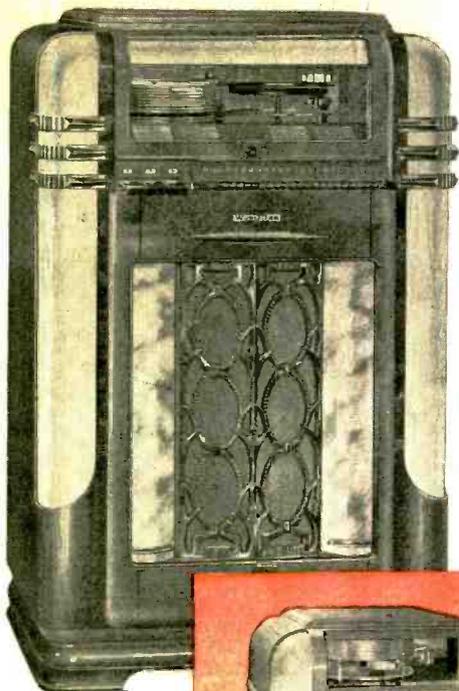
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Madison 6895

WURLITZER

makes a phonograph
TO FIT THE NEEDS OF ANY LOCATION



LARGE MULTI-ROOM PLAN Specification: Wurlitzer "61" and "500"
 TAVERN PLAN Specification: Wurlitzer "500"
 LUNCHEON DINER PLAN Specification: Wurlitzer "61"
 DRUG STORE PLAN Specification: Wurlitzer "61"
 RESTAURANT PLAN Specification: Wurlitzer "600"



MODEL 500

Line up even the most exclusive locations with this De Luxe Wurlitzer Model.

MODEL 61

This Wurlitzer Counter Model is opening new profit possibilities in smaller locations.

SOLD ONLY TO Music Merchants



● Today successful Music Merchants have even better opportunities to increase profits. No location is too large . . . none too small, because an especially designed Wurlitzer Automatic Phonograph will fit the need.

If it's the large location the Wurlitzer De Luxe "Five Hundred" lends an attention arresting appeal that will encourage increased patronage and provide added income . . . plays 24 records.

For the "extra room" location Wurlitzer Auxiliary Equipment is available—modern remote control speaker and wall coin boxes that multiply location earnings.

Designed for the smaller tavern, lunch room, drug store and places where lack of floor space does not permit a large Wurlitzer, the Counter Model 61 is the key to more profits. Only 22" in height, 21 1/4" in width, 18" in depth, it will fit practically anywhere . . . plays 12 records.

Cash in on the popularity and extra earning possibilities of Wurlitzer Automatic Phonographs that are designed for the right location.

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

Turn in your old instruments under

WURLITZER'S

LIBERAL TRADE - IN ALLOWANCE PLAN