

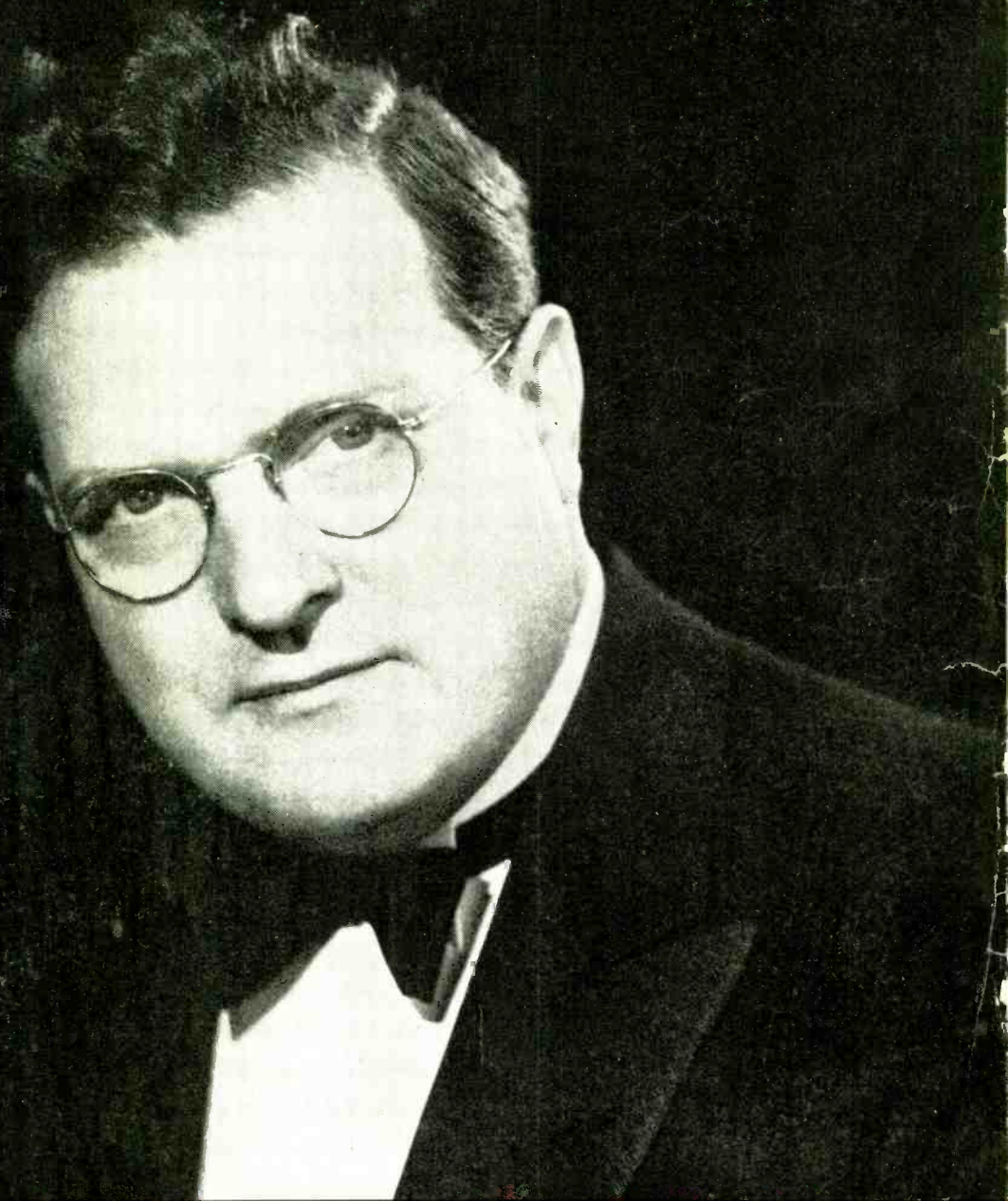
The Billboard

The World's Foremost Amusement Weekly

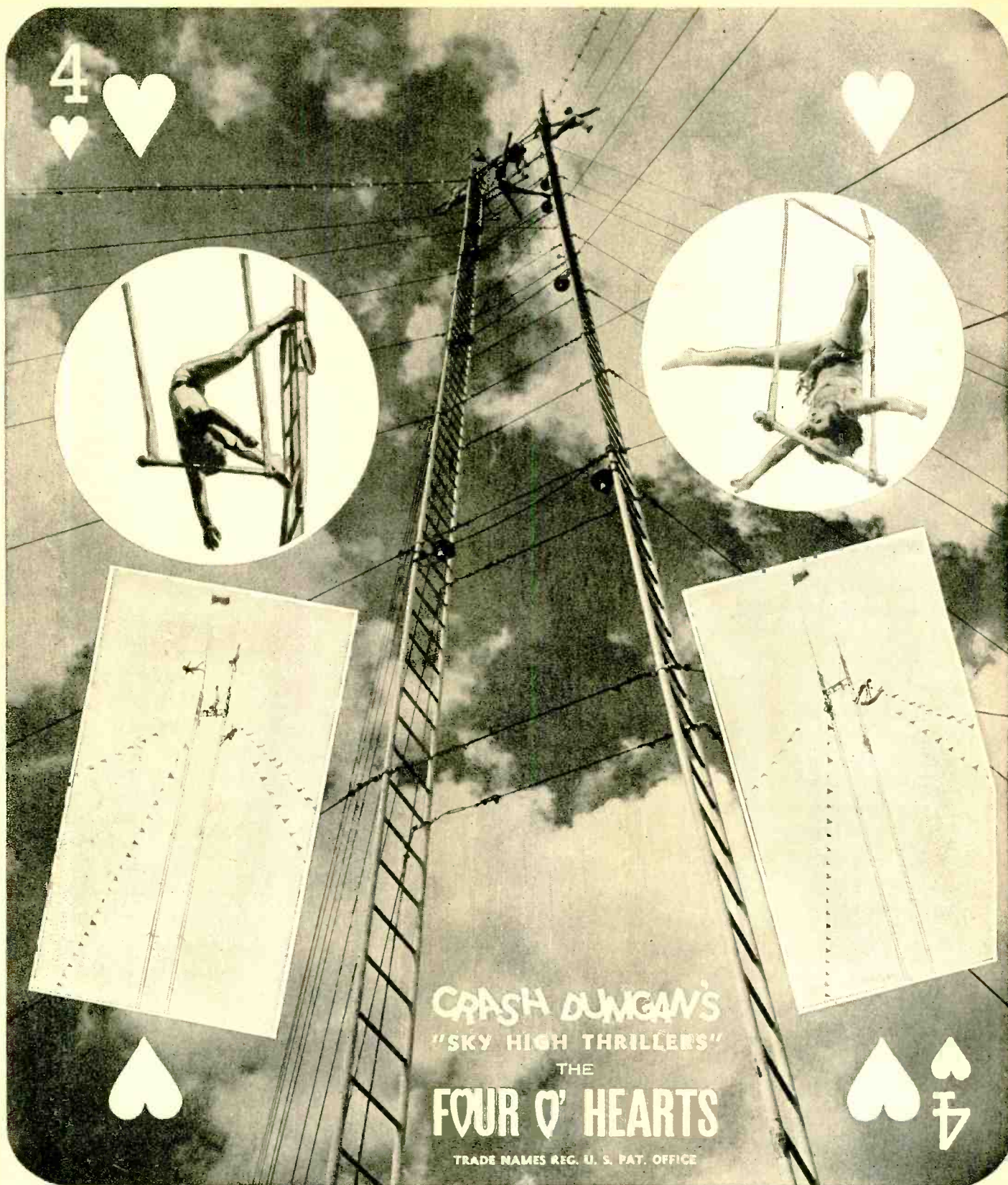
MARCH 18, 1939

15 Cents

Vol. 51. No. 11



MILTON J. CROSS



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The Billboard

Vol. 51
No. 11

March 18,
1939

The World's Foremost Amusement Weekly

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YEAR'S TOP SONGWRITERS

Acme Claims Code Illegal

LYNT-AEA say ducat pact protects public — testimony reveals highlights

NEW YORK, March 11.—During the four days of hearings before Referee Morris Cooper Jr., in the injunction suit against the theater ticket code, plaintiff Acme Theater Ticket Office sought to prove the code an illegal conspiracy to deny brokers the right to do business, while the League of New York Theaters and Actors Equity Association defended their pact as a producer's business right and as a measure in the interest of the public. Disposition of the litigation is expected about April 1, both sides planning to submit briefs within a week, before the referee makes recommendations to the court.

Highlights in testimony included William McBride's admission that he was contributing to the cost of the litigation; statement drawn from William Deutsch, treasurer of the Associated Theater Ticket Brokers, that the code saved the public \$1,000,000 a year; revelation that the Acme, an unaccredited brokerage, received \$25 for a pair of \$4.40 tickets; that digging and ice continue to some extent; that the League collected \$11,942.75 via the 3½-cent tax from the brokers; that about \$6,000 was in arrears, and that \$1,600 was spent by the League in policing the code.

Frank Gillmore, president of Associated Actors and Artists of America, and Paul Dullzell, executive secretary of Actors' Equity Association, attacked buys and associated evils, charging the advance sales established unreasonable premiums which cut run of shows and hurt the theater as a whole. Brokers charged intimidation in signing of the code.

Tax Proposal Again Rears Its Ugly Head in Pennsy

HARRISBURG, Pa., March 11.—A proposal to again levy an amusement tax in Pennsylvania was introduced in the House of Representatives this week despite Governor James' budget promise that there would be no new taxes imposed by the present Legislature.

The bill, introduced by Representative (See TAX PROPOSAL on page 21)

Talent Parade

And Section of Special Articles Discussing Live Entertainment at

The New York World's Fair

Beginning on Page 28 in This Issue

Youngsters Dominated Top Tunesmiths Last Year

NEW YORK, March 11.—A summary of the outstanding songwriters of 1938, discussed in detail in a story on this page, reveals that those tunesmiths and lyricists who turned out the greatest number of hit songs belong mostly to the younger generation of Tin Pan Alley, bred during the last couple of years.

Prominent among the consistent hit writers are Frank Loesser, Johnny Mercer, Terry Shand and Jimmy Eaton, Frank Churchill and Larry Moray, and Eddie DeLange and Jimmy Van Huesen, most of whom are comparatively new to the words-and-music business. Of the veteran songsmithing contingent Ralph Rainger and Leo Robin, Hoagy Carmichael, Irving Berlin, Cole Porter and Mack Gordon and Harry Revel number among the most prolific and successful writers of last year.

Play Activity In Film Ranks Cheers B'way

NEW YORK, March 11.—Three developments this week—the first sale of film rights to a play on the film-royalty basis, reports that Warner Brothers may seek release from the film producers' pact not to finance shows under terms of the Dramatists' Guild contract in order to subsidize a new play next year, and resumption of negotiations for the establishment of a contract to supplement the present Guild basic agreement for Hollywood—raised hopes of Broadway that Hollywood angels would be more plentiful next season.

Sidney R. Fleisher, play negotiator for the Guild, announced the sale of film rights to Philip Barry's *The Philadelphia Story*, now on tryout tour, to a buyer whose name is not included in the contract. Gossip that Katharine Hepburn, who is starring in the production, is buying it herself.

Warner Brothers' interest in financing Sidney Kingsley's *The Outward Room* marks the first weakening of picture companies since their revolt against the DG terms three years ago. If the deal materializes, backbone of solid opposition would have been cracked, opening way for return of other picture producers to Broadway.

After many postponements, J. Robert (See PLAY ACTIVITY on page 21)

Cooper With R-B Show

SARASOTA, Fla., March 11.—Roland Butler announced yesterday that Courtney Ryley Cooper has been contracted for the press staff of the Ringling Bros. and Barnum & Bailey circus.

TMAT Levies 1% Salary Tax To Make Up Treasury Deficit

NEW YORK, March 11.—Unrest and tribulations, which are mounting for the Theatrical Managers, Agents and Treasurers' union as contract expirations loom, appeared clearly at a monthly meeting Thursday, when the union voted to levy a 1 per cent tax on salaries of employed members to patch up a treasury deficit. Threats to prevent transfer ability within the union from press agent

Oldtimers Shaded by Young Blood in Quantity of Hits

Frank Loesser is top man with five best selling songs last year—Rainger and Robin equally potent—Johnny Mercer lyrics on four hits

NEW YORK, March 11.—Within the short space of a year Frank Loesser, Paramount Pictures' staff lyricist, was responsible for the words of five best selling song hits, entitling him, according to a survey by *The Billboard* of last year's tunes and their writers, to the nomination of 1938's outstanding songwriter. The breakdown was based upon the copy-selling strength of songs released during the year, as evidenced by *The Billboard*'s weekly listing of the 15 sheet-music leaders, rather than the radio plugs list, inasmuch as the former is more truly indicative of the

general public's acceptance of a song, whereas the air plug situation is largely the result of the efforts and expense accounts of the music publishers' professional staffs.

Almost tied with Loesser for the honor of being the country's most consistent 1938 hit provider is the team of Ralph Rainger and Leo Robin, until recently, under contract to Paramount as staff writers. This duo climaxed an association with the studio of several years by turning out five numbers during the year that made *The Billboard* list—the same number of tunes that bore Loesser wordage—but no one of them achieved first place. Loesser's *Says My Heart*, with music by Burton Lane, was a No. 1 seller for three weeks, giving him the edge. The five Rainger and Robin tunes were *Ebb Tide*, *Thanks for the Memory* (which won the Academy of Motion Picture Arts and Sciences award as the outstanding film song of the year), *You Took the Words Right Out of My Heart*, *What Goes On Here?* and *What Have You Got That Gets Me?* Loesser was represented by *Houdja Like To Love Me?*, music by Burton Lane; *Heart and Soul*, *Two Sleepy People* and *Small Fry*, with Hoagy Carmichael tunes, and by the already-mentioned *Says My Heart*.

(See YEAR'S TOP on page 74)

Toppers Stay Tops

NEW YORK, March 11.—Since the start of the new year eight of the songwriters who distinguished themselves by contributing a liberal supply of hits during 1938 have continued to demonstrate why they are entitled to top ranking among the tunesmithing gentry.

During January and February, new songs from the pianos and pens of Ralph Rainger and Leo Robin, Mack Gordon and Harry Revel, Johnny Mercer, Irving Berlin, Cole Porter and Hoagy Carmichael have come along to join the best sellers these writers turned out last year.

Finding places among *The Billboard*'s weekly listing of the 15 best sheet-music sellers since January 1 to date have been three Rainger-Robin numbers from Bing Crosby's *Paris Honeymoon* film, *I Have Eyes*, *You're a Sweet Little Headache* and *The Funny Old Hills*; the Gordon-Revel title tune from 20th Century-Fox's *Thanks for Everything*; *Could Be*, another Mercer lyric, this time to a Walter Donaldson melody; Berlin's *God Bless America*; Porter's *My Heart Belongs to Daddy* from the musical comedy smash, *Leave It to Me!*, and Carmichael's *I Get Along Without You Very Well*, for which Hoagy did the unusual (for him) by penning the words as well as the music.

Also since 1939 got under way, Peter De Rose stepped out with a ballad that in the future will be to him, in all probability, what *Stardust* is to Carmichael. *Deep Purple* is the De Rose hit, in a dance arrangement of an instrumental number the composer wrote several years ago and which has been available under that title as a piano solo since its first publication by Robbins in 1934. Simplified and embellished by a Mitchell Parish lyric (Parish performed the same service for *Stardust*), the Robbins reissue of *Deep Purple* as a pop song has become a No. 1 tune and gives every indication of turning into a standard of *Stardust* caliber.

In This Issue

	Pages
Broadway Beat, The	5
Burlesque	24
Carnivals	44-52
Circus and Corral	36-38
Classified Advertisements	53-56
Coin Machines	70-92
Endurance Shows	26
Fairs-Expositions	40-41
Final Curtain	27
General News	3-5
General Outdoor	65-69
Hartmann's Broadcast	65
Legitimate	15-16
Letter List	63-64
Magic	26
Minstrelsy	26
Music	10-14
Night Clubs-Vaudeville	17-23
Notes From the Crossroads	65
Orchestra Notes	12
Out in the Open	65
Parks-Pools	42-43
Pipes	61-62
Possibilities	4
Radio	6-9
Radio Talent	8
Repertoire-Tent Shows	25
Rinks-Skaters	39
ROUTES: Orchestra, page 11. Acts, Units and Attractions, 20 and 66. Dramatic and Musical, 66. Carnival, 66. Circus and Wild West, 66. Miscellaneous, 66.	
Show Family Album	54
Sponsored Events	57
Thru Sugar's Domino	4
Wholesale Merchandise-Pipes	58-62
World's Fairs News	28-35

to manager category or vice versa have the press agents steamed, while others view as unhealthy the "unco-operative" charge hurled at the union by League of New York Theaters and Actors' Equity Association at hearings during the week over theater ticket code injunction. Some factions foresee radical changes in the levit basic agreement in order to (See TMAT LEVIES on page 21)

RADIO'S SYNDICATED BLAH

Radio Only Field Where P. A.'s Pen Widely Syndicated Columns

NEW YORK, March 11.—At least four press agents in radio, two of them independent and two of them with stations, write radio columns used in a total of 1,500 to 2,000 newspapers. In no other field of entertainment does a situation of this nature exist, and one of the principal reasons it does exist is because of newspapers' attitude towards radio. This attitude is largely that they will not spend money to cover the field if they decide to cover the field at all. It is also one of the reasons why, with the exception of Charlie Butterworth's syndicated Associated Press radio column, Homer Canfield's Coast radio column published in about 18 papers and one or two other radio pillars used by a few papers, no individual or syndicate has ever been successful in selling a radio column. There have been several unsuccessful attempts along these lines.

Earle Ferris, Tom Fisdale, Leon Goldstein and Al Simon are the radio p. a.'s writing columns various sheets publish. Ferris and Fisdale are independent press agents; Goldstein is press agent for WMCA and Simon for WHN, both New

York stations. Columns go out to the papers in mat form.

Understood that Ferris' column goes to between 800 and 900 papers. Formerly written under the byline of R. F. Service, taken from Ferris' Radio Feature Service publicity organization, it now appears under his own name.

Fisdale has a tie-up with the Western Newspaper Union syndicate whereby a column he writes is matted by them and sent to about 1,085 publications.

Simon's column goes to about 100 newspapers in the area fairly close to New York. Goldstein's column goes to 25 papers in the same territory.

Most of the press agents follow the same policy in not limiting the material to their own clients or stations but using the run of radio names.

Advantage to independent press agents of such deals is obvious, since it assures clippings.

TA Reorg Issue Up; Four A's Frowns on AFA Policing Idea

NEW YORK, March 11.—A constitutional amendment which will switch control over allocation of funds from the charity groups to the unions will probably be voted on at the April 6 meeting of the governing board of the Theater Authority. The subject has been under discussion for the past two months. Under consideration, too, is plan for administering relief for the newer members—Screen Actors' Guild, American Guild of Musical Artists and American Federation of Radio Artists—which now do not have relief funds of their own in the East. Responsibility for policing benefits will probably remain under direct supervision of the TA's executive secretary despite dissent of the American Federation of Actors, which has proposed that policing be done thru the unions rather than directly with performers.

At present, the Catholic, Jewish, Episcopal and Negro actors' guilds and the Actors' Fund and the Stage Relief Fund—recipients of the Theater Authority intake—outvote the unions whose members bring in the dough.

Having met that issue, unions will then decide on affiliation with present charities to administer funds to their members rather than set up new boards which would only be a costly duplication of existing bodies. Already AGMA has appointed a committee to investigate the Musicians' Emergency Fund with a view to getting that fund to look after its members. On West Coast, Motion Picture Fund acts for all the unions. Suggestion has been made that a central body, under direction of Associated Actors and Artists of America, operate in the East. State laws which forbid transfer of charity moneys beyond their borders may require TA's establishing branch offices—another costly item.

AFA's stand that policing or disciplining of members must be done thru communication from its headquarters instead of directly to members was not supported by sister unions of the Four A's.

Frank Gillmore, speaking as a TA executive rather than in his capacity as head of Four A's, viewed it as impractical. The AFA's raising that issue has been discussed informally by Four A reps, and it may be taken up by the International Board, but as yet the Four A's has not taken an official stand. However, Mrs. Florence Marston, of Screen Actors' Guild, said, "We couldn't tolerate such a thing. The present policy of policing will not be changed." AGMA and Actors' Equity spokesmen concurred, holding that the indirect method of policing would defeat the purpose of TA by impeding its speed.

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

DICK ROGERS—comedy vocalist caught with Will Osborne at the Strand Theater, New York. Was formerly with Bob Murphy's act in vaude. A little fellow with a tremendously dynamic delivery, he has been a regular show-stopper for years. Does hoke comedy singing and, with the aid of his forceful personality and excellent salesmanship, clicks heavily. Recommended for feature musical films. Has already appeared in shorts as a part of the Osborne crew.

For LEGIT MUSICAL

JOHNNY BARNES—young blond lad caught in Frank Fay's vaude show at the 44th Street Theater, New York. Has been in show business only a short time but already shows terrific promise. A fancy tap dancer who suggests Bill Robinson in his technique, he knocks out a multitude of fast and clean taps and has a variety of easy, flowing routines. Should develop into a top-flight tapper. Is ready for a revue spot now.

LTC's Offices Moved to N. Y.

NEW YORK, March 11.—Headquarters of Arthur M. Oberfelder's Legitimate Theater Corp., formed to block-book legit for one-nighters, have been moved to New York, where Fortune Gallo, concert and operetta impresario, will manage the block-booking, guaranteeing showings of *Golden Boy*, *On Borrowed Time*, *What a Life* and *either Hedda Gabler*, or *Master Builder*, starring Eva Le Gallienne.

Gallo is now general manager and chairman of the board. Oberfelder continues as president of the corporation and agent on the road lining up dates. Sixty-two cities have been signed to date, Gallo announced, correcting impression, also that the LTC was confining its activities to the West Coast. Contracts cover all parts of the United States and Canada, he explained. Each date returns sponsors \$1,250 per play per night. Matinees will net additional profit, corporation varying terms from percentage basis to flat sums.

Bookings are now spreading in the South, Nashville having signed last week.

Equity-AGMA-Chartok Plan

NEW YORK, March 11.—Committees from Actors' Equity and the American Guild of Musical Artists are mulling a plan submitted by S. M. Chartok for a sponsored radio program whose financial returns would revert to the unions' coffers. Equity officials indicated there was little likelihood of the plan's going into operation this season at any rate, because radio's summer lull was too close at hand.

Coincidentally, the Dramatists' and Radio Writers' guilds are considering a similar project submitted by B. Franklin Kamsler.

Thru Sugar's Domino

IT COMES to us from sources of unimpeachable reliability that there is a powerful movement on foot within the ranks of the American Federation of Musicians to bring up on the floor at the convention in June the proposition of limiting band bookers' commission to 10 per cent. It is important at this time—when there is still plenty of opportunity for the matter to be discussed pro and con before rash action is taken—that the issues be made clear. It would be a grave misfortune both for musicians and the music business in general if such an important step were taken without every possible angle being discussed fully and dispassionately—and with the interests of all factors in mind.

Along very general lines we highly approve of limiting commissions on talent bookings. In fact, this is a proposition we have favored in the vaudeville booking business as far back as we can recall without referring to musty files. But the band booking business is quite different from any seemingly similar branch of the talent industry. What applies to vaudeville, circus, radio, burlesque and other branches cannot apply in most cases to the band business. And the reverse also holds true.

If the AFM were to legislate in favor of a limitation of 10 per cent commission on bookings it would help considerably many of the tanktown bands that are now suffering greatly from the greed of bookers who rule their little kingdoms with iron fists. But the bands that have torn themselves away from the lower strata; that are on their way up the ladder—these bands will be hurt irreparably. So will the big bands at the top of the heap, the bookers who are largely responsible for the success of most of the bands and the band business generally.

In the larger centers, and particularly in New York, there are few cases of exorbitant commissions. Commissions vary, of course, with bands and offices, but it is possible to strike an average that takes in at least 90 per cent of the booking business carried on in these centers. The small-city bookers and bands have long been operating on a basis of from 20 to 30 per cent commission. It is conceivable that this condition will continue to prevail regardless of AFM legislation. The result would be, as we see it, that the passage of a law or resolution limiting commissions to 10 per cent would be followed by strict enforcement on the part of the responsible elements in the business with the attendant hardships and a definite impediment in the path of bands near the top of the heap and still climbing.

The bands that have big-name potentialities and are now being pushed by far-sighted bookers owe their good breaks to the present elasticity of commissions permitted by the hands-off policy of the musicians' union in matters of this kind. A booking office handling a firmly established band that is holding its own has a comparatively easy selling job on its hand as far as expense is concerned. The worst part of the job is behind the booker. He can concentrate his skill on bartering for increased salaries and various concessions that are important and peculiar to the band booking business.

On the smaller bands, however, the booker has to go to great expense and trouble. He has to be more agile and versatile than the protean actor. He has to wine and dine talent buyers; he has to spend money on publicity, long-distance calls, wires, transportation; he has to be a salesman, an entertainer, a Mercury, a dramatic artist all rolled into one. We'd like to meet the booker who, with all of these qualifications, is still dumb enough as a business man to go thru the routine in anticipation of an absolute maximum of 10 per cent commission on the dates he delivers. The unassailable fact is that he doesn't exist. No ruling of the AFM or any body will (See SUGAR'S DOMINO on page 26)

MILTON J. CROSS (This Week's Cover Subject)

MILTON J. CROSS was born in New York City. His high-schooling took place at De Witt Clinton, and then his fondness for music propelled him into the Damrosch School of Musical Art, from which he graduated as a duly accredited musical supervisor for public schools. He has never made use of that diploma, for chance started him in radio, even though his whole background of training had been pointed toward music, and radio at that time was in its swaddling clothes.

Cross sang with the Paulist Choristers on a country-wide tour, was a soloist at the First Presbyterian Church in Manhattan and a member of the quartet at the Progressive Synagogue in Brooklyn, and then fate, in the form of a friend with an early receiving set, stepped in and Milton stepped out of music as a career. Cross listened to his friend's static-filled radio, became fascinated by it, hurried over to the Newark station whose growing pains he had heard on the set, and got himself a job, first as a singer and later as an announcer. His debut as the former took place in September, 1921; his first program as a word-slinger occurred in March, 1922. And the station was WJZ, before it joined the National Broadcasting Co.

Milt concentrated on his announcing with the intention of making it as much of an art as singing. How well he succeeded may be adjudged by the fact that he won a medal for diction from the American Academy of Arts and Letters in 1929, the first time such an award was made. Another distinction came to him when the Poor Richard Club, well-known organization of advertising men in Philadelphia, awarded him a medal.

The two broadcasts Cross is most fond of are the Metropolitan Opera performances and NBC's Children's Hour "Coast to Coast on a Bus," which he has conducted for more than 13 years every Sunday morning on WJZ. And when he can get away from these and other programs he goes in for his favorite exercise, horseback riding.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 11-20-66) 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 1340, CINCINNATI, O.

Broadway Beat

By GEORGE SPELVIN

A CERTAIN radio columnist felt not too good the other evening when he was introduced at a night club opening as a celebrity and the boos and hisses overshadowed the applause. . . . There'll be a battle of billing in orkdom's royal house next week; sign painters are tagging Jimmy Dorsey, "the King of the Saxophone," for the Strand Theater lobby when Jimmy opens at that house March 24—while further down the street, two days earlier, when Charlie Barnet starts his stretch at the Paramount, marquee lights will herald "the New King of the Saxophone." . . . Another civil war, huh? . . . A pair of press agents who divide their earnings 50-50 will eat this week; one of them's doing jury duty, and the check goes into the common coffers. . . . The Beethoven Society, when it gives its annual concert of archaic string quartets and such April 2 at Town Hall, will go way out on the classical limb; the shade of Beethoven will be overshadowed by "boogie-woogie"—for Meade Lux Lewis and Albert Ammons, exponents of that brand of pianology, will be the featured artists at the concert. . . . There's talk now that the John Barrymore-Elaine Barrie show will never see the lights of Broadway; at any rate, Barrymore's reading other scripts, one of which is the not entirely new *Coriolanus*, by Bill Shakespeare, a guy who wrote a couple of other shows that have been smashes this season. . . . An outfit called the Brooklyn Civic Theater is in the works, to be run along stock company lines but with a list of guest stars that includes Jane Cowl and Helen Hayes—at least according to the plans. . . . Speaking of the Barrymore show (see above), the casting office has been flooded with more than twice the usual number of applicants (which is quite a few applicants), most of them admitting that they want a job primarily so that they can say they've played with John Barrymore.

The World's Fair nude question is getting hot, with a news-printed battle on between Eleanor Holm and Sally Rand concerning their figures (what a thing to fight over!) and with talk that Dorothy Lamour may do an au naturel mermaid in the Billy Rose pool—but there's just a chance that an unknown may cop the honors. . . . It may be that the shocker to stimulate the fair gate will be Eve Arden, last seen doing a Lady Godiva in a Paradise Restaurant floor show. . . . Charlie Barnet, the sax title claimant, has been made an honorary member of the National Swing Clubs of America, an honor bestowed on only nine other hot hornists. . . . The Frairs' annual frolic is set for April 30 at the Alvin Theater. . . . Kelcey Allen says he hasn't written his memoirs yet because, after giving every friend, relative and acquaintance a cuffo copy, he'd get a sinking feeling when he walked into a bookshop and saw a stack of the tomes in the pile labeled "19 cents each." . . . Marie Dumont, owner of the Crisis Club, is making The Place her rendezvous these days; most night club owners have favorite hangouts—usually other night clubs. . . . All the bartenders at Cafe Society, down in the Village, are vets of the Spanish civil war. . . . Dale Carnegie devoted his March 3 syndicated column to Bernard Zuffall, mentalist. . . . The former Casa Cubana may reopen soon as the Hollywood Terrace. . . . Belle Dow, who heard plenty of jitters talk from kid patrons when she had Artie Shaw's band playing the Paramount, Newark, is still trying to figure it out.

NEXT WEEK

THE BILLBOARD'S SECOND ANNUAL RADIO EDITOR-PUBLICITY SURVEY

The Nation's radio editors give their opinions on radio's publicity methods; tell who is radio's best press agent; which network and advertising agency has the best publicity department.

NEXT WEEK

Scotch—5; "Hamlet"—1

CRANBROOK, B. C., March 11.—People of Cranbrook, Kimberley and the surrounding small communities would rather have liquor than be amused; in fact, they'd five times rather, an unofficial survey of the area shows. Investigators found that for every dollar the public spends on attending visual amusements, movies, plays and concerts, it spends \$5 at the two government liquor stores.

E. O. Sykes Resigns Commission Post

WASHINGTON, March 11.—Commissioner Eugene O. Sykes revealed today he had submitted his resignation from the FCC to the President. He told Roosevelt that "after 12 years continuous service as a member of the Radio Commission and its successor, the Communications Commission, I have the honor to tender my resignation as a member of the Communications Commission. If agreeable to you, I would like to have it effective at the close of the business day, 31st instant."

The President declared he would accept the resignation.

The judge, it is reported, will enter private law practice here with a former general counsel of the FCC. However, he would not comment on his future plans tonight, expressing his attitude as one of waiting for official acceptance before making any comment on his resignation.

Washington observers, however, immediately concerned themselves over the chances of Chairman McNinch in retaining his present control of the commission since Sykes has been in most instances voting with the chairman. The question now asked in Washington is whether the administration will consider an immediate appointment to succeed Sykes in order to maintain McNinch's power or whether it will strictly observe its philosophy that fewer commissioners are better for peace and tranquility.

½-Hour Lads' Rehearsal Pay

NEW YORK, March 11.—Assistant stage managers are entitled to full salaries from the start of rehearsals if they then report for work, just as are stage managers, Council of Actors' Equity will announce in forthcoming number of *Equity Magazine*. Issue arose recently when a producer failed to make payments during rehearsal, interpreting the Council's ruling for stage managers as applying only to the heads.

AEA Finds Barton Guilty

NEW YORK, March 11.—James Barton, former Yeeter Lester of *Tobacco Road*, was found guilty, as charged by fellow members of the cast, at a special meeting of Actors' Equity Council yesterday, and will receive a letter of reprimand Monday. Charges included use of abusive language off stage to Cynthia Arden, conduct which cost jobs of two members of cast, and additional costs to the management.

Munro at Lambert-F.

NEW YORK, March 11.—Paul Munro, radio director and producer, joined Lambert & Feasley advertising agency this week to handle Listerine's *Grand Central* sketch series. Munro, recently with Transamerica and previously with CBS and on Lucky Strike's *Hollywood Parade*, was selected out of over 360 candidates for the job.

St. Louis Benefit Nets 2G

ST. LOUIS, March 11.—The Variety Club, Tent No. 4 of this city, netted approximately \$2,000 at the benefit dinner dance and midnight show held here last Saturday, March 4, according to Louis Ansell, chief Barker. Charity effort was in behalf of the German refugee children.

Paul Whiteman played to 350 guests at the dinner-dance held at the Coronado Hotel at \$5 per plate. Following the dinner, Whiteman also appeared at a midnight show at the Fox Theater, for which 5,400 tickets were sold at \$1 per. A variety of specialty acts and two feature pictures were also on tap. Johnny Perkins emceed the show.

E. Roosevelt Impresses at FCC; Hits Webs' Talent, Wax Business

WASHINGTON, March 11.—Another Roosevelt voice rang out in Washington this week to demand a change in the Communications Act. This time it was Elliott Roosevelt, speaking as a broadcaster. Occasion for the President's second son to speak against current regulations by the Federal Communications Commission was the closing days of the FCC hearings on regional broadcasters. As head of the Texas State Network, Roosevelt asked the FCC to request of Congress the power to grant radio licenses on an indefinite basis. Six months, three years or any specified period wouldn't mean anything to the security of the broadcasting business, he declared, since bankers in loaning money like to consider the borrower safely established in a permanent business.

It took the FCC two days to satisfy itself that it could write no more from him in sessions that were the first reporters from the general press attended in weeks of "monotony" hearings.

Censorship, license life, sale value of broadcast stations, network contracts, the Havana Treaty, transcriptions, artists' bureaus and ASCAP all received some of his attention. Censorship—there shouldn't be any and the Commission should steer clear of it. License life—should be indefinite and given as a certificate of convenience. Sale value of broadcast stations—its going business value, whether a dime or a million. Network contracts—should be rigidly supervised by the FCC, as exclusivity clauses violate the purposes of radio licenses. Havana Treaty—the State Department hasn't been forceful enough and should resort to pressure. Trans-

FTP Doom Looms

WASHINGTON, March 11.—Senator Byrne's bill, S. 1265, now being considered by the Senate Special Committee to Investigate Unemployment and Relief for the Committee on Appropriations, dooms the arts and educational projects of the Works Progress Administration by omitting them in its program of activity for the Department of Public Works which it seeks to create. Unless amended, or unless other federal legislation to the contrary is introduced, the Federal Theater, Music and Writers' projects will be dismissed by July 1.

Lunts' 3G in Jackson; Sock N'Orleans Acoustics

JACKSON, Miss., March 11.—The Lunts, doing a single performance of *Idiot's Delight* in the Bailey Auditorium March 1, drew a gross of \$3,000 in this city of 48,000, with hundreds turned away after SRO sign was forced out. Armand Coulet, manager of Jackson Music Association, sponsor of appearance, said that addition of several rows of special seats in aisles of auditorium failed to fill demand for seats. Coulet hopes to land more Broadway successes for next season following big receipts. Lunts drew high praise from Jackson press.

NEW ORLEANS, March 11.—Following four well-attended performances in huge Municipal Auditorium here March 2 and 3, Alfred Lunt was loud in his complaints of poor acoustics of "fixit" legit spot.

"If New Orleans only had a theater. We had to scream things in that big auditorium that should not be screamed. It almost spoiled our performances." He was joined in his complaints by Miss Fontanne. Both expressed the belief that New Orleans would be a good show town if the city would build a legit theater instead of forcing shows into a big solid concrete building of 12,000 seats.

Last of city's legit houses fell under ax several years ago when the old Tulane was removed for a parking lot.

scriptions—were very good for small stations; the FCC rule requiring identification before and after was an aid to networks; talent was just as good and was only used once. Artists' bureaus—networks should be forced out of the business (same recommendations in regard to transcriptions). ASCAP—music fees plus talent unions were taking too much from stations.

All of these recommendations interest (See E. ROOSEVELT on page 9)

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Summary of The Billboard's Surveys

RECAPITULATION OF DAYTIME SURVEYS REVEALS PERCENTAGES CONSIDERABLY LOWER THAN NIGHT SHOWS, MAINLY BECAUSE OF DIFFERENT LISTENING CONDITIONS... "MA PERKINS" LEADS

By JERRY FRANKEN

THE second portion of the recapitulation of the 10 radio program surveys conducted for The Billboard by the Market Research Corp. of America covers daytime programs. In making these 10 surveys, 25,000 radio listeners were interviewed, half of that number for evening programs (published in last week's issue of The Billboard) and the other half on daytime programs. The 10 cities or towns in which the surveys were made will be found on top of the chart on page 7, the cities being listed in the order in which the surveys were made. The locations were chosen primarily for geographical coverage of typical American centers.

The daytime program listing, as might be expected, consists largely of the various five-times-a-week serial "strips." In all the daytime programs, the highest percentage of listening runs to 11%, a low figure when compared to the nighttime leaders. On this page are boxes showing both the daytime and evening leaders, so that comparisons may easily be made. The program with 11 per cent is Father Coughlin's series, over which there has been so much controversy lately. However, it must

be noted that only two cities reported hearing the priest's program, and the general rule is that percentages tend to decrease as the number of cities increases. This is perhaps borne out by the fact that the second ranking program, the Radio City Music Hall's Sunday morning series, with 10%, was also mentioned in only two cities.

The leading daytime commercial is another Sunday NBC offering, RCA's "Magic Key" variety session on Sunday afternoons, which returned a 9 per cent rating and was heard in seven cities. Following this is a tie, at 7%, between "Ma Perkins" and Major Bowes' Sunday morning series on CBS.

Serials' Free-for-All

Because the serials are on daily, a number of them, such as "Ma Perkins," "Pepper Young" and others, totaled more mentions, comparatively, than many others less frequently broadcast. But because, by the same token of broadcast frequency, so large a number of people were interviewed to provide these scores for the program mentions the percentages are low. Whether in view of the frequency of broadcast the accompanying number of

mentions represents a satisfactory share of the radio audience cannot be said, although the answer would seem to be in the negative.

It may be that the daytime serial is its own worst enemy because so many are broadcast. This may be even more true because the serials are so much alike in their general "hokey" nature and since practically all of them rely on material which is more or less alike in nature.

At any rate, with the exception of such programs as the New York Philharmonic Symphony Orchestra broadcasts (6%), U. S. Marine Band (5%), Farm and Home Hour (3%), Breakfast Club and Club Matinee (3%), the remainder of the list of daytime programs is made up of the daily serials.

As noted, "Ma Perkins" returned the highest serial strip percentage, 7, with "Women in White" the next highest, 6%. Three serials each have 5%, these being "Guiding Light," "The O'Neills" and "Pepper Young's Family." In view of high positions held by the "Pepper Young" series in the individual surveys, its final position is somewhat lower than was expected.

At 4% are four programs, "Mary



Marlin," "Stella Dallas," "Affairs of Anthony" and "The Gospel Singer." These in turn are followed by a dozen shows, each with 3%. This list, as well as those programs which returned 2%, 1% and "LT" (less than 1%) will be found both in the page 7 chart and the box listing daytime programs on page 6.

Daytime Factors

In considering and studying the daytime figures certain essential factors must be borne in mind. According to research experts, daytime surveys are exceedingly difficult to analyze, especially as compared to nighttime programs. Daytime serials, for instance, have widely assorted types of coverage, in that they resort to rebroadcasts, electrical transcriptions and split networks of unusual design. Equally, if not more important, is the difference in (See SUMMARY OF on opposite page)

Standings of Day and Evening Shows in Billboard Surveys

Nighttime Programs

Hour Programs

Program	Percentage	Program	Percentage
Chase & Sanborn	33	Hit Parade	13
Bing Crosby	24	Lux Radio Theater	13
Kay Kyser	19	"Hollywood Hotel"	12
Good News	17	Ford Symphony	9
Rudy Vallee	17	Kate Smith	9
Fred Allen	16	NBC Symphony	9
Major Bowes	15	Texaco Star Theater	6
National Barn Dance	14	Cities Service	4

Half Hour Programs

Program	Percentage	Program	Percentage
Jack Benny	27	Edward G. Robinson	8
Ripley	17	Jack Haley	8
Fibber McGee	16	Firestone Program	7
Al Tolson	15	Vox Pop	7
Al Pearce	15	Manhattan Merry Go Round	7
One Man's Family	14	Benny Goodman	6
Gang Busters	14	"Pick and Pat"	6
First Nighter	13	Tommy Dorsey	5
Eddie Cantor	12	Ben Bernie	5
Burns & Allen	11	Album of Familiar Music	5
Professor Quiz	11	"Royal Corn Revue"	5
Hollywood Playhouse	9	"Wayne King"	5
Johnny Presents	9	Helen Menken	5
Phil Spitalny	9	March of Time	5
Joe Penner	9	"Baker's Broadcast"	5
Death Valley Days	9	Information Please	5
Lonc Ranger	9	Waltz Time	4
Carnation Program	8	True or False	4
Paul Whiteman	8		

Quarter Hour Programs

Program	Percentage	Program	Percentage
Walter Winchell	7		
Jimmie Fidler	7		
Easy Aces	5	Lum and Abner	3
Uncle Ezra	4		
Amos 'n' Andy	9	Jack Armstrong	3
Lowell Thomas	8	Orphan Annie	3
Boake Carter	4		

*Program now off the air.

Daytime Programs

Hour Programs

Program	Percentage	Program	Percentage
Radio City Music Hall	10	Farm and Home Hour	3
Magic Key	9	Breakfast Club	3
Major Bowes	7	Club Matinee	3
N. Y. Philharmonic	6		

Half Hour Programs

Program	Percentage	Program	Percentage
Father Charles Coughlin	11	U. S. Army Band	3
U. S. Marine Band	5		

Quarter Hour Programs

Five Times Weekly

Program	Percentage	Program	Percentage
Ma Perkins	7	Houseboat Hannah	2
Women in White	6	Ted Malone	2
Guiding Light	5	Road of Life	2
The O'Neills	5	Church in the Wildwood	2
Pepper Young's Family	5	Betty and Bob	2
Mary Marlin	4	Kitty Keene	2
Stella Dallas	4	Hilltop House	2
Affairs of Anthony	4	Judy and Jane	2
Gospel Singer	4	Arnold Grimm's Daughter	2
Vic and Sade	3	Valiant Lady	2
Big Sister	3	John's Other Wife	2
Aunt Jenny	3	Singing Sam	2
David Harum	3	Myrl and Marge	1
Dan Harding's Wife	3	Bygones of All Churches	1
Lorenzo Jones	3	Hackmatack Wife	1
Just Plain Bill	3	Bachelor's Children	1
Kitty Kelly	3	Happy Gilmans	1
Story of the Month	3	Joyce Jordan	1
Our Gal Sunday	2	Betty Crocker	LT
The Goldbergs	2		

LT indicates program received less than 1 per cent listener mentions.

Spot Showmanship; Rubinoff, Boran Set

NEW YORK, March 11.—Street & Finney have set a 13-week wax series with several radio names, program marking the return to commercial radio of Dave Rubinoff, orchestra leader, who recently recovered from a long illness. With Rubinoff are Arthur Boran as featured comic and emcee; Buddy Clark, singer, and Graham MacNamee, announcer.

Over 200 stations are expected to get the series, plugging Untied Drug and Rexall products.

Boran has also been set by Street & Finney for a one-minute transcription campaign for Carter's Little Liver Pills, with the stunt to be used marking one of spot broadcasting's smartest wrinkles. Boran, a mimic, will start the platters off doing an imitation of some star. Announcer will then explain that what the listener heard was not the McCoy, but an imitation, and that while imitations are good, not to buy substitutes, etc.

CHART SHOWING DAYTIME SHOWS' STANDINGS IN SURVEY SUMMARY*

Cities Hearing Program	Kansas City	Cincinnati	Waterstown	Raleigh	Perrysmouth	Baumont	Helena	Fresno	Williamsport	Mason City	Total Mentions	Total Interviews	Percentage
Hour Shows													
8—Farm and Home Hour.....	11	6	5	26	—	7	85	16	32	—	188	6,180	3
7—Magic Key.....	—	22	10	18	12	10	19	—	13	—	104	1,128	9
7—Major Bowes.....	—	6	25	—	—	15	5	7	5	12	75	1,131	7
7—Breakfast Club.....	6	21	10	46	24	54	—	—	58	—	219	6,298	3
5—Club Matinee.....	—	—	—	22	20	6	74	—	26	—	148	4,236	3
4—Philadelphia Symphony Ork	5	17	—	—	—	—	—	—	13	12	47	651	6
2—Radio City Music Hall.....	—	13	—	—	—	—	—	—	18	—	33	339	10
Half-Hour Shows													
3—U. S. Army Band.....	—	—	—	—	9	—	—	—	—	8	22	629	3
2—Father Coughlin.....	—	17	—	—	—	—	—	—	—	16	33	311	11
2—U. S. Marine Band.....	—	—	—	—	5	—	—	—	8	—	13	286	5
Quarter-Hour Shows													
10—Ma Perkins.....	44	25	24	88	9	113	98	68	15	42	526	7,576	7
10—Mary Marlin.....	13	24	5	13	6	31	75	69	25	44	305	7,576	4
9—Pepper Young.....	40	40	5	93	13	89	—	34	24	25	363	6,902	5
7—Vic and Sade.....	32	9	—	—	11	6	—	28	37	27	150	5,247	3
7—Betty and Bob.....	—	14	21	—	6	6	26	31	—	23	127	5,323	2
6—Guiding Light.....	12	—	8	87	—	73	—	18	—	30	228	4,516	5
6—Kitty Keene.....	5	5	22	—	—	14	—	9	—	23	88	3,730	2
6—Myrt and Marge.....	8	8	15	—	—	5	—	12	—	15	63	4,531	1
5—Woman in White.....	15	—	—	63	38	49	—	—	—	17	182	3,046	6
5—Big Sister.....	23	—	34	—	13	37	—	—	—	9	116	3,811	3
5—Hilltop House.....	—	—	13	—	5	14	—	5	—	19	56	3,780	2
4—O'Neils.....	5	6	11	—	—	—	—	118	—	—	140	3,017	5
4—Aunt Jenny.....	30	—	25	—	6	18	—	—	—	—	79	3,015	3
4—Judy and Jane.....	10	—	8	—	—	38	—	—	—	15	71	3,125	2
4—Arnold Grimm's Daughter..	5	—	19	—	—	—	—	9	—	15	48	3,044	2
4—Hymns of All Churches.....	—	10	9	—	—	7	—	—	—	7	33	3,084	1
4—Those Happy Gilmans.....	—	7	—	—	—	5	14	—	—	8	34	3,082	1
3—Stella Dallas.....	—	—	—	—	—	67	—	5	—	21	93	2,222	4
3—David Harum.....	16	—	—	—	37	—	—	—	—	26	79	2,292	3
3—Dan Harding's Wife.....	—	5	—	50	—	8	—	—	—	—	63	2,241	3
3—Vallant Lady.....	—	—	21	—	—	—	—	21	—	14	56	2,305	2
3—John's Other Wife.....	5	—	—	—	37	—	—	—	—	12	44	2,292	2
3—Singing Sam.....	—	—	—	18	9	—	—	14	—	—	41	2,219	2
3—Backstage Wife.....	8	—	—	—	—	—	—	6	—	24	38	2,243	1
3—Bachelor's Children.....	—	5	17	—	—	—	—	—	11	—	33	2,330	1
2—Affairs of Anthony.....	—	—	—	—	—	6	57	—	—	—	63	1,492	4
2—Gospel Singer.....	—	47	—	—	—	—	—	—	9	—	56	1,529	4
2—Lorenzo Jones.....	—	—	—	—	35	—	—	—	—	11	46	1,553	3
2—Just Plain Bill.....	—	—	—	—	34	—	—	—	—	12	46	1,553	3
2—Pretty Kitty Kelly.....	—	—	21	—	—	—	—	—	—	22	43	1,597	3
2—Story of the Month.....	—	—	—	—	—	—	30	—	5	—	35	1,228	3
2—The Goldbergs.....	—	23	—	—	—	—	—	—	7	—	30	1,565	2
2—Ted Malone.....	—	—	—	—	—	—	24	—	5	—	29	1,534	2
2—Road of Life.....	—	6	—	—	—	—	—	22	—	—	28	1,477	2
2—Houseboat Hannah.....	10	—	—	—	—	—	—	—	—	14	24	1,535	2
2—Our Gal Sunday.....	7	—	—	—	—	—	—	17	—	—	24	1,447	2
2—Joyce Jordan.....	—	—	—	—	11	—	—	—	8	—	19	1,517	1
2—Church in the Wildwood.....	—	—	—	—	—	—	—	10	—	—	18	1,008	2
2—Betty Crocker.....	—	—	7	—	—	—	—	—	—	6	13	1,597	LT

*Programs are listed according to both percentage and the number of cities in which they were heard. "LT" indicates program had less than 1 per cent of listening according to this survey.

NBC Retrieving Lost Network Biz

NEW YORK, March 11. — Network switches following the Amos 'n' Andy program going to CBS for Campbell soups, away from the NBC Red after 11 years with NBC, have NBC retrieving enough business to make up for the loss, partially at least. NBC has just about clinched a deal for the Amos-Andy spot, with Chesterfield Cigaretts the new time buyer. Ciggie firm will probably use a sports restune for five or six nights a week. Last year Paul Douglas did this show for Chesterfield and very likely will repeat. He is now on the Coast but due back with Burns and Allen, who head east soon.

NBC also landed the Old Gold ciggie account for the Blue, to follow *Information Please* Tuesday evenings, the *Betty and Bob* series moving up half an hour. Doc Rockwell's recently inaugurated sustainer may move to another spot or perhaps fold.

CBS has announced a new summer policy, allowing advertisers time reservations and a new discount system in accordance with total time and network purchased.

SUMMARY OF—

(Continued from opposite page)
daytime and nighttime use of radio receivers and the difference in daytime and nighttime reception. Among the cities surveyed by The Billboard, there were several in which the day reception

Biz Gets Biz

NEW YORK, March 11.—Charlie Wilshin, of the WMCA Artists' Bureau, recently booked a club show for the Bellevue Hospital attendants' annual affair. They liked the show so much they told their friends, and a week or so later Wilshin got a call from one of those to whom the Bellevue gang spoke. New customer was the city morgue employees' group.

Understood the actors who played for the morgue workers were warned to use plenty of make-up and so avoid possible confusion.

of one or the other network stations in that territory was considerably weaker than it is at night. This is due, of course, to the fact that nighttime radio coverage is larger than during the day. These differences in reception and listening conditions should be remembered in studying daytime programs and comparing them with evening programs.

The listening percentages shown are arrived at by dividing the total number of program mentions by the total number of interviews covering the periods during which the programs were broadcast. If a program was mentioned less than five times in a city the mentions were not credited and the city did not figure in the program's tabulations.

Song Pluggers Burn at H'w'd Brush and So Do the Brushers

HOLLYWOOD, March 11.—Friction between song pluggers and artists and producers of Coast-to-Coast air shows hitting the lanes from Hollywood is rapidly drawing to a head. Both sides are defiant, pluggers declaring artists won't give them a break and artists and radio producers stating that song pluggers have brought the situation on themselves.

One producer declared that song pluggers have become thick as termites and that they drop out of trees on hapless artists. A radio ork leader stated, "Every time I lift a coffee cup I expect a song plucker to crawl out and try to sell me a tune."

On the other side of the fence, song pluggers bemoan that, since radio has become a top entertainment medium, the artists have become injected with that "gone Hollywood" serum. It was pointed out that NBC here only allows song plucker in the studios from 11 to 1 in the afternoon and that they are barred during other hours. One plucker pointed out that nobody of any importance was on hand during those hours and that unless they resorted to devious methods to get their songs before the noses of the artists they would never get a break.

While NBC has taken steps to curb the plucker's activities in its studios, CBS has opened up its buildings, barring song merchants only in studios where rehearsals are being held. This has p-

parently caused more confusion, as it leaves the hallways and lobby the only possible place for the pluggers to contact artists and producers.

Only method ever worked out in Hollywood whereby pluggers and radio people could talk biz was worked by Raymond Paige when he had *Hollywood Hotel*. After several months of having pluggers do everything but sleep with him, Paige called them together and stated he was tired of being started at all hours of the day and night by having a professional copy stuck under his nose in the most unexpected places. A deal was worked out whereby pluggers could contact Paige once a week and get a chance to sell their wares. Once a week all the pluggers met Paige at a cafeteria and had lunch. Paige declared if the plucker was flush he could buy lunch, if he had the shorts he could still go for a cup of coffee and manage to get in on the bidding. This system assertedly worked out to the best interest of both parties. With 30 or 40 pluggers around him once a week, Paige was able to pick the tunes he wanted and give all the boys a chance to tell their stories.

Same situation is and has been true in New York as to pluggers. Fred Waring started the cafeteria lunch idea about three years ago and still uses it when broadcasting.

Benton-Bowles Due Hollywood Scram

HOLLYWOOD, March 11.—At the completion of their present commitments this month the Joe Penner and Jack Haley shows will be dropped. Joe E. Brown airer has been inked for an additional 13 weeks. What future plans Benton & Bowles have for Hollywood radio production is not known, but surface actions would indicate that the agency is considering leaving the flicker capital. Burns Lee, head flack for Benton & Bowles on the Coast, goes to New York on April 1 to act as assistant to Helen Strauss, of the agency's Eastern office.

Altho it has been stated that MGM is definitely due to bow out of *Good News*, it is believed that Maxwell House, bankroller, is taking steps now to whip a show into shape to replace.

Reasons given for the Penner bow-out were that General Foods was not satisfied with air time and heavy overhead incurred due to necessary rebroadcast of the show.

Report that General Foods was dropping its Coast radio shows was first published in *The Billboard* several weeks ago.

WIP, WPEN Sells Socks Hunks of Night Business

PHILADELPHIA, March 11.—Two of the largest sales in local radio history were consummated here last week when WIP sold a single block of 34½ hours and WPEN obtained a sponsor for a 12-hour weekly program. *Dawn Patrol*, WIP's all-night program, was purchased by Pep Boys, a chain of automobile accessory stores. Running from 1 to 6:45 a.m. Wednesday thru Monday, the broadcast, presided over by Fred Wood, features request recordings, news and weather reports and comment. Inaugurated last December.

The Parisian Tailors, thru the J. M. Korn Agency, are sponsoring WPEN's *Night Club of the Air*, with Joe Dillon at the helm, heard between 10 and 12 p.m. six days weekly. Previous participants on this program were shifted to other spots.

WDAS reports the sale of two sportscasts. The talks of Harold (Buzz) Davis have been purchased by Kahn's Department Store, while the 15-minute spot of Lane McCurley, *Daily News* sports editor, has gone to a tailoring firm. No agencies participated.

WBBM's Earlier Schedule

CHICAGO, March 13.—WBBM here advances its morning schedule 45 minutes with the introduction of its *Farm Journal* hour today from 6 to 7 a.m. Feature, which hasn't been used on the local CBS outlet for years, will pipe in Bobby Cheshire's National Hillbilly Band from St. Louis and use staff announcers in reporting farm news, stock reports, sports and news of neighbors.

Sears Follows Field

CHICAGO, March 11.—*Musical Clock*, one of WBBM's oldest morning transcription shows, will be sponsored by a new firm on the eve of its 10th birthday when Sears, Roebuck & Co. takes over the reins March 27. Marshall Field & Co., local department store, had this 7:30 to 8:30 show for nine consecutive years, employing Halloween Martin for time announcements and using a variety of recordings.

Placed thru McDunkin Agency on a 52-week contract.

Radio Talent

By JERRY LESSER

THE passing of Bob Hague has cast a gloomy pall over the Lambs Club. Bob was vice-president of Standard Oil of New Jersey, and for the many years of the depression was the financial wizard of the Lambs. If not for his many generous contributions this actors' club might have gone the way of many other grand clubs. He loved the actors and was in return loved by all who knew him. One of his many generous deeds was to allow any member of the club in ill health to travel on Standard Oil freighters free of charge for as long a voyage as was necessary to regain his health. The list of signatures expressing condolences to Bob's family is one of the longest ever to be posted on the Lambs' bulletin board. May he receive as many blessings in heaven as he bestowed here on earth.

WELL, I'm making another prediction, and we'll see whether my batting average stays 100 per cent. The prediction this time is that you will be hearing a great deal about Eudice Shapiro in the near future. Miss Shapiro is a graduate of Curtis Institute of Music, where she now teaches violin. She has been offered work with one of the better symphony orchestras and has turned it down to do concert and radio. I heard her as a guest artist on a recent Ben Bernie broadcast and predict a great future. . . . Jay Jostyn's first radio show was done on the Coast for Irving (BBDO) Mitchell in 1932, and his first New York air show was also for Irv on *Renfrew* in 1936. . . . Jimmy Tranter was originally cast in the role of Dick Stanley on *Lorenzo Jones*. Then it was found that his voice was more suitable for Henry, Lorenzo's nephew, so he's playing that part now. . . . One of the finest examples of teamwork in radio is given by Eleanor Phelps and Fred Baron in the new serial, *Dr. Susan*. . . . Bill Wright is back east with Al Pearce and his Gang. He has revived an act with Al called Eb and Zeb, which they

did many years ago. While on the Coast Bill was heard as the city editor on Eddie Robinson's show, *Big Town*.

WARD WILSON, who does the Man in the Box on the Phil Baker show, resumes his old role of Beetle this week. Ward will double both parts from now on. . . . Harry Neville, who played the role of Bunthorne on last week's *Patience* (NBC's Great Plays), traveled thru the Orient with the Bandman Comic Opera Co. 34 years ago, and this was his first performance of the role since that date. Altho Harry is one of radio's oldest actors, this was his debut as a singer. . . . Blanche Field, who, besides radio, does ballet work with the Metropolitan Opera, received praise from the critics for her scene in which she directs the ballet in *Thais*. . . . *Secret Agent K-7 Returns* is back as a recorded series with George Zimmer doing K-7. Mitzl Gould plays Rita Drake, Dwight Weist is B-9, and Charlotte Chayne is also in the cast. Johnny Holbrook announces. . . . Eunice Hill has returned from a week's visit with her folks in Cleveland, O. . . . Jimmy Bachus, radio actor, has married Alice Keene, a Philadelphia girl who is making good on Broadway. . . . Gladys Thornton celebrated her birthday last Wednesday by doing three air shows, which made her arrive late at her own party.

Florence Freeman, femme lead of the *Young Widder Brown*, NBC series, was a schoolmarm before her radio debut. Taught English for almost two years.

Louis Hector, in addition to playing his role of the prosecutor on *Your Family and Mine*, is in the Broadway revival of *Outward Bound*. . . . Joan Blaine is limping to her *Valiant Lady* broadcasts this week. She sprained her ankle jumping out of bed to shut off the alarm clock. . . . Bess Johnson's daughter, Jop, will ride in the New York Horse Show, which starts March 23. Which reminds me—ask Peter Donald for his swell definition of a horse show.

Advertisers and Agencies

By PAUL ACKERMAN

DUNHILL CIGARETS dickered for a show on Mutual. . . . Phil Baker, who recently judged a beauty contest at Philco's television demonstration at the Savoy Plaza, celebrated seven years in radio on Saturday (18). . . . Jessie Kline back at NBC after an appendicitis operation. . . . National Association of Performing Artists facing opposition legislation in North and South Carolina. . . . Howard London now with Tom Fizdale office. . . . Mars, Inc., maker of candy, has contracted for *Doctor I. Q.*, audience participation program, to go over 15 NBC stations beginning April 10. Set by Grant Advertising Agency, Inc., Chicago. . . . Hilda Stoddard, of *Big Sister*, and playwright-husband, Jack Kirkland, have a baby. Miss Stoddard is replaced temporarily in *Sister* by Dorothy McGuire.

Arrival of Edgar Bergen-Charlie McCarthy company at Grand Central last week was attended by 10 feature writers and eight photogs. Quickest thinking was done by J. Walter Thompson's Wick Crider, who gave everybody a cup of Chasc & Sanborn coffee—even the dummy getting a sip. . . . Kelly-Smith, station reps, now handling WSIX,

Nashville, Tenn. . . . Johnny Messner contracted to record for Associated Library Service. . . . Jane Pickens and James Melton being peddled to sponsors for a commercial tonsil assignment. . . . Benay Venuta now handled by Rockwell-O'Keefe. . . . Rhea Diamond has returned to WMCA press department.

NBC NOTES: George Maynard, formerly a scripter at NBC, has joined production department. . . . Frank Lapere transferred from press to television program department. Carl Cannon, from guest relations, replaces Lapere. . . . Vincent Smith, statistician, replacing Gerald Vernon, who goes to sales. . . . W. S. Carson has joined television division of engineering. . . . Paul Arshinard appointed Paris representative. . . . Wilfred S. Roberts, assistant to Bertha Braininard, commercial program manager, has been given a contract by Paramount. . . . Tom Lewis and Harry Ackerman, of Young & Rubicam's Hollywood office, ailing. . . . Gene Thomas, assistant sales manager at WOR, to be married soon. . . . Gilbert Mack, of WHN's stock company, to marry Rosella Davis.

Chicago Air Briefs

By HAROLD HUMPHREY

WALTER JOHNSON, MCA's radio chief in Beverly Hills, Calif., was a visitor at the local office. He recounted the odd experience he had in handling Eddie Anderson, the Rochester of Jack Benny's show. While still with Young & Rubicam, representing the Benny stint, he bought Rochester; now, with the Negro comedian an MCA account, Johnson is on the other side of the fence selling him to Benny for as high a price as he can get. . . . Bill Anson returns on WBBM April 15 with his Fox Beer comment show following the daily baseball games. . . . Trudy Dyer, formerly in the WBBM publicity department, is now with the local William Morris radio office. . . . WLS acts grossed nearly 10 grand making

lard Waterman, who are in the same show and once jerked sodas together in a campus drug store.

LOOKS like more airline performers than ever before will take a crack in legit plays to be presented by semi-professional groups in and around Chicago this spring and summer. A local company composed entirely of radio talent is already functioning and is staging recent New York hits under sponsorship. . . . Francis X. Bushman, formerly of the scenery-chewing screen, is one local radio artist who keeps neighborhood theater patrons flesh-conscious. Still enjoying a following among flicker jans, he fills personal appearances in outlying houses. . . . John J. Anthony is readying a newspaper column along the lines of his "Original Good-Will Hour" now that it has been renewed for another year over Mutual. . . . Add visitors: Donald W. Thornburgh, vice-pres of CBS's Pacific Coast division, and Charles Vanda, "Gateway to Hollywood" production manager. . . . Jack Fulton, who is now waiting a stick in front of a new band organized by the Rockwell-O'Keefe office, did all right for himself at the Tower, Kansas City, Mo., and is promised a date with his outfit in that house. . . . It's a girl in the home of the Roy Franklins. Father is a WCFL announcer. . . . Quin Ryan tackled novelist Sinclair Lewis on his news commentary show. . . . Maple City Four, one of the older air quartets here, landed a new 13-weeker over WLS, singing for a tire company represented by the Cramer-Krasselt Agency, Milwaukee.

BAILEY SISTERS received more local publicity after leaving the Orrin Tucker Band than they did while working with him for a number of weeks at the Palmer House. And the Riply angle is that all stories had them still linked with the Tucker bunch. . . . The weather is warming up and the Nehi people signed a timely contract with WBBM to exploit their beverage starting March 31. It will be a weekly Friday show. . . . Town Club is off the air after a five-week trial period. . . . Blue Barron isn't complaining about the business on several one-nighters he filled in the Midwest last week. He played to 1,100 people in Bob Chris' Highland Park Casino, Quincy, Ill., Monday, and a similar number turned out for his date at the Playmor Ballroom, Kansas City, Mo., Wednesday. . . . And now they are telling the story of a popular radio commentator who accumulated a long mailing list by sending autographed pictures and recently sold it to an order house for \$500. . . . Ed Allen, the announcer, and Dolores Dyer, NBC secretary, announced their engagement.

New Columbia Series To Plug Wax Subsid

NEW YORK, March 11.—CBS is understood to be planning a big-time variety program to replace the *Swing Club* it is canceling in two weeks. New sustainer will be used as a medium to plug the recently acquired CBS subsidiary, American Record Corp. Before the show starts a sustainer out of KMOX, CBS station in St. Louis, will fill in, it is said.

Talent on the show for ARC will very likely vary somewhat each week to give listeners an idea of the different phonograph records available. This is somewhat along the lines of RCA's *Magic Key* series on NBC, which plugs all RCA companies, including Victor.

Swing Club was a champ sustainer, aired almost four years. One of the reasons the network is dropping it is because of budget curtailments. Web has received quite a number of squawks from jitterbugs who want the program continued. *Swing* series was unique in that the biggies of the field came over and worked at strictly union rates.

AUDITIONS

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

Write today for rate card!

A. A. RECORDING COMPANY

"The best in off-the-air recordings."
3543 Broadway, New York City,
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SOMETHING NEW FOR THE RADIO.
World's Rarest Freak of Nature.

SINGING MOUSE

Warbles Like a Canary.

FRANK MCCARTHY

400 Youngerman Block, Des Moines, Ia.

BILLY SWANSON

and his MUSIC

Mgt. CONSOLIDATED RADIO ARTISTS.

Program Reviews

EST Unless Otherwise Indicated

"Welcome, Neighbors"

Reviewed Wednesday, 8:30-9 p.m. Style—Interviews. Sustaining on WOR (MBS network).

This new series featuring interviews by Jerry Danzig and Dave Driscoll. WOR's *Let's Visit* duo, is a tie-up with the New York World's Fair. Until the fair opens, interviews will be in the station's studio, after April 30 from the grounds. People working at and visiting the fair will be interviewed. Inaugural program had Mayor La Guardia and several of his cabinet. Health Commissioner Rice, License Commissioner Moss and Police Commissioner Valentine. Program is a large hunk of free advertising for the fair; it couldn't have been more of a commercial for the expo if it had been paid for.

Hizzoner the mayor provided a lively 5 or 10 minutes in his breezy personable style and can probably get a job as a radio emcee any time he wants to get out of politics. The Little Flower is strong on personality, whether for radio, pictures or administration. However, one comment he made is wide open for controversy—when he said lodging rates had not and would not go up during the fair period. If that's true the hotels have rescinded recently announced rates and rescinded them secretly. The mayor said that if any rental hijacking went on to let him know.

The mayor rather paled his associates, whose mike and showmanship styles do not measure up to his. Commissioner Valentine, however, spoke with considerable punch. Each city department head told of the steps he had taken to handle the influx of visitors, as well as issuing warnings on how to take care of yourself while in New York. Commissioner Rice warned, among other things, against sore feet from excessive perambulations around the fair grounds.

There's also a question and answer spot, gal from the fair staff giving info on costs of tickets when fair opens and the like.

Danzig and Driscoll know how to handle themselves in these ad lib. or seemingly ad lib. interview shows, having gone thru the mill on their last joint effort. Occasional slips add, rather than detract. *Franken.*

"Time To Chat"

Reviewed Friday, 2-2:15 p.m. Style—Talk. Sponsor—Co-Operative. Station—WEBR (Buffalo).

Succeeding Mary Manners' *Hostess Club* on this daily spot, this program is a decided improvement. Instead of indulging in housewifery advice and hints this new commentator gives her female audience credit for some interest in the higher things in life, and conducts her spot in a clever and impressive yet humorous way. Ruth Paige does not in all instances claim to be original in the use of her material, but uses gal of several columnists, such as Walter Winchell or other news and movie commentators, to spike up her repertoire of human-interest stories. The incidents used in her script all had some amusing twist and included a yarn about a marriage ceremony that was halted at the crucial moment for a most unusual reason.

Style of presentation is an intimate, gossipy, light chatter that skips along at a fast pace. Miss Paige's voice is pleasant. By using original quips and sarcasms which are above the average

routine stuff dished out to daytime dialers, she holds her audience interested even thru the commercials, which are well worded and snappy. Her way of working them in with the rest of her script is admirably smooth.

When heard, Miss Paige plugged for the Dexter Rumsey real estate firm, advertising a new apartment building, which she described so attractively that even the reviewer felt tempted. Other sponsors were the O'Rourke Baking Co., advertising Blue Seal Bread, and Hess & Benant, plugging homogenized milk. Sponsors vary with each broadcast. *Warner.*

Model Minstrels

Reviewed Monday, 8:30-9 p.m. Style—Comedy and music. Sponsor—United States Tobacco Co. Agency—Arthur Kudner, Inc. Station—WABC (New York).

Encouraged apparently by the success of Tom Howard and George Shelton on a couple of guest shots recently, Model Tobacco (did you say 10 cents?) has acquired them regularly for its *Model Minstrels* show, replacing Pick and Pat on the comedy end (did you say comedy?).

For cominess and age, the Howard-Shelton collection of alleged gags is unbeatable. Theirs is the brand of humor that, more than any other one factor, is responsible for denying to radio the universal respect and admiration for its entertainment quality that it should and could achieve. Far-fetched, elaborately built-up but pointless gags (90 per cent of which have whiskers down to there) don't belong in radio, circa 1939, and the sooner Howard and other comedians still living in the comedy past but fortunate enough to rate a network show realize it the better for a great entertainment medium. A performance like this makes one wonder if possibly the FCC isn't investigating the wrong things.

The only listenable part of the *Model* (did you say model?) show is the male chorus, which luckily is given more to do than it might have been. Choristers handle everything from *The Caissons Go Rolling Along* to *I'll Take You Home Again, Kathleen*, stopping along the way to pick up a pop or two, and do a fine job of glee clubbing. After Howard and Shelton, the vocalizing was like a cold shower in July. Even the commercials were a welcome interlude.

Frank A. McMahon produces and Melvin Allen announces. *Richman.*

"Manhattan Mother"

Reviewed Wednesday, 9:15-9:30 a.m. Style—Dramatic serial. Sponsor—Procter & Gamble. Agency—Pedlar & Ryan. Station—WABC (CBS network), New York.

Manhattan Mother has a broader thematic range than the title suggests. Its crux is the problem of the leisure class to keep busy and out of mischief. This installment packed away a lot of good copy adequately administered when it uncourtained a young matron who retires professionally for a wealthy second marriage. Restless for lack of activity and faced with her husband's frequent business trips, she makes easy prey for floating males. Her only daughter, her husband's valet and her old family physician visualize the catastrophe and hint of doing something about it.

Only Patricia Locke, played by Margaret Hillias, shapes up clearly at inauguration. The intruder, husband and daughter should take on fascinating color as the plot unfolds. Unsophisticated Bump, the valet, has possibility of becoming a favorite supporting member because he's the type of character who will preserve the earthy genuineness of a show. *Weiss.*

"Tonight's Best Buy"

Reviewed Saturday, 7:15-7:30 p.m. Style—Listener participation. Sponsor—Folgers Coffee. Agency—Raymond R. Morgan Co. Station—KNX (Hollywood).

This Saturday night show supplements five minute spots broadcast thruout the week, Monday thru Friday, featuring bargains phoned in by listeners while the

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.

IF A competition were held to award some sort of prize for radio's crummiest and most annoying program, it would probably go hands down to EDWARD PARRISH, whose morning health talks are heard on WOR. Both in the content of his comments and in his microphone technique, Dr. Parrish has an amazing ability to gripe and annoy. Voice is grating and anything but dulcet, and while it certainly isn't necessary to be dulcet, some sort of harmonious vocal qualities would help and are conspicuous by absence.

Program sells, among other things, a product called Cal-Par. It is supposed to do wonderful things.

And on the other hand, one of radio's best programs is, of course, the weekly FRED ALLEN madhouse. NBC's recent gift to the sponsor, Bristol-Myers, in putting the show on WJZ at midnight, when it rebroadcasts to the Coast, affords an excellent opportunity to get a load of Allen's many ad lib. nifties. Whether because it's late at night, or the company is more relaxed, or for some other mysterious reason, the star of the program invariably breaks up practically everybody on the show by his ad libs. They're worth tuning in just for themselves. That makes the whole show a little more worth listening to.

There also is much to be said for the commercials on this series. Its always been more or less acceptable to have the quality of a radio program much higher than the quality of the commercials, but this is not in effect on the Allen series. Written by Young & Rubicam's Joe Moran, the sales spots for Ipana and Sal Hepatica are invariably excellent. They're almost always novel, frequently exceedingly ingenious and pretty certain of not only holding listeners' interest, but, more important, selling the stuff.

Vic, of Stella Dallas, has just jumped off some high place or something and unquestionably is going to get himself hoited. My, my.

HENRIK WILLEM VAN LOON, despite a rather furry accent and a none-too-good microphone technique, makes his commentaries on NBC really worthwhile listening. Coming to the mike with a considerable reputation as writer and historian, his remarks on the program caught concerning the new Pope shed considerable light on the position of the pontiff, past and present, and the relationships between that office and important nations. His account of the schisms in the church made for rapt listening and his comparisons between the hardness of the church and democracy were really striking.

Of course, the accent cannot be remedied, it would seem, at this late date. However, overly noticeable breathing and script rattling should be easily checked. The point is however, that VAN LOON makes the listener forget those minor detractions as soon as he gets going on his comments.

Also many sustaining shows try to maintain a bantering air, few of them succeed. In most cases the scripts bogging down like the one-hoss shay in a swamp. NBC's fantastically titled *The Saturday Morning Sitting, Standing and Jumping Club* does a much better than average radio sustaining job. Paced by ALLEN PRESCOTT, whose own fault it is that he is known also as the wife saver, the show dishes out a satisfactory and occasionally downright good mess of stuff. NORMAN CLOTTER, NBC staff radio leader, sees to it that his crew does not fall into the usual drab sustaining category, a feat he usually manages to do on all of his many non-commercial spots. BRICK HOLTEN does a good job on his vocals, with FRANCES ADAIR not quite as satisfactory. A stooge billed as UNCLE OSCAR helps PRESCOTT in dishing out nonsense and in a sketch burlesquing travel adventure yarns. PRESCOTT has a lot on the ball and can easily stand as emcee on a major commercial. The entire program, for that matter, could stand a sponsor. *J. F.*

E. Roosevelt Impresses at FCC; Hits Webs' Talent, Wax Business

(Continued from page 5)

spersed between direct and cross-examination were given with an unmistakable confidence. Because his father is perhaps the most studied individual in the world today, the mannerisms of young Roosevelt were subject to constant comparison with those of the White House incumbent, even to his grin and habit of consuming rather than smoking cigarettes.

Networks, he argued, needed close supervision of the FCC both in contracts and in their subsidiary fields. The negotiations between World Broadcasting and the Columbia Broadcasting System gave him the impression that Columbia was "trying to catch up to NBC," and he added that NBC rules prohibited connection between independent transcription companies and NBC studios. Advertisers, he said, had to give their transcriptions to NBC if they wanted to put

their NBC radio programs in other parts of the country.

Criticizes Chains
His words provided the commissioners present (McNinch, Sykes and Walker) with much food for thought as he pointedly declared that network operations, altho in the public interest, under certain conditions violated the purpose of radio when engaged in artists' bureau and transcription businesses. Another objection he had to network operations was the exclusivity clause in affiliate contracts. He declared that local advertisers have to shift their time on 28 days' notice to accommodate some advertiser in New York, Chicago or Los Angeles.

Washington observers now anticipate longer radio licenses before the end of the year, but they do not believe that either Congress or the Commission is willing to go as far as the recommendations of Roosevelt file. His other views, it is believed, will find more acceptance, especially those concerning network operations. The chains in time will find the contracts with affiliates face to face with "special regulations" covering their conflict with local service. The capital does not believe that the webs will be forced to divest themselves of holdings in artists' bureaus or transcription firms. However, if embarrassment comes in these quarters it is possible that the webs will take voluntary steps to restrict activities to broadcasting.

Next week the Commission will begin to hear the American Civil Liberties Union, the American Guild of Musical Artists, Norman Baker (the Iowa broadcaster who lost a bout with the FCC over KTNZ), Congress of Industrial Organizations, L. L. Corwell & Son, IRNA and the National Committee on Education by Radio.

Network contracts will be a feature of the Independent Radio Network Affiliates' testimony.

NEXT WEEK

THE BILLBOARD'S SECOND ANNUAL RADIO EDITOR-PUBLICITY SURVEY

The Nation's radio editors give their opinions on radio's publicity methods; tell who is radio's best press agent; which network and advertising agency has the best publicity department.

NEXT WEEK

CLUB BOOKERS NAT'L ISSUE

Weber Studies Agent Practices For Convention Consideration

May propose policing for all club bookers—club work constitutes 62 per cent of music employment in New York—Arons has more bookers on the carpet

NEW YORK, March 13.—With 31 orchestra leaders before the trial board over the weekend for interrogation, at which time their contracts with club bookers were sifted, Local 802 is ready to submit another batch of names of agents to Bert Henderson, of the AFM, with the recommendation that their booking licenses be revoked. All on the same charges of underscaling and cutting, club bookers caught in this newest trap include Hal Gorman, operating as Times Square Artists' Bureau; Evans & Lee, Billy Perch; Fred Walker, operating as Walker Entertainment Bureau; Harry A. Shea, Lew Sharp, Al Dell, Dan Harrington, Brown & Lissman; George Arken, operating as Continental Amusements Co.; Bill Robbins and Al Romano.

Max Arons, trial board chairman, indicated that the investigation is far from being finished and that the union execs are meeting with Joe Weber, AFM prexy, this week to discuss the entire club booking industry. Member musicians of the union have been notified that any, who either by fraud or deceit, submits a contract signed by a dance committee running an affair in which any revoked agent has any interest whatsoever, will automatically expel himself from the union.

NEW YORK, March 11.—Because of wholesale chiseling and underscaling revealed by Local 802's probe of the club booking biz in New York, it is expected that Joseph N. Weber, AFM prexy, will make a detailed study of the entire industry. And if conditions in other cities warrant it he will make it one of the major issues of the annual convention this June in Kansas City. Desire to force a thoro clean-up of the agents stems from the fact that such bookings are the chief economic mainstay of rank and file union members. In New York club bookings account for at least 62 per cent of the membership's employment, and union execs hold that this proportion is even greater in other key cities throughout the country. Union has no intention to exclude club agents from band bookings (See CLUB BOOKERS on page 12)

Lincoln Ops Plan on Summer Shutterings

LINCOLN, Neb., March 11.—Undercurrent of feeling here among the dance ops that an agreement should be made for the good of the business may soon arrive at conference table status.

R. H. Pauley, manager of the class Trumpke Casino, and Matt Kobalter, of the stag-line Pla-Mor, are willing to drop the three months' summer operation to Harry King, of King's Ballroom on the Capitol Beach amusement park grounds, if he'll stay out the nine months. Consensus of opinion is that biz would be better all around.

Childs Gets CRA Release

NEW YORK, March 11.—Reggie Childs, ork leader, secured his release from Consolidated Radio Artists today from Charlie Green, CRA prexy. Band has been one of the agency's biggest one-night attractions during the past year. With his severance complete, Childs will sign up with another management office this week. Cress Courtney, formerly with CRA's already shuttered Dallas office, is band's personal manager.

Hellzapoppin' for Pops

NEW YORK, March 11.—When Paul Whiteman celebrates his birthday on March 27 it's going to be a caper-cutting party rather than a cake-cutting.

Whiteman is affectionately known to his intimates as "Pops," and Olsen and Johnson will turn their *Hellzapoppin'* hysteria at Winter Garden into a *Hellzapoppin'* for Pops that birthday night. Whiteman and his entire band are making it a theater party, ostensibly to enjoy the show. But Olsen and Johnson have some celebrating-a-birthday ideas of their own.

Planned Program At Det. Dansant Booms Dance Biz

DETROIT, March 11.—The modern generation not only demands excellent dance music when patronizing a ballroom, but is also "entertainment hungry," observes Paul Strasburg, operator of Ballroom Grande, who marks his 30th year as owner and operator of ballrooms in and about Detroit.

"In ballrooms or dance halls where beer and liquor are not served," he said, "the ballroom has in the past offered practically nothing except about four hours of straight dancing. It is difficult to create a night club or cabaret atmosphere in any ballroom with capacity for from 2,000 to 4,000. Analyzing this situation, I determined to find a band which could incorporate entertaining features throughout the evening. I found that novelties and little acts were met with great enthusiasm, and attendance increased immediately. It broke the monotony of straight dancing.

Song Theme Each Set

"With this definite program before me, we incorporated a 'Planned Program' for each evening, each dance set having its own characteristic features. My orchestra leader, by verbal announcement, advises my dancers at intervals during the evening the program which will ensue during the following hour. In this manner the dancer will know just what is coming and can plan his program so that he will dance his rumba set, or his sweetheart set, or the jam session set, etc., with the girl most proficient in that style of dancing. On other nights are incorporated such novelties as *The March of Time*, nursery rhymes, a complete set of mountain music, etc. Each selection carries out the definite theme adopted for that set, which virtually makes each set an individual 'little presentation.'

"We in the ballroom business realize that the dancing public today is extremely music wise and music conscious. They are educated by radio and phonograph and definitely know, expect and demand good music. Consequently, my leader has to build the entertainment novelties and acts around good substantial danceable music that will compare favorably with the popular bands my patrons hear on the air.

Plan Varies With Crowds

"The adaption and proper presentation of the various rhythms and tempos into a 'Planned Program' has not only held my old customers but has brought in thousands who like a diversified, planned program of dancing and entertainment. We, of course, change the program on various evenings. On Friday night, when we are catering to the younger dancers, the leader uses more swing and ride sets. On Saturday night, when a more adult crowd attends, swing is replaced by sweet, and more waltz sets are added. However, without the help of a competent leader and an excellent orchestra no ballroom operator could hope to make this type of program a success."

Holding down the band-stand post for Strasburg for the past two seasons is Ben Young, who brought his band in here from Texas.

Mills to Europe On Platter Deal

Seeks royalty share from RPS—may license Master label on indie basis

NEW YORK, March 11.—Irving Mills, head of Mills Artists and managing director of Master Records distributed by American Record Corp., sailed today (11) for London to confab again with Louis Sterling, England's platter mogul, to arrange for the release and distribution of his recordings abroad. Mills' deal with American gives him a 50 per cent control on foreign distribution of Master records. On his previous visit matter of sharing in the royalties derived from the Royal Performing Society stymied negotiations. About three months ago Mills made an independent deal with the British Broadcasting Co. permitting his labels to be aired by that network.

In England radio stations pay RPS royalties for airing platters, money going to the phonograph companies, which in turn give a portion of it to the artists and to the music publishers. Since his catalog includes waxings of Duke Ellington, Raymond Scott and dozens of other outstanding swing personalities, Mills feels that RPS would enjoy increased royalties in which he should enjoy a proportionate share.

Unless he can work out an equitable deal with RPS, Mills will arrange to license independent record companies and free-lance distributors to release his Master recordings and collect performing fees direct from the radio stations.

Names for Harlem Casino

PITTSBURGH, March 11.—Harlem Casino, only black-and-tan hotter in Smoky City wooing the palafese mid-night rouders, changes its entertainment policy to make way for the name sepiu bands. McKinney's Cotton Pickers tee off March 24 on a two-week stretch. Lew Mercur, nabob, angling for fortnight follow-uppers in Fletcher Henderson, Earl Hines, Erskine Hawkins and Chick Webb.

Toppi Has B.-O. Blues

PHILADELPHIA, March 11.—Jimmy Toppi, new operator of Dance Box Ballroom, is banking on a battle of swing next Saturday to stimulate biz. House band, Kimmy Pettis, will square the stand with Jimmy Gorham, local sepiu senders. Lent and wet skies have been giving Toppi the box-office blues since lighting up this dansant a few weeks ago. Operating on Tuesday and Saturday, with Pettis for the music, past week's attendance netted only 692 paid admissions at 40 cents per for a losing gross of \$276.40.

Songs With Most Radio Plugs

'We've Come' Debuts at Top; 'This Is It' in Place Spot

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, March 10. Independent plugs are those received on WOR, WNEW, WCMA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk. This Wk.	Title	Publisher	Plugs	
			Net	Indie
—	1. We've Come a Long Way Together.....	Feist	39	22
12	2. This Is It (M).....	Chappell	35	24
7	3. Could Be.....	Santley	33	29
10	4. Umbrella Man.....	Harms	30	23
2	5. Deep Purple.....	Robbins	27	36
3	6. Heaven Can Wait.....	Remick	25	25
1	7. Gotta Get Some Shut Eye.....	Berlin	25	18
5	8. Penny Serenade.....	Shapiro-Bernstein	22	25
8	9. I Have Eyes (F).....	Paramount	21	18
12	10. Hold Tight.....	Exclusive	19	17
9	11. I Cried for You.....	Miller	18	15
11	12. This Night (F).....	Bregman, V. & C.	17	22
11	13. Good for Nothing.....	Witmark	17	15
10	14. I Get Along Without You.....	Famous	16	22
8	15. I Long To Belong to You.....	Red Star	16	8
4	16. You're a Sweet Little Headache (F).....	Paramount	15	18
13	17. Begin the Beguine.....	Harms	15	12
12	18. Between a Kiss and a Sigh.....	Santley	14	12
—	19. Among Those Sailing.....	Marks	14	7
9	20. I Go for That (F).....	Famous	13	13
15	21. This Can't Be Love (M).....	Chappell	13	11
15	22. Honolulu (F).....	Bregman, V. & C.	13	11
—	23. Little Sir Echo.....	Bregman, V. & C.	12	14
—	24. I Promise You.....	ABC	12	9
—	25. Funny Old Hills.....	—	11	10
—	26. Romance Runs in the Family.....	Ager	11	9
11	27. Masquerade Is Over.....	Crawford	10	21
17	28. Hurry Home.....	Spler	10	13
—	29. Cuckoo in the Clock.....	Berlin	10	6

Sheet-Music Leaders

(For Week Ending March 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.	Title
2. Penny Serenade	
3. Umbrella Man	
4. I Cried for You	
5. You're a Sweet Little Headache	
6. Little Sir Echo	
7. I Get Along Without You Very Well	
8. God Bless America	
9. Could Be	
10. Deep in a Dream	
11. I Promise You	
12. I Have Eyes	
13. They Say	
14. The Masquerade Is Over	
15. The Funny Old Hills	

(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.

Ackley, Carleton: (Rancho San Pablo) El Centro, Calif., h.
Albert, Don: (Plantation Club) Detroit, nc.
Alexander, Ray: (Pony Club) Ft. Lauderdale, Fla., nc.

Gagen, Frank: (Adelphi) Phila, h.
Gambie, Jack: (Lincoln Terrace) Pittsburgh, nc.
Garber, Jan: (Orpheum) Minneapolis, t.
Gart, John: (Sheiton) NYC, h.

Lewis, Ted: (Buffalo) Buffalo, t.
Light, Enoch: (Taft) NYC, h.
Lombardo, Guy: (Roosevelt) NYC, h.

Banaga, Johnny: (Congress) Chi, h.
Barnet, Charles: (Famous Door) NYC, nc.
Barrows, Charlie: (Brook) Bound Brook, N. J., t.

Hagener, Herbert: (Fatio) Palm Beach, Fla., nc.
Hall, Sleepy: (Show Bar) Forest Hills, L. I., nc.
Hamilton, Bob: (Majestic) Long Beach, Calif., h.

McPherson, Jimmy: (Torch Club) Los Angeles, h.
McRae Bros.: (Havana Casino) Buffalo, nc.
McShann, Jay: (Martin's) Kansas City, Mo., nc.

Calloway, Cab: (Cotton Club) NYC, nc.
Calloway, Cal: (Nightingale Club) Iron Mountain, Mich., nc.
Camden, Eddie: (Southern Mansions) Kansas City, Mo., nc.

Holst, Ernie: (Belmont Plaza) NYC, h.
Hoppe, Carl: (George Washington Tap Room) W. Palm Beach, Fla., h.

Millington, Basso: (Black Cat) NYC, nc.
Mills, Jay: (Edgewater Beach) Chi, h.

Daley, Jack: (Corktown Tavern) Detroit, nc.
Dare, Romie: (Kansas City Club) Kansas City, Mo., nc.
Davies, Al: (Clarendon) Dayton Beach, Fla., h.

Karson, Maria: (Onesta) Canton, O., h.
Kay, Marie: (St. Francis) San Francisco, h.
Kay, George: (Stage Door) Westport, Conn., nc.

Nagel, Harold: (Pierre) NYC, h.
Nance, Skipper: (Beverly Gardens) Little Rock, Ark., nc.
Naylor, Oliver: (Pickwick) Birmingham, Ala., nc.

Ferd, Don: (Stratford) Bridgeport, Conn., h.
Fidler, Max: (Club Versailles) Hollywood, nc.
Fidler, Lou: (Colony Club) Chi, nc.

Lake, Sol: (606 Club) Chi, nc.
Lay, Howard: (5 o'Clock) Miami Beach, Fla., nc.
Lande, Jules: (St. Regis) NYC, h.

Pablo, Don: (Palm Beach) Detroit, nc.
Palermo, William: (La Marquise) NYC, nc.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.

Perry, Russ: (Lord Baltimore) Baltimore, h.
Petit, Emilie: (Everglades Club) Palm Beach, Fla., nc.
Peyton, Jimmy: (Plaza) Pittsburgh, h.

Quartell, Frankie: (Town Club) Cicero, Ill., nc.
Ramavaro, Ray: (Le Mirage) NYC, nc.
Ramona: (Muehlebach) Kansas City, Mo., h.

Rodrigo, Nano: (Havana-Madrid) NYC, nc.
Rogers, Eddy: (Belvedere) Baltimore, h.
Rogers, Harry: (Half Moon) Coney Island, N. Y., h.

Sachs, Coleman: (Biting) Birmingham, Ala., re.
Sanabria, Junita: (Havana-Madrid) NYC, nc.
Sanavia, Aguste: (Cuban Casino) NYC, nc.

Shaw, Bob: (Bee Line) Dothan, Ala., nc.
Shaw, Maurice: (Dempsy) NYC, re.
Shelley, Lee: (Benny the Bum's) Phila, nc.

Sparr, Paul: (Biltmore) Palm Beach, Fla., h.
Stabile, Dick: (Statler) Cleveland, h.
Steel, Leonard: (Pl. Liberty) Detroit, h.

Tanella, Steve: (Hi-Hat) Bayonne, N. J., nc.
Thomas, Archie: (Clover Club) Portland, Ore., nc.
Thompson, Lang: (Brown Palace) Denver, h.

Vallee, Rudy: (Royal Palm Club) Miami, nc.
Van Gelder, Leon: (Melody Club) Union City, N. J., nc.
Van, Charlie: (Mike's) W. Palm Beach, Fla., nc.

Wagner, Buddy: (Midnight Sun) NYC, nc.
Walton, Jack: (Schenley) Pittsburgh, h.
Walton, Vern: (The Tavern) Reno, Nev., re.

Widmer, Bus: (Plamor) Cheyenne, Wyo., nc.
Williams, Ernie: (Subway) Kansas City, Mo., nc.
Williams, Ozzie: (Esquire Club) Toronto, Ont., nc.

Yates, Billy: (El Tivoli) Dallas, nc.
Young, Johnny: (Excelsior House) Snyders Lake, N. Y., h.
Young, Sterling: (Bill Green's Casino) Pittsburgh, nc.

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

Orchestra Notes

By M. H. ORODENKER

The Champagne Music of LAWRENCE WELK

SCHROEDER HOTEL, MILWAUKEE.
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Gotham Cab

NOT ONLY are the other recording companies ganging together to keep Eli Oberstein from securing a recording license, but sources close to Joe N. Weber tip that the AFM prexy is not eager to grant any recording license to any combine that includes automatic music machine men . . . music chief, they say, doesn't want to put the union in the middle when the NAPA, comprising the union's maestri, start levying a license fee on the automatic vics . . . Willard Alexander, of MCA, is working out a deal with Joe Glaser to take over Andy Kirk, Glaser continuing as personal manager . . . Willard is also building a band around trombonist Jack Jenney, their first date a recording date at the American waxworks . . . Jimmy Dorsey gets his release from Decca and may switch to the Brunswick-Vocalion label . . . Raymond Scott is mulling the idea of building a band around his Quintet . . . Gray Gordon accomplished the almost impossible in inking a new recording binder with RCA . . . moves up from the cheaper priced Bluebird to the six-bit Victor label . . . It's usually the other way around . . . after all these years, the cats are beginning to congregate at the Swing Club on 52d swing street . . . reason being Sally Shannon and her Dixie Debs, a paleface gal fronting four copper-colored gals going gushy on the gut-bucket.

Chicago Chat

FREDDY MARTIN, due to the sudden shuttering of the Coconut Grove on the Coast, takes in an early return to Andrew Karzas' Aragon Ballroom . . . opens Saturday (18) with DICK JURGENS moving over to the twin Trianon, where BILL CARLSEN closes a two-month stretch the previous night . . . both Martin and Jurgens swap stands on April 9, carrying on till the end of the month . . . JOE VENUTI was originally set for four weeks at the Trianon, starting April 9, and his stretch will undoubtedly be pushed back . . . Karzas, also, will be hosting ARTIE SHAW for the first time, the swingmaster piping at the Aragon April 15 and 16 . . . Carlsen, incidentally, has been set to start the summer at Oh Henry Park Ballroom . . . the WEEMS BROTHERS Art and Bob, are back at their R-O-K booking desks after confabs with the home office in New York . . . ROGER PRYOR broke up his band temporarily after completing his week-stand at Chicago Theater returned to the Coast with frau Ann Sothern . . . BERNARD KREISLER, brother of CRA's Ed, leaves the Loop for a managerial post in Washington at the Universal Pictures exchange . . . JACKIE HELLER is expected back here to build a new band after his South American vacash . . . rumors ridin' the Loop have FRANKIE MASTERS severing his MCA managerial tie.

Doings in Dixie

JIMMY LOSS opens this week for MCA at El Patio Marino, new niter in Daytona Beach, Fla. . . . GAIL OLSEN, Meyer Davis unit, draws a second hold-over at Sir Walter Hotel, Raleigh, N. C. . . . closing at Century Room, Tulsa, Okla., BOB STEPHENSON goes touring in Southern towns . . . deal is on fire for R-O-K to service the Surf Beach Club, Virginia Beach, Va., with band-stand attractions every four weeks thruout the summer . . . figure on BERT LOWN as a starter May 27, with follow-uppers in Will Osborne, Al Donahue and Larry Clinton . . . Lown, incidentally, may sign his band with the office, having previously booked for the agency . . . depends on R-O-K setting him to follow Glenn Miller into Glen Island Casino, Long Island, N. Y., midsummer.

Cocktail Combos

Reports are all of the rave variety on the THREE SUNS, new strolling unit current at De Witt Clinton Hotel, Albany, N. Y. . . . as a result MCA is setting the Suns for a stroll around the Statler Hotel circuit . . . head stroller, incidentally, is ARTIE DUNN, brother to the Dunn of vaude's Cross and Dunn . . . MARIA KARSON, at Hotel Onesto, Canton, O., is mailing a smart promotional piece on her Musicales . . . brochure is well-tailored and her story

well told, more persuasive than some of the big-band pieces that hit our desk . . . there's a new band and a new show at the Glass Hat of Belmont Plaza Hotel, New York, but the ADRIAN ROLLINI TRIO carry on . . . JOE PACHECO brings his cocktail combo into Sir Francis Drake Hotel, San Francisco, Thursday (16), strolling thru April 11 . . . MIKE CAPPY and his NITE CAPS, a swingy threedy, with Vera Dorry warbling the ditties, are the talk of the town at Larry's Wonder Bar, Union City, N. J. . . . THE CAMPBELLS have 30 more days to go to make it six months at Hotel Santa Rita, Tucson, Ariz., before going back to Mississippi.

On a Western Wing

CLYDE MCOY takes in two weeks at Hotel Muehlebach, Kansas City, Mo., on the 24th and then tours the Tommy Archer ballrooms before his April 28 week at Chi's Chicago Theater . . . follows with the May 5 at the Lyric, Indianapolis, and May 12 for four days at the Paramount, Ft. Wayne, Ind. . . . SKIPPER NANCE went into Beverly Garden, Little Rock, Ark., contract calling for a Labor Day closing . . . MCKINNEY'S COTTON PICKERS set for Detroit's Plantation Club, opening April 14 thru May 25 . . . RED NICHOLS opens this week for a month at Netherland Plaza, Cincinnati . . . CARL (DEACON) MOORE cancels his Dallas date at Olmus Club to start an indef engagement next Monday (20) at Hotel Lowry, St. Paul.

Notes Off the Cuff

JIMMY JOY follows Harry James into Ben Franklin Hotel, Philadelphia, Friday (17), lingering until April 8, when Red Norvo takes over . . . opening date for RED NICHOLS at Famous Door, New York, set for April 26 . . . ISHAM JONES signed a new five-year binder with CRA . . . after 30 months at Hotel Bossert, Brooklyn, BILL MCCUNE bows out to go on tour and then to South America for MCA . . . Roseland Ballroom, New York, gets JACK TEAGARDEN starting March 24 . . . HOWARD WOODS takes over this week at Village Barn, New York, Teddy King bowing out . . . SONNY KENDIS returned to the Story Club, New York . . . GUY LOMBARDO, on leaving the Roosevelt Hotel, New York, makes his first outside stop in town at the Strand Theater, starting a three-week stretch April 7 . . . CECIL KRISTAL plays the Mississippi State Beauty Contest eliminations, sponsored by the VFW, at Vicksburg April 10, and at Jackson the following day . . . and so we send our cuffs to the cleaners.

CLUB BOOKERS

(Continued from page 10)
but will keep close check on their practices so that they are in full compliance with union rules and regulations in every instance.

With Max Arons and the 802 Trial Board continuing to examine every club date booked the past year, those agents already found guilty are now operating under close surveillance of union stewards. Money is being paid to the local in advance for all dates on their books, and the local is holding a portion of it in escrow. Today (11) Arons is examining a steady parade of club agents who were called before the board for interrogation, with more license revocations expected.

Agents Relent

This week a committee of three, representing the Associated Entertainment Directors' Association, 14 of whose 21 members had their band booking licenses revoked, called upon the union and offered to co-operate in cleaning up chiseling within their own ranks. In other words, according to the local, they admitted their guilt and even went so far as to ask the union to suggest changes in their association's by-laws.

That Child Is Here Again

In line with the booking probe, 802 execs this week began negotiations for a closed-shop agreement with the National Hotel Men's Association. Next round robin is scheduled for March 20, and drastic action on the part of the union is expected in the event the hotel managers are not amenable. Chief plaint of the hostelry tycoons is that they don't want to be responsible for guaranteeing



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scale to bands playing for outside functions held at the hotels.

Again representatives for Childs Restaurants attempted a settlement on their kickback case involving \$24,000. Previous week they offered to settle for \$5,000. This week they raised the ante to \$7,500. And again the local has rejected the offer, holding out for the full amount.

DUDLEY L. WILSON was re-elected president and business manager of the Spokanc, Wash., musicians' union. R. L. McMullen was re-elected secretary. Other new officers are Charles Reemer, v.-p., and Leslie Taylor, treasurer.

From C's to C's

PITTSBURGH, March 11.—It was only two years ago that Artie Shaw first came to town as a virtual unknown for 15 century notes a week at the Willows, suburban nitery. This week Shaw is back in Smoky Town. But this time he'll grab off 13 grand notes for the seven-day stretch. Income takes in \$7,000 for his week at the Stanley Theater, \$4,000 for his commercial air show and \$2,000 for a private dance at William Penn Hotel after stage hours.

Clinton's \$2,376 Click

BRIDGEPORT, Conn., March 11.—Making his third return trip this season to Ritz Ballroom last Sunday, Larry Clinton proved a decided hit. Last time here box office was scaled at 99 cents. Tariff this time was 88 cents, and 2,700 shoved and pushed their way thru the turnstiles to pile up a beaut take of \$2,376. Only bands drawing a larger attendance at the Ritz were Horace Heldt and Sammy Kaye.

Hutton TNT at Rose Bowl

CHICAGO, March 11.—Ina Ray Hutton attracted \$4,300 in cash trade at the Rose Bowl here in the first five days of her initial Chi cafe engagement. Minimum is \$2.50, and while room seats only 125, heavy spenders have been turning out. Hutton aggregation, including band and two floor acts, is in for \$2,100 a week and recently drew a holdover thru March 26. Stand marks the first for a name band attraction at the Bowl.

En Route to Texas, PW Leaves Trail of Beaut B.O. Draws

FORT WORTH, Tex., March 11.—En route to the Southwest Exposition and Rodeo, which started last night, Paul Whiteman left behind a string of sizable box-office takes. After a fairish start at Parkersburg, W. Va., where the Lions Club just about broke even last Tuesday, Whiteman jumped to Athens, O., for the Ohio University prom on Friday night. Collegians shelled out \$5 per couple, and with 1,200 dancers making a \$3,000 box office, campus dance committee reported profits on the prom.

Following day, Saturday, in St. Louis under auspices of the Variety Club, with refugee orgs benefiting, 600 turned out at \$10 per plate for the dinner dance at Hotel Coronado. And that same midnight, under the same sponsorship, 7,000 persons jammed the Fox Theater at \$1 a ducat for a single concert and show performance. On Sunday and Monday at Belvedere Club, Hot Springs, Ark., dance the take hit over \$3,000. Dining room of the club holds about 500, and the room was filled to capacity both nights at \$3.36 per head.

Rain Holds Breese to \$560

WAUKEGAN, Ill., March 11.—Despite inclement weather, Lou Breese was able to bring 850 dancers last Sunday into the Rink Ballroom here. Attendance was an average figure, and with ducats peddled at 66 cents gross was \$561. Rink brings in traveling names each Sunday, box-office scale remaining the same for each attraction.

When a Band's Manager Sets Records, It's News

NEW YORK, March 11.—Harold Oxley, Jimmie Lunceford's manager, took a flying trip to Memphis last week, where the band was playing a date, and returned after setting what must be a couple of records. Record A established Oxley as the first person, probably, to be injured in a plane without benefit of a crash. Trip down was so bumpy he was tossed out of his seat and injured a rib so badly he required hospital treatment in Washington.

Record B occurred when, en route again, the plane made a routine landing at Nashville, Tenn., at 3:38 p.m. Stretching a leg, Oxley quite unexpectedly ran into Harry Gest, local dance promoter. The ship took off again at 3:55, and in the interim Harold had sold Lunceford to Gest for two dance dates.

Martone's Big Sat. Night

DAYTON, O., March 11.—Johnny Martone gave Lantz's Merry-Go-Round its biggest Saturday night biz of the season last week. Band attracted 1,404 door admissions at two bits each, making it \$351 before the patrons started shelling out for sips and snacks at the tables. Martone is winding up his second month at Lantz's, Ohio's largest nitery, and is held over for a third.

BOB ALVARDO, bowing out of the shuttered Venice Cafe, Vicksburg, Miss., locates in the same city at Ace Club. Maestro was formerly pianist-arranger for Herbie Holmes.

\$900 No Gravy With Garber; Dixon Dandy For a Two-Day \$610

LINCOLN, Neb., March 11.—Jan Garber pulled a fairish \$900 into the Turnpike Casino gate, \$1.35 top, on Thursday billing, which is a hard day to get a terp crowd out. R. H. Pauley, in selling the band, leaned hard on Lee Bennett, Garber's vocalist, who once sang here on KFAB, where he was an announcer.

Gene Krupa, at the University Junior-senior prom on Friday, stole the spotlight from all the affair's traditional stuff. Did neat business and broke the committee even. Had the night all to himself, since none of the other dance spots ran in opposition.

Lee Dixon, at Turnpike, topped the Saturday-Sunday play in spite of bad weather. Dixon, repeating back from last week, took 125 more admissions in the two days than the same period a week previously for a two-day gross of \$610, very nice.

Smith Stuffs \$2,300 Net

CHICAGO, March 11.—"Stuff" Smith and his hot combination played to the most profitable January trade the Blue Fountain Room of the La Salle Hotel enjoyed since opening for business several years ago. Booked in on a gamble due to the decidedly different types of bands employed in this hotel spot, the Smith bunch netted the room \$2,300 profit in January. Smith is current here.

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SOL ZATT - BILLBOARD, for

"Work on original arrangements and are decidedly a novelty entertainment item for theaters and night clubs."

BEN GROSS - N. Y. DAILY NEWS, for

"The trio headed by Milt Herth, the swing organist, gave out with grand abandon . . . this threesome can hold its own against any on the air."

GENE KNIGHT - N. Y. JOURNAL-AMERICAN, for

"An unusual entertainment trio that coaxes unusual music from organ, drums and piano and leaves the customers begging for more."

ABEL GREEN - VARIETY, for

"Milt Herth Trio can go onto any rostrum and click as big in picture houses as at the Chez Firehouse."

MAXINE COOK - N. Y. WORLD-TELEGRAM, for

"The Milt Herth Trio gave a rousing performance at the Strand."

P. S. We're making Decca records, NBC transcriptions and Warner shorts.

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John and Jerrold Krimsky and MCA for the Chez Firehouse.
Austin Croom Johnson and all of NBC.
Charlie Green and CRA for a new association.
Irving Lehrer for publicity, advice and many things, big and little.

Music in the Air

By DANIEL RICHMAN

BG Alumnus

FOR a swing band maestro, HARRY JAMES (*Benjamin Franklin Hotel, Philadelphia, WABC*) shows good sense in handling his radio reviews in a way that is bound to please his jitterbug following, earned thru his yeoman service in the Benny Goodman trumpet brigade, without alienating those listeners who like their music a little less explosive—listeners sufficient in number, incidentally, to be a big factor in the future of a new budding band.

With an out-and-out swing combo of the James voltage, the usual air routine takes in a succession of wild musical rides, more or less unintelligible to the average listener unsteeped in the technique and fine points of swing. It's usually an expert musical performance but it means nothing as entertainment for the majority of radio audiences. James, however, leavened his swing with variety in the form of *Sweet Little Headache*, *Begin the Beguine*, *Stardust* and the oldie *I'm in the Market for You*, and even le jazz hot was applied in a showmanly way to *Sweet Georgia Brown*, *Chouquette*, *Merry Widow Waltz* and a James original. The superb James trumpeting lent a final distinctive touch to a really listenable 30 minutes.

Straight Stuff

DICK STABLE (*Hotel Statler, Cleveland, WABC*) contributed nothing more than acceptable straight music-making to nighttime networks. This is the sort of remote that provides a nice, pleasant musical background to conversation or reading in bed. With the exception of something called the *Cincinnati Hop*, the broadcast caught was made up of pops, all but one embellished by vocals.

The net result leaned slightly to the monotonous side as far as concentrated listening was concerned, with but one eyebrow-raising interlude during the whole half hour. That was the excellent work of the five saxes featured in the *Hop* original, which came late enough in the show to make this listener at least wish that Stable had included something similar in the routine and lack-luster first half.

Hill Hits Record \$1,300

RIVERSIDE, Ill., March 11.—Tiny Hill, current at Melody Mill Ballroom, chalked up the highest take of the new year last Saturday when 2,400 dancers made their way thru the tills to deposit \$1,300 at the box office. It was the best dance-night biz since last Halloween, when the band attracted 3,100 persons.

"Over There" Now "Here"

BOSTON, March 11.—Inspired by the present wave of patriotism sweeping the nation, Al Maister, Boston lyricist, collaborating with Chick Floyd, pianist with Leighton Noble's Ork, completed a flag-waving song entitled *Over Here*.



Oh! Boy! Their Knockouts! Newest Orchestra Designs: Four Flash Colors, 200 14x22 Window Cards, \$8.00; 1,000 Paper, same, \$14.00; 9x12 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW or write for samples, New Date Book and Price List.

CENTRAL SHOW PRINTING CO.
MASON CITY, IA.

The Reviewing Stand

Eddy Brandt and the Rhythm Boys Orchestra

(Reviewed at Continental Room, Stevens Hotel, Chicago)

AN EIGHT-PIECE rhythm combo organized by Brandt, former member of the piano team of Brandt and Fowler, using two sax and one trumpet for solo tootling, the others pounding out rhythm. As is, boys fit nicely in smaller hotel rooms and intimate smart spots where, in addition to dance incentives, special novelty material is desired. Flock of original comedy stuff peeps up both dance sessions and floor bills and the proper personalities are there to deliver it.

Brandt uses one of the twin pianos, pipes an even-registered tenor voice at the mike and joins the quartet for the vocal varieties. Jules Mendelson is a versatile drummer, shining on the floor with clever impersonations. Most of the material is composed by George MacDonald, saxophonist.

While only stock dance arrangements are used, they measure up with the desires of an average hotel room couple. They are played with suitable reserve and alternate between popular waltzes, fox-trots and rumbas and tangos. Ork was organized only some 18 months ago in New York, after Brandt, during a trip abroad, picked up Paul Whiteman's Rhythm Boys. Aggregation makes a youthful appearance and the pale blue coat outfits are becoming. *Hontigberg*.

Gay Claridge

(Reviewed at Grand Ballroom, Medinah Club, Chicago)

A young 11-piece dance organization that has been making the Windy City environs for the last couple of years and stems as a brighter item among new outfits. Concentrating mainly on good dance arrangements, it leans heavily on sweet stuff in the Kempian manner, employing the "telegraphic" trumpet feature for added effect.

The boys play solid stuff and swing out when the patrons demand it. While the basic instrumentation includes four sax, four brass and three rhythm, doubling permits six sax and four brass sections, and on certain arrangements as many as nine clarinets are employed.

Leader is a young and likable-looking chap and fairly commercial during all sets. He fronts playing a sax or trumpet and also sings with a pleasing voice. Vocal assistance is also furnished by Charles Conti, trumpeter, and another lad who helps compose a singing trio.

Judging by the reaction of the young crowd, band entertained when viewed. Outfit is billed as the "Romance and Rhythm Orchestra." *Hontigberg*.

Don DeVito

(Reviewed at Berkeley Bar of Berkeley Carteret Hotel, Asbury Park, N. J.)

PACED by DeVito's vibraphone hammerings, with Ray Prye on sax and supported by four rhythm, it's a swing combo that holds itself in restraint for dinner patronage and then lets out for the dance hounds, tempos changing to incandescence by the time jitterbugs take over. Outstanding with this unit is Marion Dugan, whose husky pipes fit the rhythm ditties to a T. Maestro, saxer and canary also make an adequate vocal threesome. Unit has a neat appearance and musically is more than adequate for this assignment. *Abbott*.

Jack Crawford

(Reviewed at Turnpike Casino, Lincoln, Neb.)

SINCE he was 13, when he first started banging drums for Jules Stein, MCA prexy, more than 20 years ago, Crawford has been associated with the music biz. Once used the tag line *Clown Prince*

of Jazz but dropped it when they changed jazz to swing.

By doubling, Crawford is able to present at times four saxes (normally three), three violins, three brass and three rhythm. Music is on the soft side and nicely played. Also a generous sprinkling of novelties. Jimmy Engler and Dixie Dale creditably handle the vocals. Stan Fleck, skin beater with Crawford for more than five years, gets a spot of clatter in once in a while, neatly sold. With Crawford three saxes step up front for some instrumental work—Carl Miller, Conn Humphries and Stubby Goforth.

Shorn of the mustache which adorned his upper lip for many years, but still crowding 300 pounds, Crawford looks a spot younger than he used to. He's still a jovial band-stand personality, bubbles with an air of hearty welcome and suggests he's ready to help everybody have a good time. *Oldfield*.

Emil Flindt

(Reviewed at Paradise Ballroom, Chicago)

A VETERAN from way back, this baton heaver heads one of those formulated and staple outfits which is capable of garnering a territorial name chiefly by just playing around the same vicinity long enough so that the name sticks. Chl and environs is the backdrop for the Flindt ork in this case.

It's a 12-piece combo split into equal parts of brass, reed and rhythm—and therein lies the band's trouble, because the three sections are literally split, failing entirely to blend in and work together as a unit. Boys are all strictly sheet readers and don't seem to be at all conscious of what each is doing during the arrangements. Result is that the stuff seaws back and forth in a very monotonous way, killing any true dance tempo that should be forthcoming as a natural sequence to the arrangements.

Several of the lads pitch in for vocal turns, but these too are uninspired. Flindt fronts the boys and he, too, needs some snap and lilt in his stick waving. Maybe this bunch just hasn't been cating their grapenuts or something, but a shot of pep of some kind is sorely needed. *Humphrey*.

Red Heggen

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

HEGGEN's gang offers music beat out in very danceable rhythm, but short of polish. It's a swingeroo outfit, little known save in Iowa-Nebraska territory. Sprang up two years ago, after Red bounced out of Doc Lawson's sax section.

Manned on a three to each section basis, with Red playing sax on his feet, and piano player Tom McCray doubling on accordion, it satisfies in the country halls. Harold Nelson, tenor sax, mixes the vocals and Walter Batte is featured front row on the bass. It's a busy gang, short of rests, banging out plenty of foot-fight rhythms. *Oldfield*.

"Deke" Moffitt

(Reviewed at Raghskeller of the Hotel Gibson, Cincinnati)

LONG popular in local theater ork circles and bearing a reputation hereabouts as an able composer, Moffitt, who until recently batoned the pit crew at the Shubert, local vaude emporium, has finally realized a long-felt ambition—to head his own dance crew. Using his Shubert pit tootlers as a nucleus, the "Deke" has fashioned a dance combo that does remarkably well considering its newness and the fact that playing show music is one thing and knocking out dance rhythms is another. With a few more weeks of seasoning Moffitt should find himself with an outfit capable of bucking better-than-average competition.

Stressing the counterpoint, Moffitt has labeled his product Counter Melodic Music. In reality it's a sweet brand of swing with a Henry Busse rhythm lurking in the background. Using an instrumentation of four saxes, five brasses and three rhythm, the Moffitt bandsmen beat out a socko rhythm and tempo that induce dancing. Moffitt has done a good job, too, of gauging the room's acoustical qualities, the band's offerings lending a pleasing effect to the ear despite the handicap of the spot's low ceiling and lack of drapes on the band stand. Brass section shows up unusually

Ride, Red, Ride

REGINA, Sask., March 11.—Now that they have learned to play, members of the newly formed band of the Royal Canadian Mounted Police are learning to ride. Bandsmen will eventually be expected to play and ride at the same time in the same way as the original band of the Northwest Mounted Police. Most of the bandsmen were recruited without any previous police training.

Music Items

Songs and Such:

Santly-Joy-Select acquired *Iddy Biddy* Poo from Hal Kemp and Saxie Dowell. The Kemp Band, with Saxie doing the comedy vocal, features the ditty. *Afraid of Love* is the latest release from Handy Brothers' Music Co. lyric by Lewis Fenderson, tune by James Miller and Maurice Spitalny.

Strange as It Seems (Now We Are Mr. and Mrs.) is being issued by Roy Music. Title was suggested by John Hix, creator of the *Strange as It Seems* syndicated feature; melody and lyrics penned by Hugo Rubens, Jimmy Franklin and Bob Burns. Song will be tied in with Hix's exhibit at the World's Fair. Roy is also publishing a new rumba, *Rio De La Plata*, by Rubens, Charles French and E. P. La Priere.

Music Men and Matters:

Vernon Duke, protegee of the late George Gershwin and considered by many critics as his logical successor, has been signed by Robbins to an exclusive contract. Firm also has pacted Mill Herth, with his first book to be published called *Mill Herth's Instruction Method for the Electric Organ*.

Alfonso Diaz is in charge of the new New York store of Castellanos-Molina Corp., dealer in Spanish recordings and sheet music. Jerry Vogel plugging George M. Cohan's *Harrigan* as a natural for St. Patrick's Day broadcasts. Vogel firm also is pushing *A Lemon in the Garden of Lore*, by M. E. Bourke and Richard Carle, currently featured in the Center Theater spectacle, *The American Way*.

Taking Up a Lost Cause

PHILADELPHIA, March 11.—Raymond Gathrid, *Daily News* radio columnist, started a one-man campaign to bring to music publishers' attention the commercial possibilities of pop songs by local hopefuls. His first columnar blast carried laments by amateurs charging they are denied even the courtesy of an audition. Gathrid suggested an alternative, whereby local song pluggers devote some time to the hearing of new compositions and forwarding the best of them to their home offices.

Suesse Score for Casa

NEW YORK, March 11.—Dana Suesse has been pacted by Billy Rose to write an original musical score for his new Casa Manana show. Marks the first time Miss Suesse dips her cleffing pen for a nitery presentation, tho she has previously supplied the music for Rose's Fort Worth ventures and the Cleveland *Aquacade*.

Wilson Routes for FBMC

CHICAGO, March 11.—Bill Wilson, formerly with the Oh Henry Park Ballroom here, joined Frederick Bros.' Music Corp. as one-night booker. He will work out of the Kansas City office.

well, with Wally Johnson, Pierson De Jager and Norwood Carey taking off at intervals on some pleasing solo licks. Moffitt wields the stick in a personable fashion and draws attention with his solo efforts on the sax, clarinet and bass sax.

Wendy Bishop, blond doll with a voice and personality, is spotted frequently and handles her chores nicely. Male warblings are taken care of by "Slim" Overman and Larry Woods. Latter is equipped with a romantic and soothing voice that registers solidly. Bob Miketta has done a good job with the band's arrangements. Band lads are well groomed and make a good appearance. *Sachs*.

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American Academy Students Present "Let Us Be Gay"

NEW YORK, March 11.—Last Friday the American Academy of Dramatic Arts presented Rachel Crothers' three-act comedy, *Let Us Be Gay*. The cast indulged in a great deal of overacting.

Acting becomes an art when its mechanics cannot be discerned by the audience. Over-reading, over-accented movements and obviously deliberate pacing display the mechanics of the actor as plainly as an unhooded motor shows its component parts. The man who wants a motor to drive him and the audience that sits before the unfolding of a play both want performance.

Helen Gunderson, whom we had been eager to see again after her fine work in *Hay Fever*, acted the part of Mrs. Boucicault with a capital A. Some of her lines came thru beautifully, but for the most part she gave an overstudied performance, much too slow and deliberate. The soft heart under the caustic tongue of Mrs. Boucicault never had a chance, and the caustic quality emerged as a sort of hardness, and all the time you know that "Boucy" was just Miss Gunderson made up to look like an old lady.

We are sure that when Miss Crothers wrote the part of Kitty Brown she didn't write in the affected brightness that we got from Margaret Paine; Miss Paine's smile is quite lovely enough (we've seen it in the lobby) and doesn't need putting on with her make-up. Charles Telford didn't overact, but he was stiff and looked as tho he would be glad when it was all finished. Madge Livingston could not possibly have been as obvious as Norma Alley made her; even Mrs. Boucicault wouldn't have stood it. She was a burlesque. Otis Morse was just too, too man-about-townish as Townley Town; the sincerity of the character was lost in his cat-of-the-devil attitude.

Marjorie Lynn, as Dierdre Lessing, was somewhat an enigma. She overdid her drunk scene and yet managed her frequent crying bits very well indeed; her straight scenes in the first two acts made us feel that she was carrying her script in her hands, but her scene with Bruce in the last act was lovely. Ray Colcord was really amusing as Wallace Grainger. We can't say a great deal about Guy Tortora as Bruce Keen, since in such a part his accent is a handicap. Paul Talbot left nothing undone to show us that he considered the perfect *maitre-d'hotel*. Marian Munroe and Charles Lang played the bits.

M. A. B.

Feagin School Presents "Hay Fever," "Black Sheep"

NEW YORK, March 11.—Last Friday evening at the Mercury Theater two plays were presented by the senior students of the Feagin School of Dramatic Art. The first was an act of the Noel Coward comedy, *Hay Fever*. Cast included Erin-Jo Gwynne, Mitchel Meyers, Thea Wood, Rita Scandore, Andrew White, Donald Harman, Marjorie Dickens, Miles Winslow and Nancy Boyle.

Rita Scandore and Nancy Boyle did very well as Judith Bliss and Jackie Coryton respectively. Miss Scandore having shown considerable improvement since her last appearance. Also deserving mention are Andrew White, Erin-Jo Gwynne and Donald Harman.

The second play, *Black Sheep*, by Elmer Rice, included in its cast Annette Canter, Verbeth Stuart, Marjorie Dickens, Andrew White, Miles Winslow, Patricia Harris, William Hollenbeck, Carolee Sheldon, Donald Harman, Elizabeth Young, Mitchel Meyers and Jane Evans. Thru no fault of the cast, *Black Sheep* proved to be quite a disappointment. The plot was so full of complications that it kept the audience wondering what it was all about.

William Hollenbeck and Carolee Sheldon, as Euddy Porter and Kitty Lloyd, deserve a big hand for really splendid performances. Also deserving mention are Annette Canter, as motherly Mrs. Porter; Andrew White, as Alfred Porter; and Verbeth Stuart, as Dorothy Woods. Mitchel Meyers does not click too well because of his lack of naturalness and ease.

E. C.

London Lyceum Goes

LONDON, March 4.—Third building of name to occupy site in 150 years, Lyceum Theater here will be demolished to make way for flats and shops in June. For last 30 years under Walter and Frederick Melville, both now dead, it was stronghold of melodrama and pantomime. (See LONDON LYCEUM on page 16)

From Out Front

By EUGENE BURR

It is hardly news by now that the Broadway drama this season is selling Americanism like mad. In a chaotic and medieval world the enlightenment of true democracy (which does not mean the "democracy" that slides by easy stages into bureaucracy or jingoism) is sorely needed; and the fact that Broadway is doing its part is a patriotic phenomenon that should be greeted with other cheers than those that emanate from the box offices of patriotic hits. But in Broadway's excellent reawakening to the benefits and needs of the democratic ideal there are two dangers that this corner has tried to stress in the past. One is the danger to the theater and the other to the democratic ideal itself—and even at the risk of upsetting Robert Rice and other similar Grandsons of the American Revolution I feel that they must be re-emphasized.

The danger to the democratic ideal is obvious to anyone who has made an unimpassioned study of the growth of Fascism and Nazism—and even of Communism, for that matter. When Italy and Germany were first impregnated by the virus it spread under the most patriotic colors; it was "Italy for Italians" and "Germany for Germans," together with tentative and seemingly innocuous means toward achieving such ends. Slowly it grew—but always featuring the sort of surface patriotism that comes so easily to demigods and boob-baiters—until finally it had achieved sufficient power to emerge under its true colors. Then those who had seen no danger in its small, insidious beginnings, even those who had encouraged its nationalistic and "patriotic" ideals, were appalled. Many who had immensely aided its initial progress had done so with the best intentions.

Certainly Moss Hart and George Kaufman, for example, wrote *The American Way* with the best intentions in the world. But *The American Way* advocates a mild form of 100 per-centism, and it by implication advocates the silencing of anti-democratic minorities—an advocacy which in itself is as anti-democratic as anything well could be. The dangers of 100 per-centism are obvious; the most thro 100 per-centism in the known world is Hitler's disgusting "Aryan" folderol. And the entire point of the democratic ideal is free expression to minorities of any sort. The real danger comes not from the ridiculous mouthings of subversive morons (witness the public's splendidly indignant reaction to Nazi schweinerel at the recent Bund meeting), but from those who advocate suppressing them. It is appallingly easy to pass from suppression of one group to suppression of another—and so on and on and on.

The American Way, is, of course, a tremendous popular success; as such it is to be commended as a business stimulant. But it is by no means to be commended as an expression of the American ideal. Its much-vaunted "patriotism" is merely that of the peddler who sells American flags to crowds awaiting a parade.

And so with almost all of the other examples of Broadway interest in the American ideal. We must watch—and watch carefully—or else shallow and boob-baiting "patriotism" will turn to out-and-out jingoism. I could cheer a good deal more enthusiastically and sincerely for the current crop of "patriotic" plays if it weren't for the fact that only one of them—Maxwell Anderson's *Knickerbocker Holiday*—has managed to express the real and fundamental American ideal.

As for the other danger—the danger to the theater—inherent in the present flood of histrionic flagwaving, it is even more imminent. The plays under discussion are all of them, to some extent at least, propaganda plays—and propaganda is always a very real danger to the theater, particularly when it concerns itself with subjects that lead to enthusiastic acceptance. Audiences (and sometimes even, believe it or not, critics) are prone to let their artistic standards crumble away beneath their wholehearted acceptance of a play's purpose. And a theater that has traded its artistic standards for a set of propagandistic aims is a theater that is sterile and dry. Witness the state of the drama in Germany, Italy and Russia.

Propaganda plays are dangerous in two ways: artistic standards tend to sink in direct proportion to the amount and enthusiasm of the propaganda; and enthusiastically propagandistic dramas tend to defeat their own ends thru their own virulence and enthusiasm. Reasons for (and examples of) both processes have been given endlessly in this column over a long period of years.

The second, as a matter of fact, is a danger to both the theater and the ideal. Enthusiasm strong enough to become obviously biased nullifies its own effect, as was seen in countless left-wing dramas. The reasons have been discussed here in detail many times; but Paul Vincent Carroll recently phrased the reaction perfectly when he wrote, "Plays of obvious propaganda always drive me into perverted sympathy with the villains." That may be an unfortunate reaction, but it is both real and universal.

It is a reaction that may be encountered by our so-called patriotic plays if they continue upon the way they have chosen; it is a reaction that was finely taken into account, in another field, by Eleanor Roosevelt when she said she was against the playing of *The Star-Spangled Banner* in theaters and night clubs because she was afraid that people might get used to it or even annoyed with it, and so lose entirely the thrill and beauty of its symbolism. It's a thought to which our rabid radio and columnistic patriots should lend the entire weight of their fine intellects—both ounces.

As for the increasing danger to art in a theater that is increasingly propagandist, that has been discussed here so often that neither time, space nor inclination warrants going into it again. But a couple of its facets are excellently suggested by a couple of additional quotes. Sir Cedric Hardwicke recently expressed the danger of a current frame of mind when he wrote, "The theater, being the most explicit of the arts, demands ideas and truths in their most abstract form; poetic truths. Since Ibsen, however, playwrights have been more pleased to enlighten us than to stir us. . . . The theater for its own sake seems just a little shameful and not quite worth the attention of an intelligent individual." That, from a theatrical viewpoint, is a tragic situation—and it is appallingly true.

Mr. Carroll provides pungent comment upon a different angle. "I realized," he says, "how essential it is in any country for an artist to swim against the popular current." A whole volume of criticism could be written with that sentence as the theme.

But don't worry; I'm not going to write it.

Equity To Protest "Lincoln" Shutdown

NEW YORK, March 11.—Actor's Equity Council will seek thru protest to Robert E. Sherwood, head of Dramatists' Guild and member of Playwrights' Co., to show the harm to the trade if Sherwood cuts short the run of successful *Abe Lincoln in Illinois* to accept a motion picture contract. Show would close so that Raymond Massey could make the picture. Any attempt on part of Equity to incorporate such a prohibition in a new basic agreement with producers would be "a gross trespass of personal freedom," Equity official held, tho the provision of the old NRA Code had decreed that a "motion picture of a currently playing legitimate attraction shall not

be permitted to be released until such attraction has had the fullest opportunity to complete its run and enjoy road showing." Plans for *Abe Lincoln* are contrary to the spirit of that trade practice rule, Equity maintains.

Sherwood's defense cites his plans to reopen the show after the picture is finished and follow thru with road showing. Equity is still displeased, even with his modest and patriotic argument that the country is ready for the message of his play, arguing that a simultaneous showing of picture with run of play has always shortened life span of legit production, as exemplified by *Jazz Singer*, *Dinner at Eight*, *You Can't Take It With You* and others.

Sherwood's partners in the Playwrights' Co., according to reports, also feel that he is wrong in insisting on closing the play.

OUT-OF-TOWN OPENINGS "West of Broadway"

WILBUR THEATER (Boston)

Ruth Chatterton's return to the stage at the Wilbur Theater here was greeted by a heavy turn-out which welcomed Miss Chatterton but held tongue in cheek in speaking of the play. Not that *West of Broadway* is not entertaining. It is at times hilariously funny, but Miss Chatterton, strive as she does to make the most of her role, is unable to overcome the very apparent weaknesses of a play which at times must depend upon such stale and questionable material as the plumbing fixtures for its laughs.

West of Broadway begins with a scene from *Camille*. When Camille dies, you learn this is the farewell performance of the Trents, a famous actor and actress who are man and wife off stage. They and a Mr. Seward go to the farm in Iowa, the couple to soak in the sunshine, the playwright to work on his next masterpiece and to coax them back to the spoken drama.

Into the picture comes a 16-year-old farmer's daughter who falls in love with the star. Up to this point the play founders in rather swampy ground, impeded by a heavy burden of dialog and occasional nasty naughtiness; but it suddenly comes vividly alive in a scene which is played with real brilliance, in which the principal lady and gentleman "tell all" and begin, with the aid of applejack, to discover their characters. What they find is something less than edifying.

The playing is excellent thruout, and there is not an actor who does not give more to the play than did the author. However, with intelligent pruning and a bit of clever work here and there *West of Broadway* may still be a hit on Broadway.

Miss Chatterton plays with delicate feeling and sharp authority; Walter Abel gets every possible value from the part of the male star; and the peak of the play, the scene mentioned above, is the triumph of these two, a masterpiece of restrained acting. James Bell impersonates the playwright-pal and does it well. Eva Condon is the vulgar mother of the male star and in this thankless role does exceedingly good work. Jeanne Dante is the charming, blunt and bold farmer's daughter.

Floyd L. Bell.

Miss Stephens Wins Arb

NEW YORK, March 11.—Frances Stephens has been awarded a week's minimum salary of \$40 by the American Arbitration Association in her claim against Al Mackler, who, Actors' Equity charged, dismissed her after she had started rehearsals. Mackler, owner of a (See MISS STEPHENS on page 16)

BROADWAY RUNS

Performances to March 11, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Fleming)	Oct. 15	171
American Way, The (Center)	Jan. 21	57
Close Quarters (Golden)	Mar. 6	8
Family Portrait (Microcosm)	Mar. 8	6
Gentle People, The (Be-lasco)	Jan. 5	76
Group Theater Rep (Windsor)		
Awake and Sing	Mar. 7	3
Rocket to the Moon	Nov. 24	122
Henry IV (Part 1) (St. James)	Jan. 30	48
I Must Love Someone (Long-act)	Feb. 7	39
Kiss the Boys Goodbye (Miller's)	Sept. 28	194
Little Foxes, The (National)	Feb. 15	30
Mammy's Daughters (Empire)	Jan. 3	19
Mrs. O'Brien Entertains (Lyceum)	Feb. 8	38
Over Wild (Wulton)	Oct. 10	178
Outward Bound (revival) (Playhouse)	Dec. 22	95
Primrose Path, The (Bill-more)	Jan. 4	78
Tobacco Road (Forrest)	Dec. 4	3,330
What a Life (Hansfield)	Apr. 13	388
White Sided (Broad-burst)	Jan. 10	74

Musical Comedy

Boys From Syracuse, The (Alvin)	Nov. 23	128
D'Olvy Carte Repertory (Beck)	Jan. 5	76
Pirates & Trial by Jury, The	Jan. 5	11
Mikado, The	Jan. 9	15
Iolanthe	Jan. 12	11
Pinafare & Cox and Box	Jan. 16	12
The Gondoliers	Jan. 19	12
Yeomen of the Guard, The	Jan. 23	11
Falstaf	Jan. 26	4
Hellzapoppin (Winter Gar-den)	Sept. 22	201
Knickerbocker Holiday (46th Street)	Oct. 19	165
Leave It to Me (Imperial)	Nov. 9	144
One for the Money (Booth)	Feb. 4	41
Pinus and Needles (Liberty Stage)	Nov. 27	568
Set to Music (Music Box)	Jan. 18	62
Stars in Your Eyes (Ma-jestic)	Feb. 9	26

New Plays on Broadway

Reviewed by Eugene Burr

MOROSCO

Beginning Wednesday Evening, March 8, 1939

FAMILY PORTRAIT

A play by Lenore Coffee and William Joyce Cowan, starring Judith Anderson. Staged by Margaret Webster. Settings and costumes designed by Harry Horner. Settings built by William Kellam and painted by Allied Art Studios. Costumes executed by Helene Pons. Incidental music composed and arranged by Lehman Engel. Press agent, Phyllis Perlman. Stage manager, Ronald Hammond. Assistant stage manager, Thelma Chandler. Presented by Cheryl Crawford in association with Day Tuttle and Richard Skinner.

Mary	Judith Anderson
Daniel	Ronald Reiss
Joseph	Norman Stuart
A Shepherd	Max Leavitt
Simon's Wife	Virginia Campbell
Juda	James Harker
Mary Cleophas, Mary's Sister-in-Law	Evelyn Varden
Reba, Joseph's Wife	Lois Austin
Simon	Tom Ewell
James	Philip Coolidge
Mordecai	William Foran
Selma	Kathryn Grill
Eben, a Peddler	Philip Truex
Mathias	Hugh Rennie
A Disciple	Leonard Elliott
Hepziba	Eula Guy
Appius Hadrian	Guy Spaul
Anna	Ruth Choppenning
Rabbi Samuel	Bram Nossen
Mendel	Will Lee
A Woman of Jerusalem	Lois Jamson
A Child	Eugene Schiel
Mary of Magdala	Margaret Webster
Nathan	Ronald Hammond
Daniel, Aged 16	Philip Truex
Esther, Joseph's Daughter	Josephine McKim
Leban of Damascus	Guy Spaul
Joshua, His Son	Neal Berry
Beulah	Ruth Choppenning

ACT I—Scene 1: A House in Nazareth. Summ'cr. Scene 2: Wine Shop at Capernaum. The Following Spring. ACT II—Scene 1: The House in Nazareth. A Year Later. Scene 2: The Following Week. ACT III—Scene 1: A Street in Jerusalem. Spring of the Following Year. Scene 2: A House in Jerusalem. The Same Night. Scene 3: The House in Nazareth. Some Years Later.

Family Portrait, the Lenore Coffee-William Joyce Cowan drama that Cheryl Crawford, in association with Day Tuttle and Richard Skinner, presented Wednesday night at the Morosco Theater, is a deeply religious play that will probably arouse shocked protest from those pharisees hamstringed by theology who consider themselves most deeply religious; it is a profoundly Christian play that will probably fail to meet with the approval of the church which, taking its Founder's name in vain, inexplicably calls itself the Christian. For *Family Portrait* goes back to the teachings of Jesus Himself, those beautiful, ignored, magnificent, pitiful guides toward a way of life that are despised and forgotten by the world—and particularly by those who have reduced the glorious Man into a bleeding, sterile god.

The tenderness and compassion, the love, humility, freedom and joy that He taught return in *Family Portrait*; and so the play will hardly be admired by those who turn the beauty and freedom

He died to win into a set of warping, cruel, binding creeds. And the play's interpretation of "Son of God" as Son of Man—and Son of all humanity—its interpretative glorification of the dignity of life rather than the chill sterility of death—will hardly be relished by the modern distorters of His teachings.

It is the drama's aim to emphasize His humanity—and therefore His courage and the other gloriously human qualities that hung about Him—along with the original rather than the interpreted teachings. But obviously He must never appear on the stage—an Equity member in greasepaint. The purpose is accomplished by a brilliant and startlingly simple stroke of the imagination. Miss Coffee and Mr. Cowan describe the years of the preaching, the stable stroke of betrayal and even the abyss of utter forgetfulness into which He so quickly and permanently descended, all thru the eyes of His family, and more particularly thru the eyes of Mary, His mother. Everything in the play tends toward simplicity and humanity. The dialog is earthy and colloquial, and even the costumes avoid any special place or time. Eschewing esoteric robes and breastplates, they are in modern eyes merely the fitting clothes of peasants.

The play opens immediately after His departure upon His mission, with His brothers petulantly complaining that He has left all the carpenter work to them, and His mother calm in her love and faith. Later we see the public adulation and mob acclaim that followed the first miracles (beautifully allied in the script to conjuring tricks that He necessarily uses but discards contemptuously as soon as possible), the joy of His brothers before His return to Nazareth (because His popularity may boost the business), their rage after He has been stoned from the town, and His mother's pitiful search for Him in Jerusalem on the night of the betrayal as danger gathers about Him like a cloud. A scene that is an epilog shows the family years later living down the memory of an executed criminal, yet a bit proud of Him, too, now that His ideals no longer affect their lives.

And thru it all goes Mary, serene in her faith, buoyed by her belief in the genius of this eldest Son who is apart from the rest. Miss Coffee and Mr. Cowan have written the role with honesty, pathos and touching effect; their Mary is the eternal mother, proud, worried, filled with belief in the teachings of her Son and at the same time smiling gently upon His follies. In the end she asks that her new grandson be named Jesus—just to keep His memory alive.

The understanding and sympathy of humor go hand in hand with the serious implications; for humor is obviously inherent in the basic idea of treating the story in tenderly commonplace terms.

There are faults in the play, of course. Once the startling central idea is grasped many of the episodes tend insistently toward uninspired and stodgy routine; cutting could and should have been done in many places; and weaknesses in the theatrical structure sometimes become painfully evident when James Harker or others of the less skillful players are holding forth. But, fortunately, two very great assets manage to cover almost completely such defects as these are.

These assets are the direction of Margaret Webster—understanding, vibrant, detailed and stunningly effective as always—and the magnificent playing of Judith Anderson in the central role. Miss Anderson has achieved many very fine things, but her Mary seems to me the greatest achievement of her career. Discarding all vestiges of the merely theatrical, bringing tear-evoking sincerity and breathtaking mastery of simple and unstylized technique, she offers a performance that ranks easily with anything our stage has seen in seasons. Miss Webster herself plays Mary Mag-

dalene in one brief scene with fine authority and effect. Evelyn Varden does beautiful work thruout as Mary's faithful sister-in-law, and minor roles are excellently played by Tom Ewell, Philip Coolidge, Kathryn Grill, Hugh Rennie, Philip Truex and various others. There are also several performances that are a good deal less than excellent, but except for that of young Mr. Harker they fail to do any appreciable harm.

WINDSOR

Beginning Tuesday Evening, March 7, 1939

AWAKE AND SING

(Repertory Revival)

A drama by Clifford Odets. Directed by Harold Clurman. Setting by Boris Aronson. Scenery constructed by William Kellam. Stage manager, Philip Mathias. Press agent, Emanuel Eisenberg. Associate press agent, Morton Nathanson. Presented by the Group Theater.

Rae Berger	Alfred Ryder
Myron Berger	Art Smith
Hennie Berger	Phoebe Brand
Jacob Berger	Morris Carnovsky
Bessie Berger	Julia Adler
Schlosser	William Challee
Moe Axelrod	Luther Adler
Uncle Morty	J. Edward Bromberg
Sam Fenschreiber	Sanford Meisner
Tootsie Miller	Tootsie Miller

ACT I—An Apartment in the Bronx, 1935. A Fall Evening. ACT II—The Same. Scene 1: A Year Later. Sunday Afternoon. Scene 2: That Night. ACT III—The Same. One Week Later.

Clifford Odets' second produced play, presented back in 1934 and revived in 1935 as part of a double bill with *Waiting for Lefty*, is here revived again, this time alternating with Odets' *Rocket to the Moon*.

Half of the original Group Theater cast is in this production—Art Smith, Phoebe Brand, Morris Carnovsky, Luther Adler, J. Edward Bromberg and Sanford Meisner. All turn in excellent performances. New are Alfred Ryder, as Ralph (Jules Garfield's role), and doing a competent job: Julia Adler, making her Group Theater debut in the role created by Stella Adler and turning in a moving, deeply emotional characterization, and William Challee in the original Roman Bohnen role.

Direction and setting, etc., is in the same hands as the original production, but the play has gained new vitality and power. It seems now to be so much clearer. The dialog still leaps with tremendous vigor and the acting is without fault.

Once more the story of the Bronx household struggling for economic security, for peace of mind, for love and the ordinary satisfactions of life becomes a living thing that will hold you spellbound. The Odets gift for vital, conversational, colloquial dialog gives the story such tremendous movement. It lays bare the inner longings of every character in trip-hammer style. It produces comedy effects that highlight the inevitable tragedies that ensue.

Looking back on all of Odets' work, this play begins to shape up as his best. To those who are city bred and city bled, it carries a double impact.

Paul Denis.

GOLDEN

Beginning Monday Evening, March 6, 1939

CLOSE QUARTERS

A play adapted by Gilbert Lennox from "Attentat" by W. O. Somin. Staged by Leo Bulgakov. Settings designed by Watson Barratt, with executor uncredited. Press agent, Rowland Field. Stage manager, James Gelb. Presented by Ann Seranne and Edmund L. Anderson (by arrangement with Select Theaters Corp.).

Liesla Bergman	Elena Miramova
Gustav Bergman	Leo Chalzel

ACT I—The Kitchen-Living Room of the Bergmans' Flat in a Working-Class Tenement in a Continental Capital. About 8:30 One Evening in Early November. ACT II—The Parlor of the Bergmans' New Flat in a Model Block of Workers' Dwellings. The Following Evening. ACT III—The Same as ACT II. Early the Following Morning.

Evidently concurring in the opinion of certain playwrights who consider actors merely necessary evils in the production of a play, Gilbert Lennox adapted W. O. Somin's *Attentat* and so cut the evil down to a minimum. The adaptation (which has been kicking around for quite a few seasons) opened at the Golden Theater Monday night under the sponsorship of Ann Seranne and Edmund L. Anderson—with just two people in the cast.

There have been two-people plays before, of course (in one of them, *Under Orders*, Effie Shannon and the late Shelley Hull had quite a success, albeit they

gipped a bit by each playing both ends of a set of twins and so raising the number of characters to four), and several seasons ago there was even a one-character play, written, I think, by Irving Kaye Davis, which caused several commentators to suggest that his next drama be written with no characters at all. But the two-character play is rare enough to give *Close Quarters* whatever glamour there is inherent in a novelty and a tour de force. In its own right it is a psychological melodrama, with psychology that never delves very deeply and melodrama that is sometimes painfully trite but more often frank and extremely effective. The lack of subsidiary characters causes dullness at times, the plot is telegraphed far ahead, and the play, short as it is, seems an undue lengthening of what is by rights a two-scene, 40-minute one-acter, but in terms of theatrical effectiveness it seems a good deal better than most.

It tells of Gustav Bergman, a minor labor leader in a foreign country, and his loving wife, Liesa, as they are faced with the murder of a political bigwig of the opposition. Bergman might have committed the murder—the circumstances are such that it is extremely difficult to prove his innocence—but he didn't. All clues, however, seem to lead to him, and he and his wife, stewing, conjecturing and fearing, alone in their flat, feel their nerves fraying away to raw, red wisps. In the end, when it seems that the piling up of adverse evidence is complete, the wife admits that she herself committed the crime, for reasons so tritely melodramatic that it seems common kindness to omit them here. And so the two of them go into the bedroom and indulge in double suicide, just before the exonerating evidence is broadcast over their radio.

Leo Bulgakov directed, and it is largely due to his efforts that the dull stretches are as infrequent as they are. That so much of the play is tight and tense and hair-raising. His effects need no crowded stage to smash across; as a matter of fact, the ending, with no one on the stage at all, is as blood-curdling and theatrically powerful an episode as any within recent memory.

Mr. Bulgakov is similarly successful in his work with Leo Chalzel, who plays Gustav. Mr. Chalzel has never been one to underplay a role—but he underplays much of this one, and to excellent effect, offering his best job so far. Directing Elena Miramova as Liesa, however, Mr. Bulgakov stubbed his toe: he calls for her to indulge in emotional spasms that seem as flimsy as the extremely flimsy second setting, to contort her body, to fall unconvincingly upon her knees and to cry enthusiastically and often, with a maximum of bravura and a minimum of effect. It is to be remembered, however, that Miss Miramova is faced with by long odds the worst of the Lennox writing—a "big" speech that can be predicted, sentence by sentence, by any customer familiar with Dion Boucicault—and it is to be further recalled that she has in the past given us several of the finest performances seen on Broadway in our generation. The two-character aspect of the piece seemed to weigh on her thruout, making her tense and sometimes stilted; and the direction, as indicated, was of no help to her. But even with all of that hers is often an emotionally compelling performance.

Close Quarters is much more theatrically effective than most of the shows with which reviewers are afflicted, but one can't help lamenting that its effect was repetitiously dissipated by the full-length form. It might have been an outstanding one-acter.

MISS STEPHENS

(Continued from page 15)

stock company, held that Miss Stephens' withdrawal was voluntary and that he had offered her a different role when he realized she did not fit the part first assigned.

Substitute offer, actress testified, was not suitable nor commensurate with her contract. Equity argued actress could not have waived the contractual position to the producer, and if she had the manager should have communicated with Equity immediately for written consent.

LONDON LYCEUM

(Continued from page 15)

mime. Most glorious period in theater's history was from 1872 to 1898, when Henry Irving drew all London. Irving was introduced to Lyceum by the American Hezekiah L. Bateman, whose two daughters also played there.

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Chicago Summer Spots Reopening; But No New Clubs

CHICAGO, March 11.—While no new summer night club ventures in this area promise to blossom out this coming season, the old stand-bys will reopen as usual.

Bill Johnson invested another bank roll in the Bon Air Country Club in Wheeling, Ill., and will relight it with name bands and acts May 26.

Albert Bouche, as soon as he clears up the mess that followed the folding of his Chateau Madrid in Havana, will come in to prepare his opening spectacle for the Villa Venice, Bon Air's closest competitor.

While Frank Hutchins continues to operate his Villa Moderne thruout the year, entertainment of any large degree will not be placed there before late in April. Carlos Molina and his band have already been set for a return engagement in the summer.

Tinney Cosgrove opens the season of his South Bluff Country Club April 8, and Paul Marr, local booker, will continue to handle the show.

Dutch's, an out-of-the-way spot on the outskirts of the South Side, increases its floor fare next month, and Ralph Cook will return as co-operator and emcee. Johnny King will book.

London Casino Sold; To Reopen; Fischer Return?

LONDON, March 11.—Closed since December 31, the London Casino has found a set of new owners, who have purchased the spot for 250,000 pounds (\$1,172,500) and will unshutter it in approximately two weeks and again offer a produced revue.

The spot was closed down by the old owners after they had been assessed an additional \$70,000 in back taxes because of a government ruling that spot had to pay the tax requirements of a theater.

Clifford C. Fischer was producer of the floor show and was also said to have had an interest in the place. Purchase of the goods and property was made by a syndicate represented by Alfred Eisdale, managing director of the Prince of Wales Theater, and Charles Clore, financier.

It is held likely that Fischer may be called in to produce shows for the new owners.

Biz Up in Natchez

NATCHEZ, Miss., March 11.—With the coming of the two Garden Club Pilgrimages, night club business here is much improved, despite Lent. Included are the Windmill, Golden Anchor, Pilgrimage Inn, 61 Club, Nut Club.

Birmingham Club Opens

BIRMINGHAM, Ala., March 11.—Pickwick Club, nitery, opens this week after being shuttered for three weeks. Walker Mattison is manager, with Johnny (Wimpy) Stewart assisting and handling publicity. Oliver Naylor and ork house band.

Club Paddock Unshutters

WHEELING, W. Va., March 11.—Newest upper Ohio valley spot is the Club Paddock here, which announces a no cover, no minimum charge policy. Spot has folded a couple of times since last fall. On the opening bill are Chet Clark, Zip Klem and 'Bogey Wogey' Sherman.

Benny Gets Ferro

PHILADELPHIA, March 11.—John Ferro, formerly general manager of the defunct Arcadia Restaurant, has been appointed manager of Benny the Bum's.

Brookline's First Nitery

BOSTON, March 11.—Brooklyn, wealthy town suburb, will now permit a night club. A flashy new place is to be opened at Cleveland Circle out in the Boston College area.

Night Club Patron Forced To Wrestle; Gets \$1,050

MILWAUKEE, March 11.—Gus (Blackie) Cambil was awarded \$1,000 compensatory damages and \$50 punitive damages by a Circuit Court jury here in his \$5,000 suit against Benjamin Merkow, wrestler; Eugene Gustavsen, referee, and Tom Terris, one of the owners of the Club Terris, local nitery.

Cambil charged he was injured while taking part, against his will, in a wrestling show at the club. He testified he was unconscious for several minutes the night of October 21, 1937, after the wrestler, known professionally as "Killer Rothschild," and the referee had pulled him into the ring and mauled him for the entertainment of patrons.

Club Talent

New York City:

LUDWIG SATZ, Jewish musical legit star, goes into the Old Rumanian April 12. . . ANTOINE AND DUBARRY have parted from Evelyn Bergere and are at the Bermuda Room, Forest Halls, L. I.

Chicago:

HIBBARD, BIRD AND LARUE, European trio, have been booked into the Drake Hotel by Eddie Elkort, of MCA. This is their first American engagement. . . MARION VINAY will move to the Bismarck Hotel after her current Colosimo's run.

Here and There:

MIRIAM VERNE, Pittsburgh dancer, who has been appearing at Berlin's Metropolitan Theater, is the second American performer to gain Adolph Hitler's recent approval. She soloed before Hitler and guests at a party in the Chancellery, Berlin. . . JINX WALTHER is now doing specialties in Donn Arden's line at the Lookout House, Covington, Ky.

DEMERANVILLES opening at the Lotus Restaurant in Washington. . . CORLIES AND PALMER are working at Quaglino's Restaurant, St. James, London. . . EIGHT MEN OF MANHATTAN, Pancho and Dolores and Martin and his trained crew are the new show at the Mt. Royal, Montreal. . . VERA FERN has joined the Ina Ray Hutton show at the Rose Bowl, Chicago. . . LYNN AND LAZZERONI opened at Grand Casino National, Havana, last week.

DORIS MAE MYERS, Cincinnati xylophonist whose likeness adorns the front cover of the April issue of *True Story Magazine*, is on the current bill at Jimmy Brink's Lookout House, Covington, Ky. . . Johnny Davis, at the Miami Club, Milwaukee, for 22 months, goes until May 1 on his present contract. Spot has two shows nightly, with cast line-up including Gene Emerald, Five Evelyn Lee Girls.

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AFA Crashes Hotel Field in Chi; Sherman Signs Closed Shop Pact

CHICAGO, March 13.—American Federation of Actors crashed the local hotel field over the week-end when the Sherman Hotel signed a closed-shop agreement. This is the first hotel to come under the AFA fold after being a hold-out for several months with the rest of the spots using entertainment. Development is significant to the AFA, as it probably means that the other hotels will sign up within the next week or so and will place the union in a reigning position over talent in Chicago. Some 30 night clubs here already signed in the last six months of AFA's organization drive.

The contract, signed by Attorney Charles Aaron, who represents Ernest Byfield and Frank Bering, of the Sherman, and Guy Magley, local AFA head, stipulates that only AFA talent be employed in the hotel for any occasion and that acts engaged for the Sherman be limited to 21 performances a week. The latter stipulation permits acts to fill that number of shows in the hotel's public rooms only and not in banquet halls, which are listed as club dates. According to the contract, an additional

Casa Manana Was Heaviest 1938 Advertiser in New York Papers

Defunct Int'l Casino second—next were Cotton Club, Rainbow Room & Grill, Leon & Eddie's, Paradise, Riviera, Cafe Loyale, Havana-Madrid, Versailles—talent angle

NEW YORK, March 11.—Despite slack business conditions, New York's 10 leading night spots placed 275,496 lines of paid advertising in 1938 in the eight local daily newspapers, according to Needham & Grohmann, advertising agency. This represents an estimated cost of \$307,500, exclusive of paid ads in magazines, special promotion, neighborhood publications and air time. The biggest spender for daily newspaper advertising during the year was Billy Rose, who placed 87,500 lines advertising the Casa Manana. The defunct International Casino ran a close second with 86,988 lines. Others were the Cotton Club with 21,640 lines; Rainbow Room and Grill, 16,427; Leon and Eddie's, 14,440; Paradise, 14,061; Ben Marden's Riviera (to reopen next month), 10,927; Cafe Loyale, 9,797; Havana-Madrid, 7,503, and Versailles, 6,253.

AFA, Labor Dep't Get After Penny Unlicensed Agents

PHILADELPHIA, March 11.—The local branch of the American Federation of Actors, headed by Thomas Kelly, in co-operation with the Pennsylvania Department of Labor, has instituted a campaign to drive all bookers from the State who do not have Pennsylvania licenses.

The campaign was made necessary, Kelly claims, by complaints from performers that chiseling on their salaries was prevalent. Most of the offenders, he said, came in from Baltimore and operated in the western part of the State.

On a four-day trip, Kelly conferred with Department of Labor officials and was assigned Victor Girard, the Department's local agent.

Harriet Cross and Helen Holmes. Jim Maglio managing. . . MARIAN SEIZER, Terry Kane and Ronardo and Rinette are at Club Belvedere, Hot Springs, Ark.

BILLY CULLEN, formerly for a year and a half emcee at Berghoff Gardens, Fort Wayne, Ind., is now in his sixth week at Lowell Bernhart's Blue Lantern Club, Detroit, in the same capacity. Also on the current bill there are Senorita La Canpasita, Esther DeRoy and Joe Norris and his six jivers. . . DR. MARCUS, the "mad magician," is doing his stuff at the Lookout House, Covington, Ky. Maura and Martyn, ballroom dancers, are playing a return engagement at the same spot, and Faith Hope, Chris Gerald and Douglas Hoage and Freddie Fisher's Schneckelfritzers round out the bill. . . CAT AND FIDDLE, Cincinnati, has a new bill comprising Princess Nadja, Mme. Elmira, the Clair Sisters, Countess Ariel and Nora Ford. . . TOPPER BALLROOM, in Music Hall, Cincinnati, closed last week-end. . . ESTRELLITA LUCAS opened at the Le Flores Hotel, Greenwood, Miss., March 13. . . FREDEZ AND LAURENZA recently finished five weeks at Hotel Philadelphia, Philadelphia, and moved into Silver Lake Inn, Clementon, N. J., for an indefinite stay.

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New Club in Vicksburg

VICKSBURG, Miss., March 11.—New Rainbow Club is under construction. Plans opening on Easter Sunday with name band. Will have regular house bands following opening. Steakhouse will be operated by Ellis Nazif, Vicksburg pin game and machine operator, while club is owned and will be operated by Harvey Butwell, also of the Hill City.

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Night Club Reviews

Screwball Oasis Club in Baltimore Not So Screwy; 14 Years of Money-Making

Down in the cellar one finds this Eighth Wonder of the World, where sables and sailors rub elbows, the sables slumming and the others seeking diversion. All, however, receive entertainment in one way or another.

The general set-up is against all routine principles for traditional cabaret operation and yet herein may lie the secret of its success. It is now in its 14th year and still packing them in.

Located one flight down in the tainted section of the city, this unique spot attracts the famous from far and wide. Upon entering one's life is placed in the hands of two bouncers, Machine-Gun Butch and Tiny Jack Horner (six foot six). A dimly lighted but cozy atmosphere is revealed, as well as the nude murals decorating the walls. Despite all indications to the contrary, the place is spotlessly clean, with the food and drinks as fine as served anywhere.

The entertainers can be spotted sitting at tables imbibing with the stags. But at the sound of the gong for the floor show they hurriedly take leave of their partners for the side of the band stand and, still in full view of the customers, strip their evening gowns down to the abbreviated dancing costumes, with the audience enjoying this unusual "privacy" of the dressing room. The free for all then begins.

Blondes, brunets and redheads, 16 in all, appear in assorted shapes, sizes and costumes. Ranging in age from 20 to 50, this noble troupe makes no attempt at uniform dance steps and has nothing but utter disrespect for anything smacking of unison.

Clever introductions are offered by emcee Willie Gray, who holds a record of 12 years in that capacity here. Typical announcements of "If you think that was lousy wait'll you hear the next one," or "No applause is necessary, our girls know they're rotten," is a frank admission of the facts. The singing, as

presented by the girls, is atrocious but loud, while the dancing consists of little more than stripping, bouncing and sensuous muscle rippling on various portions of the anatomy.

The singing contingent includes Battleship Maggie Gray, a cute little number of 250 pounds; Alma White, on the bawdy song side; Ann Dyckler, Mary Fox, Helen Burke, Lois Baker and Mickey Mathews, who didn't do so badly. Among the dancing group are Marie Henderson in a Salome number; Patty Berg, who gave up in the midst of her dance because she was fatigued; Jean Parker, bumper extraordinary; Laura Lee, tap dancer; Pitt Denny, Julie Brent, Gypsy LaMont, Naomi Gilbert, Joan Davis, Virginia Clark and Frances Denny.

The floor show is a knock-down drag-out affair which goes on until exhaustion interferes, and you either can take it or leave it. Really a high-class low-down affair. The girls are recruited from various walks of life; some from the waterfront joints, others from burlesque, some from wardward homes and still others from old-age institutions. Nonetheless, several of them are fairly easy on the eyes.

Max A. Cohen, owner, is on hand nightly to greet the customers, while entertaining the more famous in an anteroom. Cohen is quite a personality in his own right, being an ex-race-horse owner, but now owing all the real estate in his block. He has been appointed justice of peace and resigned, ran for city council but withdrew. He believes in the old adage of advertising and in the daily press proudly flaunts the fact that his is the worst joint in town with the lowest down entertainment but still a flopping place to forget worries in a troubled world. He refers to his assistant, Mike Goldstein, a carnival man, as his Charlie McCarthy stooge who was left at his post because he found the horses too slow and the women too fast. He claims his bartenders, who are geared for rapid-fire mixing, are living on the installment plan, but behind all this tomfoolery he is a very clever business man, operating a big-time enterprise on an efficient basis with a large and capable staff of employees. He has 24 waitresses who readily mingle with the guests. An air of geniality exists thruout under the rough surface where anything goes.

Many similar ventures have made their appearance in the vicinity, attesting that this club has been a real money-maker consistently over a period of years and would be well worth investigation by night club owners the world over.

Policy is never a cover or minimum, with moderately scaled prices on food and drink. Band is Jack Hyatt's Hurricane Boys.

Phil Lehman.

Radio Franks, New York

Opened around a year ago, this East 55th street club has done so well that it opened an extension Wednesday. The club now is a combo bar and dining room, with a platform on one end for the continuous entertainment.

Entertainment runs from 8 p.m. to 4 a.m. There's always somebody either singing or playing the piano and the patron may either listen or not. It's a good idea and gives the club an informal atmosphere—in fact, a patron pulled out a harmonica the night this show was caught and he played a few tunes while Jimmie Burns played the piano.

There are plenty of entertainers and each does three or four numbers. In about an hour and a half they repeat,

Blond and handsome Dorothy Whitney lent her contralto voice to songs of the *My Reverie* type and also a German number. Interesting voice and appearance, but delivery can be improved.

Plumish brunet Rita Shaw ripples off pop and standard tunes at the piano and also accompanies some of the singers. Brunet and charming Wynn Ralph is doing a return here and singing pop tunes in easy flowing soprano. His poise and a knowing delivery. Ethel Gilbert is another deft soprano singer of musical comedy tunes.

Small brunet, suggesting Irene Bordoni in personality, is Rita Renaud, a French chanteuse offering foreign and English ditties in confident, intimate style. A definite attention-arrester.

Freddie Blshop, high tenor, appeared ill tonight and hardly in good form. Gus Wicke, a favorite of the Gay Nineties Club, is now a veteran here. His basso voice gets attention easy in novelty numbers. Rubber-Face Gallagher brightens up the proceedings with comedy lyrics. Six of the colored waiters join for occasional harmony sessions. They swing spirituals and pop tunes.

Owners Frank Bessinger and Jerry White are always around to glad-hand their old friends; also top the show with their own singing.

At the bar is Teddy Burns, who amuses patrons with sleight-of-hand tricks while filling up their glasses. Victor is the friendly *maitre d'hotel*.

Room is very attractively lighted and decorated. No mike is used. Dinner is from \$2, but the heavy crowd comes for supper time.

Milt Rubin is the p. a. Paul Denis.

Nappo Garden Restaurant, Chicago

The chief attraction here in Little Italy. A well-known native restaurant for years, it was recently converted into a novel, roomy night spot that is ballyhooed principally for its aquatic features.

Main dining room is set against the background of a picturesque Venice scene painted on the entire back wall and a rock garden located in the immediate vicinity. Cocktail lounge has a diving pool in which mermaids stage exhibitions after each floor show (an angle to get the customers near the bar) and are topped by a diving beauty whose bathing suit disappears before your eyes, no less.

The stock type of floor show presented is rather out of place in this environment. Acts with more flavor of romantic Italy and total informality would be far more suitable. Run of the mill entertainment, after all, is available in any spot.

The Italian dishes are excellent and reasonably priced. Only a 75-cent minimum to keep the non-spending kids out; never a cover.

Show was emceed by Dave Malcolm, straight type of act builder-upper who is better off when he dances. Has a good specialty in the Evolution of the Tap Dance and executes it well. His talk is too formal for an average night spot.

The Wharton Sisters, recently with a Major Bowes unit, are a cute tap dancing pair and fit in nicely in show opening and closing assignments. Do familiar rhythm stuff, but it's easy to take. Mary Mack has a strong *acro waltz*, and Kay Norre, torch singer, did a couple of tunes in strong voice and properly reserved delivery. Kid has improved in the last year.

Jane LaVonne is a graceful and plenty rhythmical tapstress. Her body movements work harmoniously with her light steps. Honey Lee is the strip parader and a diving beauty in the neighboring pool. Sally Sharret, attractive and young prima donna, is a Nappo Garden veteran. She has a pleasing voice and variety in her offerings. A finale is whipped into shape by Malcolm with the return of the entire line-up.

Emil and his orchestra, six-piece outfit, play for the shows and dance sets, but only in a mild way.

Henry Catalano, member of old-time piano team which included Jack Denny, the orchestra leader, is managing the room. Sam Honigberg.

Hawaiian Gardens, San Jose, California

Spot is in a most picturesque setting, glass-enclosed on one side and a garden with streams, etc., highlighting the view. It is the only night club in town.

Show features dance team of Pierre and Paulette, smooth as spun glass and really top ranking. Went over with a bang. Their routines are novel, and Pierre is really an exponent of spinning. They contributed two numbers, a waltz

and a robot dance. Wardrobe has class. Pierre wears white talls, and Paulette, a blonde, sports a net dress with four different colored skirts.

Jerry Dunn is emcee. He knows a few eggs and songs and tries hard to put them over. Two girls of the line variety present hulas as an act and a specialty.

S. Baron Long, manager, is always on hand to do the greeting.

Edward Murphy.

Club Tivoli, Juarez, Mexico

This border spot has a hit show, mainly because of Barbee and Gray, comedy team, and Jimmy Oakes, youthful emcee, now in his 40th week.

Joyce Carlton, young tap dancer, opened show to fair hand and took second turn later. Girl is curvaceous brunet whose dancing is pleasing but not spectacular.

Catalina Pavone, soprano, sang in Spanish and English. Patrons were impressed, but not enthusiastic.

Oakes followed and got good hand and emceed with fast tap.

The comedy team, Joan Barbee and Eddie Gray, got best applause heard in this spot in many months with their turn, slightly risqué patter, but certainly crowd-pleasing. Gray, dead-pan comic, warms up slowly but wins crowd strongly. His partner works with him easily.

Jacento Vargas has taken over baton of club ork. Thomas Pavone is handling publicity. Hal Middlesworth.

Old Vienna, Carew Tower, Cincinnati

This attractive basement bistro, located just a few feet off one of Cincy's busiest corners, has enjoyed a sensational spurt in business since boosting its ork budget and bringing in the merry Buddy Fisher bandsmen some five weeks ago.

Since repeal and prior to the debut of the Fisher aggregation here Old Vienna has been operating spasmodically with a band policy, using largely local combos, with an occasional act or two to build the entertainment end. It took the Fisher outfit, however, to put the dinner and supper dance sessions into the paying brackets, and Vienna's manager, Paul Penny, gives the Fisher lads full credit for the joyous results.

Under the new set-up Old Vienna has become one of Cincinnati's most popular downtown rendezvous for the middle masses who demand a run for their money, and its neighborhood contemporaries have admittedly felt the Fisher influence. Turnaways have been the rule over the week-ends, with the week nights showing up unusually well. Spot remains dark on Monday nights.

Old Vienna can comfortably accommodate 350 but stacks in around 500 on the big nights. Only objection is the massive pillars that mar the view of the band stand for too many customers. Old Vienna features daily luncheon periods, with an 85-cent dinner the standout in the evening. Other dinners are scaled to \$1.50. Drinks are marked in the popular brackets, cuisine is top-notch and service is above par. There's a 75-cent minimum after 10 p.m. Altho located in the same building with Cincinnati's well-known Netherland Plaza, Old Vienna operates its own kitchen.

Buddy Fisher's Band is Vienna's sole entertainment feature. Combo supplies a better-than-average brand of dance music, but the thing that has made it a top-heavy favorite here is its frequent and hilarious entertainment sessions. (Band was reviewed in Music Department March 4 issue.)

Originally set here for a fortnight's stay, band was handed six more weeks before its first week's run had expired.

Bill Sachs.

Hawaiian Blue Room, New Orleans

Maintaining its position as No. 1 spot of the Crescent City, the room takes another stride forward in bringing Henry King and ork. Except for a recent stay in Memphis, King has never played in the South before, but you can bet New Orleans will do its utmost to see more of him again. His band has definitely clicked.

King's brand of music is the soft, rhythmic type which has always been popular with New Orleans dancers. When the keyboards of the piano and a celeste under the leader's nimble fingers pace a band which permits two pianos and an accordion to carry the melodies, with the strings predominating in support and the wind instruments muted, the result-

The routine, idea and talk used by



ANN O'CONNOR

Known as an "Exhibition of the Epidemics," a satiric strip tease. Introduced for the first time in New York at Leon & Eddie's, Aug. 11, 1938, and previously at other cafes, was originated and developed by me and any imitations, even in part, are a direct infringement on my idea. Said routine is registered with The Billboard's Material Protection Bureau.

(Signed) ANN O'CONNOR.

My sincere thanks to Mr. RALPH HITZ and Mr. TOMMY MARTIN

for a very pleasant 8-week engagement at the

HOTEL NEW YORKER

LYDA SUE

presenting "Dances Suave and Supple"

Direction! MARK J. LEDDY, RKO Bldg., New York, N. Y.

ing music has the double virtue of being good to listen to and ideal for the slow Southerner's dance. It is likewise soft and mellow enough to permit talking.

Majority of floor show acts were carried over from Frankie Masters' nine-day engagement, but a welcome addition was Taylor Waldo, native lad making his first local pro appearance. Waldo sings two numbers for much applause.

Moore and Revel, back in the spot for the umpteenth time, continue to draw encores with their funny routines. Harmonica harmonizing by Jimmy and Mildred Mulcahy, which includes a difficult duet on *Carroll in Venice*, and tapping of Edna Sedgwick, fills out the show. Miss Sedgwick's everyday routine is offset by a fine pair of tibias.

Missing from the room for the first time in 20 weeks were the Six Jitterbugs. It seemed strange to see the place minus their strange antics. *Phil Muth.*

Town Club, Cicero, Ill.

Edging the outskirts of Chicago's West Side, this five-year-old spot is a late hour rendezvous for neighboring suburban rounders.

In front it has a large cocktail lounge that leads into the main room, which seats over 300 and has a presentable elevated stage.

Formerly a haven for Negro talent, it has recently switched its policy and changed to white performers. Nudge angle is emphasized, due, probably, to Ralph Marco, operator of the spot, who has been close to burlesque people here when that branch of the show business was in its bloom.

Shows run a good hour and pack enough flash to satisfy. Hal Barber, a pleasing-looking chap with an easy style of delivery, does a neat job as emcee. Is also a good tap dancer, but is more of an individual when resorting to gags and heckler comebacks.

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Five Gold Coasters, tall and good-looking line, do three numbers which are okeh for this type of spot. Kids seem to enjoy their work and that is half of the battle.

Barbara Bow, sexy brunet, is on twice with disrobing specialties, one preceded by a talking song. She has plenty of umph. Mae DePill, torch singer, is a veteran. K.d warbles with feeling and has a winning sort of personality.

More nude work later on from Val Irwin, who has hula and interpretative routines. Shapely blonde. Jean Carroll, of the line, singles with a comedy song specialty, and Chet Boswell, youthful rhythmic singer, goes over good with swing versions of popular tunes.

Frankie Quartell, well-known trumpeter and band leader here, moved in with a six-piece combination which, in addition to himself, includes three sax, piano and drums. Outfit plays with good rhythm and supports show nicely.

Several singers entertain at the bar. Wednesday, Dividend Night, brings prizes to customers holding the lucky tickets distributed to the imbibing traffic during the week.

Johnny Campbell is host. One dollar minimum Saturday nights only. *Sam Honigberg.*

Mortie's Cellabar, Long Branch, N. J.

After a recess of several weeks Mortie Corn's Cellabar is now offering Davey Pierce, accordionist and pianist. He is well known, along the shore.

Pierce starts off the night at the piano. As the spot fills up, he takes to the accordion and works the tables, playing request numbers. Microphone allows patrons in the upstairs bar to enjoy the tunes. Pierce is a capable artist and knows what and how the patrons want their music. Uses some music but carries unlimited library in his head.

Food is under direction of Joe Mercurio. Drinks are pop priced and dinner is from 35 cents up, believe it or not. No cover. *Sam Abbott.*

Arabian Nights, New York

After many postponements Joe Zelli has finally opened his new Broadway Oriental bistro on the site of two floppos in the past year, the Yumuri and El Bongo. This spot carries with it a sort of pseudo-Arabian-Broadway motif—Oriental decor and caricatures of Broadway personalities.

The spot itself has a curiosity value which may bring in some customers, but there is nothing of sustaining interest to keep one there or bring him back. Show is presented as a revue entitled *Bagdad Over Broadway*, and the only

thing typical of either Bagdad or Broadway are some Arabian costumes and some old and corny Broadway jokes.

Show has little life and as a consequence drags almost thruout the entire bill. Lew Dolgoff appears to be high muck-a-muck and head of the harem but contributes little in the way of humor. Don Mario is credited with writing the musical scores, staging the show and heading the relief band. His forte seems to be in the latter. Gypsy Romaje does an exotic dance and then breaks into song with *I Got Ants in My Pants*. She closes the show with a spiel on the Sunday dinner special but is unheard over the din of people leaving.

Roberta Jonay was pleasing in a peacock dance and the best in entertainment of the evening was Albenice, a magician who does several tricks well. Serge Abagoff does a dance with flaming daggers, and George Chah-Baronian plays an instrument called the *Tariste*, which sounds like an off-tone uke.

The most impressive of all were the six dancing girls (every one of them good lookers) and Arthur Ravel's Band, which gave the show good musical accompaniment and plays Cuban music that makes one feel ashamed they can't run.

Lacking in the show seems to be a little spice, showmanship and any effort toward giving the patrons a well-rounded program. Perhaps some good singing, some comical effects and a tip-top dance team could give the show the lift that it needs. And all those corny introductions only gives the entertainment more drag.

But, basically, the idea is good and may be just nutty enough to attract some of the World's Fair crowd expected soon. Food runs along the Oriental style and prices are average. No cover, but \$1.50 weekly and \$2 Saturday holiday minima.

Rusty Glickman is press agent. *Sol Zatt.*

Hi Hat, Chicago

This Rush street niterly which, incidentally, is now redecorated in gay colors for the spring, brought in Lou Holtz and business picked up again. Holtz heretofore has been playing at the Chez Paree when working after-dark hours in Chicago and this is his initial tryout on the local 52d street.

It is almost a one-man show, Holtz doing an act between acts with an act and some in his own spot. He is terrific in front of a Jewish audience and doesn't even have to change his material to go over. They keep asking for the same stories just to hear his murderously funny dialect and individual delivery. Club should do all right while he is around.

Muriel Kretlow's line (five girls were working when caught) sandwich in the show with a good sight waltz and acrobatic finish to *Umbrella Man* and a swing finale in which they wind up with customers assisting them in their cut-ups. Kids are attractive and are good workers.

Betty Atkinson, breezy soubret, struts thru a couple of tap routines in refreshing style. Girl makes a nice appearance.

The high soprano voice of Jean Travers, rates a more classy spot where a better voice is appreciated. Her warbling does real justice to such pieces as *Say It With Music*, *Deep Purple*, *Sweetheart*, *Sweetheart*, and *Zing Zing*. Makes a bright showing.

Minimum for this show is \$2. Never a cover. Art Goldie doing the press work. And Sid Lang's Ork is still on the band stand. *Sam Honigberg.*

Glass Hat, Hotel Belmont Plaza, New York

With the departure of Joe Venuti and his swing fiddle, Ernie Holst returns from El Morocco, bringing along his smooth dance music and his smart set following.

Holst opening (7) also marked a change of floor show. New additions to the 40-minute entertainment are the Smoothies and Jane Claire. Latter, an attractive brunet, brings a vital song-selling style to a too-old repertoire of swing ditties. *Old Man Mose* (in the approved Patricia Norman manner) and *Stop Eatin' 'Round the Mulberry Bush* are a bit too ancient to be repeated in a spot like this, and Miss Claire could easily find worthier fodder for her type of song projection than *A-Tisket A-Tasket*'s weak follow-up, *I Found My Yellow Basket*.

Smoothies are aptly named. With a background that includes several years with Fred Waring and a radio show of their own, Charlie and Little Ryan, aided

by a new Babs (Johnson), handle their first night club assignment with the ease and excellence associated with their stage and air appearances. Harmony trio has some fine arrangements of pop and novelty numbers and delivers them with humor and personality. Three-some's version of *Begin the Beguine* in particular is a worth-while addition to the other current arrangements of a difficult number.

Holding over is the Adrian Rollini trio, a guaranteed highlight of any floor show. Not much more can be said about Rollini's virtuoso vibraphone playing other than that it continues to be one of the most interesting and effective items in the entertainment field today. *Three Blind Mice* and Raymond Scott's *Minuet in Jazz* are two of the better Rollini renditions.

Belmont Balladeers, group of the room's waiters, continue to close the show with their choral efforts on behalf of semi-classics like *Old Man River* and *Lonesome Road*. Burt Shaw, on the front end of the bill, starts things off nicely with a ballad or two. Shaw also handles some of the vocals for Holst.

Dick Mockler still doing his capable job of press agentic. *Daniel Richman.*

Review of Unit "Hawaiian Paradise"

(Reviewed Monday Evening, February 27, at Kibburn Empire Theater, London)

Hawaiian Paradise is unit produced under direction of Forsythe, Seamon & Farrell.

Good all-round show, with Peters Sisters outstanding. When viewed this bulky trio registered a show-stop with their pleasing harmony and comedy.

Sharing top, but not making such a hit despite name-value, Stanley Holloway relied on off-heard character studies. A good artist, but more suited to some audiences than others.

Americans Olsen and Joy made a hit with their unusual dance offering. The man's contortionist feats strike entirely new note for this class of work. They should do well with any audience this side.

Ross and Bennett found audience-appreciation easy to get with their light comedy routine in which Joey's acro dancing stood out.

Providing vocal background to production numbers and as a separate feature, male voice quartet, the Four Jacks, made as big a hit as anyone apart from Peters Sisters.

Joey Porter and Co., British comic team, took care of broad comedy and had no difficulty getting laughs. Nothing particularly outstanding about dancing and patter act of Smeddie Brothers. Their hoofing is better than the talk.

Showgirls, Eight Valdettes, proved good workers in smart dance routines. Appearing as near nude as permissible in Britain, Marquee features as solo dancer in dramatic episode *Sacrifice to Mauna Loa*.

All in all, *Hawaiian Paradise* is a show which should have no difficulty in satisfying all tastes, being true vaude served up in palatable fashion. *Edward Graves.*

Nelson Framing New Unit

MACON, Ga., March 11.—Morris Nelson, whose *Revue Magnificent* is currently touring this territory, launches his new unit, *One Golden Hour*, for the Kemp Circuit in the South April 1. On March 2 Nelson produced a 50-people show for the local police department at Macon Auditorium, building the revue around his *Magnificent* unit, comprising the Avalons, Gordon and Olivia, Milo Vagge, Pam Perry, Caroline Silliman, the Arnold Entertainers, Billy Henderson, Helen McClure, Florence LaLoux, the Lingerie Girls and Paul Monty's Ork. Nelson does the emsinging.

GEORGE HANNEFORD AND FAMILY are appearing at Frank Fay's Vaudeville at the 44th Street Theater, New York, and not Poodles Hanneford, as erroneously listed in last week's review of the Fay show. George is brother of Poodles.

Talent Agencies

RAY S. KNEELAND, Buffalo, after having been laid up with a broken leg for over a month, resumed activities. He has lined up bookings for the State Teachers' College Prom, March 24, featuring Austin Wiley's Band; St. Bonaventure Club's dance on April 9, with Gayle Brown and his Pennsylvanians, and the Notre Dame Club dance April 8, with Charles Freeman and band. He still books the Hollywood Theater, Gowanda, N. Y., for vaude. . . . MANTZ KILGORE, Buffalo, who plays the bass fiddle in the Buffalo Broadcasting Co.'s regular staff band and also books both bands and acts, has closed his downtown office and now operates out of his home. The booker-musician reports dates for the Buffalo Athletic Club Saturday night dances for his own 12-piece band. April 8 brings a date for the 121st Cavalry Officers' Club dance at the Armory. Kilgore books David Cheskin's Band and Bunny Wilson's a good deal, and supplies vaude to the Capitol Theater, Niagara Falls, N. Y. . . . FRANK (RAGS) MURPHY, Buffalo, who was married last week, specializes in bookings for banquets and private parties and has 12 acts lined up for the Bowling Leagues' banquet in Niagara Falls, N. Y., March 24; also supplies talent for the American Legion banquet, Dunkirk, late this month. He also handles acts for the Showboat, Niagara Falls, N. Y., and the Riverview Hotel, Salamanca, niteries.

House Lines Back In 3 Out of 4 Loop Vaude Spots

CHICAGO, March 11.—House lines are back in the spotlight in three of the four Loop vaude theaters. The Chester Hale Girls (24) clicked big with the four-week run of *Gunga Din* and were brought back in two weeks to play a fortnight with the Bergen-McCarthy picture, *You Can't Cheat an Honest Man*. Kids have enough new costumes and routines to hold on for a number of weeks.

For the first time since changing to double features the Oriental is using a line of girls. Joe Keith's dozen, which originally worked in the State-Lake, came in yesterday for two weeks and, if feature clicks, will be held indefinitely. Idea is to build numbers with the girls and Verne Buck, the emsinging maestro, who cuts up in line offerings.

The Chicago, once a regular market for a ballet line, picked up Marie Kuhlman's 16 girls to background the work of Harriet Hector, who came in yesterday for two weeks with options. Here, too, the kids may stay longer if proven a box-office stimulant.

Int'l Casino Set To Reopen June 1

NEW YORK, March 11.—International Casino, which folded about two months ago and its assets subsequently sold at auction, has been reported leased to open June 1 with a girl show under the backing of a group of New England financiers, and will be managed by Joe Moss, one of the original partners who built the palatial night club.

Several weeks ago a press release was issued rumoring that Joe Moss would take over the spot, backed by a Hungarian syndicate.

The latest development prior to the current report was that Mrs. Maria Kramer, owner of the Lincoln and Edison hotels, was dickering with the City Bank Farmers Trust Co. to take over for the possible world's fair date. Understand that the bank was willing to work out a deal but required a bond of \$100,000 as evidence of financial responsibility. According to the latest report, the Boston backers will pay a rental of \$100,000 annually against 8 per cent of the gross.

popular songs by Miss DEANE JANIS assisted at the piano by BEE WISON 2nd Week at the VERSAILLES . . . NEW YORK Direction: WILLIAM MORRIS AGENCY Personal Management: "TAPS"

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

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; 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 (Fox) Phila, t. Acme, Trent & Sawyer (Bismarck) Chi, h. Ails, Roscoe (Harry's New York Bar) Chi, nc. Allen, Roberta (McAlpin) NYC, h. Allen, Ted (Earle) Washington, D. C., t. Allison, Carine & George (Strand) Rochester, N. Y., t. Ames, Jimmy (Silver Cloud) Chi, nc. Ammons, Albert (Cafe Society) NYC, nc. Andrea, Julie (Marie's Crisis) NYC, nc. Andrews Sisters (Casa Manana) NYC, nc. Arden, Dolly (Royal Palm Club) Miami, nc. Arden, Dorothy (Riviera) San Francisco, nc. Arden's, Don, Artist Models (Lookout House) Covington, Ky., nc. Armstrong, Harry (Diamond Horseshoe) NYC, nc. Arn & Broderick (Earl Carroll's) Hollywood, nc. Atkinson, Betty (Hi-Hat) Chi, nc. Atterberry Players (Del Monico's) Miami, nc.

Baker, Bonnie (Palmer House) Chi, h. Baker, Benny (Mars) La Fayette, Ind, t. Baldwin & Bristol (Roosevelt) Jacksonville, Fla., nc. Ballard & Rae (Coliseum) London, England, t. Ballou, Julie (House of Murphy) Hollywood, nc. Ballou, Monte (Clover Club) Portland, Ore., nc. Banks, Sadie (Old Roumanian) NYC, nc. Bannister, Barbara (Drum) Coral Gables, Fla., nc. Barclay, George (La Ponda) Hollywood, nc. Barra, Cappy (Village Barn) NYC, nc. Barrett, Sheila (Drum) Coral Gables, Fla., nc. Barrett, Sheila (Strand) NYC, t. Barrie, Mickey (Mother Kelly's) Miami Beach, nc. Barton, James (Earle) Washington, D. C., t. Bates, Lulu (Diamond Horseshoe) NYC, nc. Beaucarle, Pierre (Monte Carlo) NYC, nc. Behan, Arthur (Gay Nineties) NYC, nc. Bell, Carolyn (Wivel) NYC, nc. Bell's Hawaiian Polles (Play House) Statesville, N. C., 14; (Center) Mount Airy 15; (Roanoke) Roanoke, Va., 16-18; (Stevenson) Henderson, N. C., 19; (Princess) South Boston, Va., 20; (Dalton) Pulaski 21, t. Belmont Bros. (Wilson's Club) Phila, nc. Belostokly, Boris (St. Regis) NYC, h. Bennett, Ethel (Old Roumanian) NYC, nc. Berman, Herman (Roumanian Village) NYC, nc. Bell, Caroline (Hi-Hat) Bayonne, N. J., nc. Blanche, Jeanne (Paradise) NYC, nc. Blackstone (Pal.) Columbus, O., t. Blackstone, Nan (The Paddock) Miami Beach, nc. Boaz, Jean (Alms) Cincinnati, h. Boeck, Al (Rags) (Rox) Cleveland, t. Bohm, Marty (Maxim's) Bronx, N. Y., nc. Boles, John (Capitol) Washington, D. C., t. Bonger & Andralita (Clover Club) Portland, Ore., nc. Brazoli, Bernie (Bradford) Boston, h. Bruce, Helene (Pan-Pacific Rink) Los Angeles, a. Brooks, Artie (Chateau) Rochester, nc. Brooks, Howard (Drum) Coral Gables, Fla., nc. Brooks, Johnny (Bradford) Boston, h. Brown, Jimmie (Commodore) NYC, h. Browne, Hank (Riverside) Milwaukee, t. Buckley, Dick (Paddock Club) Chi, nc. Burke Sisters (Rose Boule) Chi, nc. Burnett, Dorce & Louise (Earl Carroll's) Hollywood, nc. Burns & Burnache (McVan's) Buffalo, nc. Burns, Bill, Canary Circus (Leon & Eddie's) NYC, nc. Burns & White (Embassy Club) San Francisco, nc. Burns, Billy (Leon & Eddie's) NYC, nc. Burns Twins (Club Avalon) Hot Springs, Ark., nc. Burton, Dorothy, Girls (Stevens) Chi, h.

Campbell Trio (Santa Rita) Tucson, Ariz., h. Carezza, Frances (Wonder Bar) Union City, N. J., nc. Carlisle, Kitty (State) NYC, t. Carlos & Carlo (Adelphi) London, England, t. Carlos & Mercedes (88 Club) Chi, nc. Carlton, Paul (Blue Mirror) Newark, N. J., nc. Carney, Bob (Oriental) Chi, t. Carnegie, Andy (B & N Nut Club) Brooklyn, nc. Carney, Bob, & Co. (Oriental) Chi, t. Carpenter, Imogene (Weylin) NYC, h. Carroll & Gorman (5 o'Clock) Miami Beach, Fla., nc. Carroll & Howe (Pal.) Chi, t. Carter & Bowie (Barney Gallan's) NYC, nc. Carter & Holmes (Colonial) Dayton, O., t. Carter, Sonny (806 Club) Chi, nc. Cassandra (Fatic) Palm Beach, nc. Castro, Jose (Palmer House) Chi, h. Cesar & Lyda (Havana-Madrid) NYC, nc. Christian, Eleanor (Stevens) Chi, h. Claire, Dorothy (Blackhawk) Chi, nc. Claire, Jane (Edmont) NYC, h. Clifford, Pete (The Paddock) Miami Beach, nc. Cobey, Lew (White) NYC, h. Cohan, Mary (Mon Paris) NYC, nc. Collette, Joan (606 Club) Chi, nc. Colligan, Bill (Crisis) NYC, nc. Collins & Beasley (Plantation) NYC, nc. Collins, Grace (Club Nomad) Atlantic City, nc. Connolly, Frances (La Marquise) NYC, nc. Connors, Hughie (Lido Cafe) Worcester, Mass., nc. Continentals, Three (La Marquise) NYC, re. Cook, Ralph (Bal-Ball) Chi, nc. Cook Jr., Joe (Bradford) Boston, h. Cooker, Eth (Kit Kat) NYC, nc. Cooper & Dixon (Music Box) San Francisco, nc. Cooper, Beryl (Leon & Eddie's) NYC, nc. Cortes, Sammy (Kit Kat) NYC, nc. Cortles & Palmer (Chez Quagline) London, nc. Corvino & Ardella (Exposition) Aurora, Ill., h. Cover & Reed (Warwick) NYC, h. Craig, Reginald (Earl Carroll's) Hollywood, nc. Crane, Thurston (Village Barn) NYC, nc. Crawford & Caskey (Palmer House) Chi, h.

Cross & Dunn (Palm Island Club) Miami, nc. D'Avalos, Rodolfo (Versailles) NYC, re. Daniels, Billy (Mammy's Chicken Farm) NYC, nc. Davis, Dolly (Lexington) NYC, h. Dawson, Wanda (Riptide) Miami Beach, Fla., nc. Day, Gloria (Chez Paree) Chi, nc. De LaPlante, Peggy (Jimmy Kelly's) NYC, nc. Del Carmen, Maria (Club Gaucha) NYC, nc. De Lys, Donette (Florentine Gardens) Hollywood, nc. De May, Moore & Martin (Village Barn) NYC, nc. Del Rio, Diana (Havana-Madrid) NYC, nc. Denise (Earl Carroll's) Hollywood, nc. Del Rios, The (Earle) Washington, D. C., t. Dering, Rosemary (Golden Gate) San Francisco, t. Deringer, Robert (White) NYC, h. Devlin, Helen (Bradford) Boston, h. Diamond Brothers (Savoy) London, h. DiGatano, Jayne & Adam (Royale Frolles) Chi, nc. Dimas & Anita (Clover Club) Portland, Ore., nc. Dingley's, Duke, & Orch. (Paramount) Fort Wayne, Ind., t. D'Orsay, Fifi (Colonial) Dayton, O., t. Dominguez, Paquita (El Chico) NYC, nc. Donnelly, Harry (Gay Nineties) NYC, nc. Dooley, Mary (Pennsylvania) NYC, h. Dorry, Vera (Wonder Bar) Union City, N. J., nc. Drip-Buddy (Diamond Horseshoe) NYC, nc. Dracken, Russell (Whirling Top) NYC, nc. Duncan, Midget Jack (Kenmore) Syracuse, h. Dutton, Gertrude, Crook & Edward (Ambassador) NYC, h. Dwyer, Agnes (Little Club) NYC, nc.

Egan & James (Hi-Hat) Bayonne, N. J., nc. Ellard, Jimmy (Indigo Cafe) North Hollywood, nc. Eiliff, Marita (Bertolotti's) NYC, nc. Elliott, Leonard (Chez Firehouse) NYC, nc. Ellis, Patricia (Fox) Phila, t. Enrico & Novelle (Park Central) NYC, h. Entenza, Johnny (Geo. Washington) Jacksonville, Fla., h.

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

Enters & Borgia (Hollywood Beach) Hollywood, Fla., h. Eytan, Barbara (Meyer's Cellar) Hoboken, N. J., nc. Fagan, Nutsy (Village Nut) NYC, nc. Fanton, Joe, & Co. (Plaza) Berlin, Germany, t. Farney, Ray's Hibillies (School Auditorium) Gainsboro, Va., 17. Farney, Evelyn (Royale Frolles) Chi, nc. Farrell, Bill (Place Elegante) NYC, nc. Fay, Vivien (Earl Carroll's) Hollywood, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Faye & Wellington (Muehlebach) Kansas City, Mo., h. Fears, Peggy (Palm Island Club) Miami, Fla., nc. Ferns, Kay (Diamond Horseshoe) NYC, nc. Felton, Happy, & Orch. (Riverside) Milwaukee, t. Fenton, Mildred (Blackstone) Chi, h. Fenwick & Cook (Oriental) Chi, t. Geraldine & Joe (Oriental) Chi, t. Ferguson, Bobby (Dude) Ranch) Berwyn, Md., nc. Fetchit, Stepin (Paramount) Fort Wayne, Ind., t. Fiddlers Three (Top Hat) Madison, Wis., nc. Fielder, Ralph (Greenwich Village Nut Club) NYC, nc. Fields, Benny (Chez Paree) Chi, nc. Fisher, Bob (New Bedford Rest) Brooklyn, nc. Fitzgerald, Ella (Paramount) NYC, t. Floretta & Boyette (Biltmore) Providence, h. Ford, Mickey & Marion (Leon & Eddie's) NYC, nc. Foster, Gene (St. Moritz) NYC, h. Foster, Gae, Girls, 16 (Earle) Washington, t. Foster, Gae, Girls (Rox) NYC, t. Foy, Dave (Butler's Ye Old Tap) NYC, nc. Foy, Vivian (Village Brewery) NYC, nc. Francis, Emma (Diamond Horseshoe) NYC, nc. Francine, Anne (Le Coq Rouge) NYC, re. Franklin, Cass (Roney-Plaza) Miami, h. Franz, Ernest, Trio (La Cava) NYC, re. French Sisters (New Yorker) NYC, h. French Casino on Parade Unit (Colonial) Dayton, O., t. French, Eleanor (Stork Club) NYC, nc. Fritz & Carroll (State-Lake) NYC, re. Froze, Jack (Indigo Cafe) North Hollywood, nc. Fuller, Howard, & Sister (Continental Club) Chesapeake, O., nc.

Gainsworth, Marjorie (Capitol) Washington, D. C., t. Gallagher, Ruth (Holland Tavern) NYC, nc. Gale, Lenny (Torch Club) Canton, O., nc. Gale Sextet (Royal Palm Club) Miami, nc.

Gale, Judith (Fifth Ave.) NYC, h. Gallo, Norma (Capitol) Washington, D. C., t. Garner, Jan, & Band (Orpheum) Minneapolis, t. Gastons, The (Club Avalon) Hot Springs, Ark., nc. Gay, Sally (Hollywood Beach) Hollywood, nc. Geddis, George, & Pal Rowdy (Eldorado Club) Detroit, nc. Gentry, Tex (Chateau Moderne) NYC, nc. Geraldine & Joe (Oriental) Chi, t. Gertr, Dorothy (Earl Carroll's) Hollywood, nc. Gerrits, Paul (Earl Carroll's) Hollywood, nc. Gibson, Bobby (Pennsylvania) NYC, h. Gilbert Bros. (Pal.) Chi, t. Gilbert, Gloria (Casa Manana) NYC, nc. Gillick, Pat (Gibson) Cincinnati, h. Glamour Girls (Wonder Bar) Union City, N. J., nc. Glover & Lamae (Copacabana) Rio de Janeiro, Brazil, nc. Gomez, Romero (El Chico) NYC, nc. Gonzalo & Christine (Jimmy Kelly's) NYC, nc. Goodman, Benny, & Orch. (Stanley) Pittsburgh, t. Gordon, Connie (Green Gables) Drums, Pa., nc. Gould, Lulu (Colosimo's) Chi, nc. Gower & Jeanne (Rainbow Room) NYC, nc. Grace, Teddy (Onyx) NYC, nc. Gray & Scotty (Victoria) NYC, h. Grauer, Bernie (Gay Nineties) NYC, nc. Gray, Jack (Park Lane) NYC, h. Green, Michel (St. Regis) NYC, h. Green, Margie (Park Central) NYC, h. Green, Mizzi (State-Lake) Chi, t. Green, Al (Swing Club) NYC, nc. Green, Bennet (Mother Kelly's) Miami Beach, nc. Gregory & Raymond (Ambassadeur) Copenhagen, Denmark, nc. Grey, Betty (Bismarck) Chi, h. Grey, Joan (Leon & Eddie's) NYC, nc. Guy, Barrington (Plantation) NYC, nc. Gyldenkrone, Baron (Wivel) NYC, re.

Haakon, Paul (Chez Paree) Chi, nc. Hager, Clyde (Diamond Horseshoe) NYC, h. Haines, Tate & Simpson (Leon & Eddie's) NYC, nc. Hale, Chester, Girls (Pal.) Chi, t.

Hale, Johnny (New Town Casino) Miami Beach, nc. Haley, Patsy (Gleam Dinner Club) San Antonio, nc. Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City, h. Hane, the Mule (New Town Casino) Miami Beach, nc. Hanover, Bo (B & N Nut Club) Brooklyn, nc. Hansen, Bill (Show Bar) Forest Hills, L. I., nc. Harrington, Pat (Club 18) NYC, nc. Harris, Harry (Nut Club) Miami, nc. Harris & Shore (Chez Paree) Chi, nc. Harris, Bud, & Co. (Pal.) Chi, t. Harris, Val (Indigo Cafe) North Hollywood, nc. Hartson, Spike (Gay '90s) NYC, nc. Harrison & Fisher (Earl Carroll's) Hollywood, nc. Hartman, Renee (Harry's New York Cabaret) Chi, nc. Hartmans, The (Plaza) NYC, h. Harvey, Bernard (Village Brewery) NYC, nc. Hayworth, Seabee, Revue (Carolina) Rocky Mountain, N. C., 14; (Carolina) Burlington 15; (Carolina) Goldsboro 16; (Gem) Kansas 17; (Carolina) Asheville 18, t. Herbert, Florence (Bill's Gay '90s) NYC, nc. Herbert, George & Charlie (Cafe Society) NYC, nc. Hibbard, Bird & LaRue (Drake) Chi, h. Hickey Brothers (Lyric) Indianapolis, t. Hildegard (Savoy Plaza) NYC, h. Hillard, Jack (Royale Frolles) Chi, nc. Hillard, Harriet (Casa Manana) NYC, nc. Hines, Harry (New Yorker) NYC, t. Holben, Bob (State) NYC, t. Holliday, Billie (Cafe Society) NYC, nc. Holmes, Joanne (Savarin) Buffalo, nc. Holtz, Lou (Hi-Hat) Chi, nc. Hoop, Peggy (Continental) NYC, h. Hopkins, Bob (New Villa) Toledo, O., nc. Horton, Carol (Show Bar) Forest Hills, N. Y., nc. Houston & Harden (Royal Palm) Miami, nc. Hoveler, Winnie (Lyric) Indianapolis, t. Cabaret) Chi, nc. Howard, Sharon (Wonder Bar) Union City, N. J., nc. Howard, Shemp (Stage 1) Hollywood, nc. Howard, Bob (Casa Manana's) NYC, nc. Howard, Joe E. (Diamond Horseshoe) NYC, nc. Howard, Willie & Eugene (Casa Manana) NYC, nc. Howards, Don (Wonder Bar) Union City, N. J., nc. Hoystradt, John (Rainbow Room) NYC, nc. Howard, John (Fifth Ave.) NYC, h. Hughes, Lysbeth (Biltmore) NYC, h.

Hunnington Sisters (Blue Grass Club) Newport, Ky., nc. Hunter, Alberta (Tony's) NYC, nc. Hutchinson, Hal (Biltmore) NYC, h. Hutton, Mary (Paradise) NYC, nc. Hutton, Betty (Fox) Phila, t. Hyde, Herman (Capitol) Washington, D. C., t.

Ice Follies of 1939: Minneapolis 17-26. Irving, Jack (Club Alabam') Chi, nc. Isles, Steven (Gay Nineties) NYC, nc. James, Dorothy (Greenwich Village Casino) NYC, nc. Janis, Chelle (Theodore's) NYC, nc. Jarvis, Sam (St. Regis) NYC, h. Jenkins, Polly, & Her Plowboys (Village Barn) NYC, nc. Jones, Owen (Leon's) NYC, re. Jones, Tommy (Harry's N. Y. Bar) Chi, nc. Juanita & Champions (Krone Circus) Munich, Germany. Julia & Webb (Hollywood Beach) Hollywood, Fla., h. Juvelty, The (Casa Manana) NYC, nc.

Kahne, Harry (Oriental) Chi, t. Kampus Kapers (State-Lake) Chi, t. Kapelova, Klavdia (Russian Kretchma) NYC, nc. Karavaeff, Slmon (Kuzina Kretchma) NYC, nc. Karolls (Biltmore Bowl) Los Angeles, nc. Karoszy, Ethel (Tokay) NYC, re. Karsons, Maria, Musicales (Onesto) Canton, O., h. Kay, Dolly (Royale Frolles) Chi, nc. Kay, Beatrice (Diamond Horseshoe) NYC, nc. Kaye, Evelyn (Biltmore) NYC, h. Kendis, Sonny (Book-Cadillac) Detroit, h. Kennedy & Denise (Village Barn) NYC, nc. Kenney, Billy (Cortez) El Paso, Tex., h. Keogan, James (Leon & Eddie's) NYC, nc. Kermit & Demaris (Washington-Yourses) Shreveport, La., h. Kimminlaw, Mae (Old Colonial) Wilkes-Barre, Pa., nc. King, Carol (Paradise) NYC, nc. King, Lew (Gay '90s) Chi, nc. King, Peggy (Gaton Inn) Brooklyn, nc. Kramer, Sammy (Blue Mirror) Newark, N. J., nc. Kress, Carl (Onyx) NYC, nc. Kruger, Jerry (Midnight Sun) NYC, nc. Kuhlman, Marie, Dancers (Chicago) Chi, t. Kyser, Kay, & Band (Pal.) Cleveland, t.

Laird's, Ruth, Texas Rockets (Saks) Detroit, nc. Lamb, Gil (Casa Manana) NYC, nc. Lane Lovebirds, Jack (Paradise) NYC, nc. Lane, Mary (Jimmy Kelly's) NYC, nc. Lane, Loretta (Village Palm Club) Miami, nc. Lane, Judy (Statler) Detroit, h. Lang & Lee (Food Show) Newton, Kan. Larue & Carol (Shea's Hippodrome) Toronto, Ont., t. LaTour, Jona (Chateau) Rochester, nc. LaValle, Billy (Wonder Bar) NYC, nc. Lawlor, Terry (Royal Palm) Miami, nc. Lawton, Reed (Le Mirage) NYC, nc. LeBellus, Aerial (Savoy) Phila, Mich., t. LeBar, Gus (Pittsburgh) Buffalo, nc. LeClaire, Jack & Trude (Clover Club) Portland, Ore., nc. Lee, Leo (Blue Mirror) Newark, N. J., nc. Lee, Loretta (Waldor-Astoria) NYC, h. Lee, Harris (Pan-Pacific Rink) Los Angeles, t. LeMaes, The (College Inn) Chi, nc. Leonard, Hazel (Roumanian Village) NYC, nc. Leonard, Bobby (Hoeser) NYC, nc. Leonard, Harold (La Marquise) NYC, nc. LeRoy, Hal (State-Lake) Chi, t. Lerner, Max (Lyman's) Los Angeles, nc. Lewis, Texas Jim (Village Barn) NYC, nc. Lewis, Meade Lux (Cafe Society) NYC, nc. Lewis, Ted, & Band (Buffalo) Buffalo, t. Lewis, Ralph (Club Rio) Allentown, Pa., nc. Lewis Sisters (Maxim's) Bronx, N. Y., nc. Libuse, Frank (Diamond Horseshoe) NYC, nc. Lind, Della (Diamond Horseshoe) NYC, nc. Lind, Shirley (Swing Rendezvous) NYC, nc. Liszt, Margaret (Hungaria) NYC, re. Lloyd, Shirley (Oriental) Chi, t. Lolita & Arde (356 Club) San Francisco, nc. Long, Avon (Plantation) NYC, nc. Lopez, Vincent, & Orch. (Fox) Phila, t. Lorraine, Billy (Gay Nineties) NYC, nc. Los Rancheros (Weylin) NYC, h. Lowe, Hite & Stanley (Coca-Cola) Chi, t. Lucas, Eirella (Le Flores) Greenwood, Miss., h. Lucas, Nick (Lyric) Indianapolis, t. Lyman, Al (Auditorium) Vincennes, Ind., 14; (Auditorium) Noblesville 15. Lynn, Evelyn (Billie's) NYC, nc. Lynn & Marion (Bertolotti's) NYC, nc. Lynn, Terry (Plantation) NYC, nc.

McCathy, Grace (885 Club) Chi, nc. McClelland, Reed (Fenthouse Club) NYC, nc. McCoy, Frances (Maxim's) Bronx, N. Y., nc. McGege, Eugenia (Edgewater Beach) Chi, h. Meeks, The (Gray Wolf Tavern) Youngstown, Ohio, nc. Madison, Rudy (Gay Nineties) NYC, nc. MacFarlanes, George (Village Brewery) NYC, nc. Magean Sisters (Diamond Horseshoe) NYC, nc. Manners, Ginger (State-Lake) Chi, t. Manners, Carole (Earle) Washington, D. C., t. Manya & Zanette (St. Moritz) NYC, h. Mara (Old Roumanian) NYC, nc. Marco & Romola (Club Tivoli) Juarez, Mexico, nc. Marcus, Dr. (Lookout House) Covington, Ky., nc. Marline, Fiola (Wivel) NYC, nc. Marine Four, The (Edgewater Beach) Chi, h. Mario & Floria (Casa Manana) NYC, nc. Marilyn & Michael (Rainbow Grill) NYC, nc. Marr, Patsy (Bismarck) Chi, h. Marsh, Gloria (Jimmy Kelly's) NYC, nc. Mart Duo, The (B & N Nut Club) Brooklyn, nc. Martin, Claire (Essex House) NYC, h. Martin, Tommy (Golden Gate) San Francisco, nc. Marvey, Gene (Warwick) NYC, h. Marys & Martin (Lookout House) Covington, Ky., nc. Mason, Shirley (Wonder Bar) Union City, N. J., nc.

See ROUTES on page 66

Gov't Probes Night Clubs' Tax Chiseling

NEW YORK, March 11.—Having already subpoenaed the books of 73 night clubs, Jesse Moss, assistant United States attorney, together with 12 Internal Revenue agents, has started a special investigation into tax frauds by night clubs and theater ticket speculators who, it is charged, chisel \$2,000,000 annually from tax returns via bookkeeping manipulations.

Moss was appointed special prosecutor for the investigation by Attorney-General Frank Murphy when an initial check by the revenue department revealed widespread abuse of the income tax laws.

Investigation, which will extend to jurisdictions adjacent to New York, will pay particular attention to "mushroom" clubs expected to spring up during the run of the New York World's Fair. Federal law calls for a 3 per cent tax on tabs over \$2.50. Revenue department charges proprietors with having destroyed waiters' checks to evade the tax.

Arcadia Folds; \$60,000 in Red; Padula in Pickle

PHILADELPHIA, March 11.—The clamping down of a restraint order upon the Arcadia by the United States Marshal on Tuesday dissipated talk that the mitered would reopen. The huge federal claim was reported to have scared off all prospective operators.

The day before the order was served, a constable at the insistence of the landlord, realized about \$1,100 from the sale of linens, silverware, fixtures and liquor. The indebtedness of the corporation amounted to \$60,000. The furnishings were left untouched.

Arthur Padula, operator of the spot, was negotiating to reopen the place upon a co-operative basis, profits to be shared by management and employees. However, the plan was nixed by the landlord. Others interested in the venture were two syndicates, one of them headed by Phil Barr, operator of the 500 Club in Atlantic City, N. J., and Enoch (Nucky) Johnson, a Jersey politico. Johnny D'Augustino, of the Renault Wine Co., was reported to be the financial backer for the offer of Frankie Palumbo, also in the field.

Padula is being sued for \$1,200 salary owed Bill Honey's Orchestra for four weeks at the Anchorage, also managed by him, together with a \$1,097 balance from the Arcadia. The suit was entered by Oscar Moldauer, attorney for the musicians' union.

Padula claims that the debts owed by the Arcadia cannot be charged to the account of the Anchorage, since each spot was operated separately. The fact that he was president of both firms, he insists, is merely coincidental. Since he, instead of the club, was put on the unfair list, he refuses to pay the money owed to Honey until the situation was cleared. He claims that he is holding Honey's funds in escrow and is willing to settle in full when he is removed from the unfair list. A non-union band is now playing in the Anchorage.

Zelli's Debuts; Cotton Club Ready

NEW YORK, March 11.—Joe Zelli's Arabian Nights, the night club that went into bankruptcy before it opened, finally debuted Thursday after three postponements. Another new club to make its appearance is the Bourbon Room, in the Hotel Elysée.

The Cotton Club closed for several weeks March 6 to rehearse the new World's Fair show which will preem March 22, headlining Bill Robinson and Cab Calloway. The show which just closed grossed \$350,000 in its 22-week run, according to the club.

Billy Rcese has engaged Dana Seusse, who did original musical scores for him for the Fort Worth Fair and Cleveland Aquacade, to compose the music for his new show at the Casa Manana, which opens early in April.

"Chestnut Tree" New Rage?

NEW YORK, March 11.—A possible successor to the Lambeth Walk is seen in the pop song, *Under the Spreading Chestnut Tree*, on which is based a new ballroom dance from England. Rosalean and Seville are illustrating the steps at the Trion Room of the Hotel Ambassador and Dick Gasparre's Band is playing it.

Scott MacLean and His Royal Scots Band are featuring the number at the Victoria Bar, Victoria Hotel.

ABC, Paris, \$60,000 Gross In 10-Week Run

PARIS, March 6.—Mitty Goldin, owner of the ABC, is carrying one of his rare smiles. Going into the last week of revue, he finds he has tucked away a neat gross of over 2,000,000 francs (\$60,000) in the 10-week run.

Very poor, with nothing to carry it but exceptional talent, this show has established a new high for this small house (900 seats).

Jean Sablon heads the new bill opening March 10. Sablon has just returned from two successful years in the United States.

The Cirque Medrano, which has been showing a musical fantasy since Christmas, will also start its regular policy of vaude March 10.

A new vaude house is to be opened soon. The former headquarters of the Stavisky Gang, the gambling club, Cercle Grammont, is being remodeled and entirely done over to be the first local house to show six-a-day. To accommodate the artists a dining room and kitchen have been installed, also showers, beauty salon and reception room. Estimated time of shows will be one hour and 45 minutes.

RKO Flushing 2 Days

NEW YORK, March 11.—Two-days-a-week vaude will be instituted at RKO's Flushing Theater starting March 21. Ford Crane is set for permanent emcee post for the five-act bill Tuesdays and Wednesdays. Billy Jackson booking.

O'Connor Heads Catholic Drive

NEW YORK, March 11.—John J. O'Connor, RKO Theaters general manager, announces the Motion Pictures Committee of the 1939 Catholic Charities Drive. The committee consists of prominent Catholic film and theater executives. Frank C. Walker is treasurer.

TMAT LEVIES

(Continued from page 3)

check further on relation of treasurers to the code. Same subject is expected to be brought before the board of governors of the League of New York Theaters.

The 1 per cent levy supplements the \$300 initiation fee and \$3 monthly dues TMAT members are already shouldering. The old differences between the press agents and the other groups in the union, never having been completely smoothed out, are coming to active life again, according to reports from the group committee meetings. Still jealous of the high p. a. salaries, treasurers and managers are seeking to block possibility of a p. a. doubling in any other post during a slack season. Press agents say the movement is a contradiction of the basic purposes of the whole union.

Fuss made by box-office people against the League police system to discover code violations has been condemned by other organizations. At recent huddle between Equity and League the previous TMAT threat of strike brought a rebuke from Equity and a promise to ask the union, as a sister group in the AFL, to co-operate with the new project. Move is unlikely, however, since some feel overture would be interpreted as meddling.

That there are leaks in the code and that brokers admit paying ice to treasurers may work against the TMAT in renewing its contract with League. TMAT has been accused not having been consulted in drawing up code, but that excuse, producers feel, is lame. They show no signs of consulting TMAT in future code plans. Governors are likely, tho, to revise contract stipulations with TMAT to fill up the ice hole.

Vaude Grosses

Fay's 1st Week Does \$12,662; Other N. Y. Houses Do Fair

NEW YORK.—Frank Fay's vaude venture at the 44th Street Theater at a \$2.75 top has a fairly good chance of existence, the first week's take having been \$12,662, which caused Fay to just about break even or perhaps take a little dent in the pocketbook. The show, however, is catching on, and the house anticipates a gross this week of \$13,000 to \$14,000, based on the advance sale. If a sellout business comes along the house is geared to gross \$22,000 a week.

In the presentation houses three holdovers were current last week. Hal Kemp and Tony Martin, along with *Cafe Society*, at the Paramount had a second-week gross of \$35,000, compared with \$50,000 the first week.

At the Strand *Yes My Darling Daughter* was held over for an additional six days, but Will Osborne's Band, Sheila Barrett and the Milt Herth Trio went in on its initial week and did a week \$24,000.

Roxy's holdover with Henny Youngman, and Peg Leg Bates heading the stage bill plus *Wife, Husband and Friend*, did \$34,500.

Radio City Music Hall had a good take of \$22,000 with *Stage Coach* as the pic attraction and the regular stage show including Gene Murphy.

Milton Berle and Mary Jane Walsh did a good \$26,000 at Loew's State, along with *The Shining Hour*.

On March 10 Loew's Valencía, Jamaica, did the best business in its history, selling 5,300 ducats at the b. o. Reason was presentation of awards to Long Island Jitterbug champs, Charlie Barnett's Band was on the stage.

LOS ANGELES.—Paramount, with Maxine Sullivan, Fanchon & Marco Revue, Smith Ballou Orchestra and pic, *St. Louis Blues*, fell to \$12,000 gross, six grand below average, for week ending March 8.

MONTREAL.—Loew's, with Benny Davis and *Stardust Revue of 1939*, grossed \$6,500 as against average of

eight grand for week ending March 4. Pic, *Little Tough Guys in Society*. Previous week's gross was \$7,500, with Ann Sothern, Roger Pryor and band and pic, *Secrets of an Actress*.

SEATTLE.—Palomar for week ending March 3 knocked off \$5,200, a couple of hundred above average, with Pepito heading the vaude bill. Two pic, *Flirting With Fate* and *Mysterious Miss X*.

CLEVELAND.—RKO Palace, week ending March 3, upped its take to \$16,000, one G above average, with *Crazy Show* vaude unit and pic, *The Three Musketeers*.

DETROIT.—Fox, with Benny Goodman Band, jumped to \$33,000, way above normal gross of \$20,000, week ending March 2. Pic, *Three Musketeers*. Week ending February 24 house grossed \$19,000 with Lambert, Trixie, Motter and Davis, 16 Dansonettes and pic, *Little Tough Guys and Youth Takes a Fling*.

PHILADELPHIA.—Earle, week ending February 23, jumped to \$19,000 compared to average \$14,000, with Eddy Duchin Band and pic, *Great Man Votes*.

KANSAS CITY.—Fox Tower fell one G below \$7,000 average, week ending February 23, with Aunt Jemima and pic, *Newsboys' Home*.

CHICAGO.—Palace opened strong with its new Edgar Bergen-W. C. Fields picture *You Can't Cheat an Honest Man* and a five-act stage show featuring again the 24 Chester Hale Girls. Gross points to a strong \$25,000. Last week's combination turned out a nice \$17,200 considering the absence of Bobby Breen, who canceled his p. a. due to illness. Chicago is hopeful of another good fortnight with the ballyhooed *Yes, My Darling Daughter* and a Harriet Hocror-Ethel Shutta stage bill. Opening was only fair, but initial week should bring around \$29,000. Preceding bill with Roger Pryor and Ann Sothern, with *Cafe Society* on screen, fell off to \$25,800.

State-Lake has another strong flesh chapter headed by Johnny Perkins and Hal LeRoy and together with the screen's *Off the Record* will probably garner a strong \$15,000. Vaude showing feature Wednesday is proving a help, too. Last week's combo of eight acts topped by Mitzl Green and *White New York Sleeps* rolled up a good \$14,000 average. Oriental's figure was similar with two pictures and five acts and another repeat is in evidence with this week's fare. Rumors of house switching to a straight picture policy due to poor biz are discounted. Acts have already been set thru May.

PHILADELPHIA.—Ted Weems' session at the Fox tallied a sensational \$31,000, topping the Artie Shaw figure by a G. However, the film *Yes, My Darling Daughter* must be given credit for the terrific biz. The New York censorship row provided the ballyhoo that jammed the house.

NEWARK, N. J.—John Boles proved to be a surprise hit at the Shubert week ending March 10, and house turned in a nice \$13,400. Screen fare was *Pride of the Navy* (Republic).

Paramount, on the other hand, fizzled badly with what everyone expected to be sock stuff, a battle of swine between Red Nichols and Mal Hallett orchestras. Screen featured *Cafe Society*. No plausible explanation has yet been offered. \$12,600 gross.

Shubert had a well-paced show that started with an outstanding *Deep Purple* overture by Buddy Page and the house band. Steve Evans, mimic, turned in a great performance. Boles, however, took the house by storm. Audience, 80 per cent women, went for the guy in a big way and called him back for several curtain calls each show.

Empire, burlesque, collected quite a few shekels with its Mary Joyce show. Gross for the week should be well over \$4,000.

TAX PROPOSAL

(Continued from page 3)

Winner, provides for a \$1 permit fee and a tax of 1 cent on every 25 cents or fractional part thereof on the price of tickets of admission to any place of amusement, entertainment or recreations, including theaters, movies, sports events, dance halls, bathing pools, baseball games and similar events.

Two bills to tax Bank Nights were also introduced in the Generally Assembly. Representative Reuben E. Cohen proposed that permits be obtained from county treasurers who would fix the fees for a month or a single night, and Representative Rosenfeld suggested in his tax bill that a \$100 fee be paid by the theaters for each Bank Night.

A bill reducing the annual fee of \$10 to \$2.50 on shooting galleries, shuffle boards and poolrooms has been introduced by Representative Seif.

PLAY ACTIVITY

(Continued from page 3)

Rubin of Metro-Goldwyn-Mayer, and Fleisher got together on the first draft of the contract designed to give film producers a better break than they claim they are getting now. New contract covers exclusively plays produced with picture money and will not supplant agreement in effect now. Attorneys expect to have compromise ready for Council's approval within a few weeks.

Loew's State, New York

(Reviewed Thursday Evening, March 9)

Current vaude bill is good but not exceptional. Kitty Carlisle, who's been in pictures, radio and musical comedy, is the headliner, with Walter Powell's Band featured. Film is *Topper Takes a Holiday*, which is n. s. g.

Bill gets off to a typical opener start with Al Gordon's dog turn. Gordon paces the several mutts as they run on and off for quick tricks. There's comedy and, of course, the dogs' cutness always gets the audience.

Benny Ross, who emceeds the bill, makes a nice impression with the mike heckling bit and then Rolf Holbein socks over his pantomimic novelty turn. He does quick cartooning on a white backboard that soon becomes alive. It's a distinct novelty and a swell sight comedy act.

Miss Carlisle, lovely in a strapless red gown, has no trouble selling herself. Offers *This Can't Be Love*, *Summertime*, *Hallelujah* and *It's a Great Day* and, for encores, *Gianina Mia* and *Two Sleepy People*. She has appearance, graciousness, fine stage presence and an attention-holding singing contralto. A class act.

Ross returns, this time with blond Maxine Stone, for a fairly amusing session of banter and gagging. Miss Stone plays a lazy gal who can get up only enough ambition to do a high kick number. They got quite a few laughs.

Walter Powell and his 12-man band offered 23 minutes of comedy music that was so-so. Powell opens blowing a neon-lighted trombone, the lights going up to reveal the band (piano, string bass, guitar, four sax and four brass). After *Begin the Beguine* there's a comedy number, and then blond and vivacious Bobby Trotter swings a couple of tunes in lively fashion, followed by the band turning glee club for an interesting version of *All the Friends I Know*. Guitarist's fine tenor dominates. Larry Powell does a comedy fiddle and the band goes in for seltzer squirting and wet pants, winding up with Larry getting a bucketful of water on his face. It's that kind of comedy. We don't think it's funny, but the audience responded nicely. Walter Powell paces the act, doing a lot of trick tromboning and a few comedy bits. (Cloviss Rogers and Johnny Gassaway billed but not announced during act.)

Next week: *Idiot's Delight*, and George Hall's Band and Dolly Dawn heading the vaude. Paul Denis.

Chicago, Chicago

(Reviewed Friday Afternoon, March 10)

Harriet Hctor and Ethel Shutta cop the featured honors on the stage and will hold the favored positions for two weeks, thanks to the ballyhooed and censor-conscious screen version of *Yes, My Darling Daughter*.

Miss Hctor has never been in better grace and balance and her ballet work on as big a stage as this is at its peak. She is capably backgrounded by Marie Kuhlman's line of 16 dancers, shapely in body and light on their feet. The ballerina frames the bill with a moody and expressionistic fantasy and a novel flea circus routine in which the entire ballet in fitting costumes stage an amusing show. Miss Hctor's toe efforts and

circular spins bring a noted climax to these scenes.

The Three Trojans, in white flannels and red sweaters, have a snappy and solid tumbling exhibition. The tricks, some of them off the beaten path, are real hand-getters and the boys accomplish them with comparative ease.

Ethel Shutta follows and wears one of those new two-color spring gown creations that flatters her appearance. She is still the showman of old and while some of her new stuff is not of show-stopping proportions her old favorites turn up to do the trick. She delivers *Sticks and Stones*, satire on *Ferdinand*, *I Get Along Without You*, parody on *Get Out of Town* and returns for her best, *The Ozarks Are Calling Me Home*. She has a personality and voice that sell.

Lowe, Hite and Stanley, good comedy sight act, precede the closing ballet routine. Talk is kept at a minimum and the laughs come mainly from the amusing bits of business developed from the vast difference in their heights. Timing is fine and few incidents are sprung without bringing back some audible response from the house. Still close with their military tap number.

Business was average second show opening day, meaning a fairly well populated orchestra floor. Sam Honigberg.

Paramount, New York

(Reviewed Friday Evening, March 10)

After several weeks of "extra added attractions" in the form of Hollywood satellites, the Paramount is back on a straight band diet garnished with only three filler acts. Big in-person lure is Chick Webb, along with his drums and his swing crew, starting another theater tour after a month and a half at the Park Central Hotel.

Webb is synonymous with swing, and the heat that's being generated thru the theater this week isn't coming from the furnaces alone. It's a first-rate band performance thruout and climaxed by a torrid jam session—using the *St. Louis Blues* as a base—that met with a deserved rousing reception from the pew-holders. This little item was pure swing all the way, featuring trumpet, trombone, sax and the Webb drumastics, and was something to delight the most captious listener.

Close behind the Webb outfit in billing and popular appeal is Ella Fitzgerald. Sepia songstress is in great form here and does a job of selling several current rhythm tunes in a manner that might well be used as lesson No. 1 in a course for aspiring vocalists. Repertoire included *Hold Tight*, *F. D. R. Jones*, *My Heart Belongs to Daddy* and *Taint What You Do*, each one a gem of song delivery, especially the latter two. Miss Fitzgerald also adds her bit to the whirlwind finish.

With Chick at the drums, the band, as usual, is fronted by Bardu All with more aplomb than that shown by many of his ofay conferees. No fault can be found with either his conducting or his emceeing, his handling of the latter assignment being particularly effortless.

Rest of the bill is sepia, opening with the Lindy Hoppers. Three boys and three girls are down from Harlem's Savoy Ballroom for the week and go thru their heated routines with the customary hooping abandon of their race. The Southerners, from the NBC studios, supply a few quieter moments with a collection of spirituals, offering good contrast to the protechnics of the rest of the line-up. The Zephyrs offer something a little different with their pantomime and slow-motion routine. The ease with which the two boys work is such that it almost conceals the basic difficulty of their stuff.

On the screen is Paramount's Bob Hope-Martha Raye vehicle, *Never Say Die*. House three-quarters filled at the show.

Daniel Richman.

Shea's Buffalo, Buffalo

(Reviewed Thursday Afternoon, March 9)

Buffalo theatergoers ask for a very simple flesh menu, music and voice. This is borne out by the paucity of shows in

local theaters. There is only one burly, and so it is that Shea's Buffalo, the only movie house presenting so-called vaudeville, dishes out with this light recipe of Marchelli and his 22-piece orchestral ensemble plus seven vocalists.

New to this theater and to Buffalo is Uleric Marchelli, conductor, who two weeks ago replaced D'Artega. A youthful version of Adolphe Menjou, and with the build of a star halfback, this Italian has been publicized as possessing extreme capabilities in most any kind of music. When reviewed swing was noticeably absent. Marchelli chose to be symphonic, and even ventured the classical touch to such pops as *Begin the Beguine*, *Rio Rita* and *If You're in Love*. His love for violin combinations was apparent in his semi-classical arrangements of gypsy fantasies.

What should make Marchelli extremely popular here is his dignified manner. The audience shows him warm admiration.

Entitled *Melodic Sketches*, Marchelli's program was delivered in three sections. The first, *Rio Rita* melodies, consisting of four numbers interwoven by the fading and strengthening theme of *Rio Rita* thruout, lacked diversification. *Begin the Beguine*, which followed, was the only current pop tune on the program. Here, it seems, Marchelli missed a safe bet by not going to town, instead of his straight, conventional interpretation. Consisting of five numbers, all very closely allied in name and tune, such as *Play, Fiddle, Play*; *Play Gypsy* and *When a Gypsy Makes His Violin Cry*, the Gypsy Fantasy chapter had the same shortcomings as the first, but in arrangement only. Spirit ran high and sentimentality flourished in almost a genuine Hungarian manner.

In the line-up of musicians are organ, Maurice Nicholson; violins, Simon Nieman, Max Miller, Frank Plagge, Meyer Balsom, Wallace Michalski and Harry Slick; piano, Norman Wullen; bass, Theodore Mayer; guitar, Anthony Miltello; trumpets, Vincent Impellittero, Gene Bishop and Lawrence Albano; saxes, Stephen Lisakoff, Donald Whipple, Nicholas Allico, Jules Miller; flute, Bert Lapina; trombones, George Breckenridge and Santolo Carliero; arrangers, Cal Janowitz and Ivan Beaty; drums, George D'Anna.

The Four Bufalonians (Eddie Manguso, Art Steffen, Al Colthurst and Warren Hardy) offered some very stimulating glee club arrangements. Solos were given by Hardy and Steffen, with the latter the more impressive.

A very statuesque brunet, Audrey Ely, possesses a very high range with plenty of power. Her gypsy renditions were accompanied by talented gesticulations and good poise. In the finale the chorus of the above mentioned singers was augmented by Marion Walter and Ruth Nichols.

A very fitting atmosphere was created by the Little Red Riding Hood jackets worn by members of the orchestra.

Vincent R. McPaul is general manager of the 12 Shea theaters in Buffalo and suburbs. William Brett is manager of Shea's Buffalo. Charles Taylor is in charge of publicity.

The picture, *Yes, My Darling Daughter* (Warner).

Ted Lewis, with band and floor show unit, moved in here March 10. Film, *Wife, Husband and Friend*.

Harold J. Warner.

Palace, Chicago

(Reviewed Friday Afternoon, March 10)

Definitely a better than average revue this week, augmenting the new McCarthy-Fields picture. *You Can't Cheat an Honest Man*, in for two weeks. It is nicely paced and flavored with colorful routines by the locally popular Chester Hale Girls who are back for another return engagement.

The 24 line kids open with a brisk tap diversion, neatly outfitted in green briefs and Robin Hood hats. Design in modern and commercial.

Gilbert Brothers scored as usual with their bar gymnastics and hand-balancing session. Two clean-cut chaps who work with a maximum of smoothness and never fail to retain their grace regardless of the size of the tricks.

Jean Carroll and Buddy Howe, familiar act to Palace audiences, also went over with their flowing chapter of nonsense, novelty and tance exit. The girl is a clever personality and has a sense of humor that is projecting and pleasing. Buddy helps out nobly with talk and strong tap and acro steps.

Line returns with their interpretive *Lights and Shadows* display that has

some interesting formations and presents a generally soothing picture.

Boris Rhodes, talented singer who lately has been climbing via the CBS airwaves, did three numbers and netted an impressive reception. She started with *This Can't Be Love*, revealed a fine dramatic voice in *Deep Purple*, her theme song, and closed with a swing arrangement of *Umbrella Man*.

Bud Harris and Co., probably one of the best colored comedy turns around, had little trouble stopping things in this next-to-closing spot. Harris takes care of the comedy end in a fine manner and his assistants supply straight talk, song and dance relief. Harris is a naturally funny-looking guy and the bits with his two male and one girl cohorts are dotted with good laughs.

Line finishes with a flashy military parade, the colorful costumes emphasizing the streamlined shapes of the spirited participants.

Business was good first show opening day. Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, March 10)

Nice flesh layout here, and likely to draw well with Shirley Temple pic, *The Little Princess* (20th-Fox).

Top billing to Johnny Woods, who has been seen fairly recently around this section. Woods does a satire on radio programs, using his skill in impersonation for take-offs on Allen, Vallee, Laugh-ton, Crosby and many others. Idea is that of an amateur show, with Allen emceeing. The burlesque is measurably enhanced by a strong comedy dialog, and act has no waste effort.

Andy Mayo did his Pansy the Horse comedy turn. Has another man helping inside the prop animal and a gal to do the pacing and talking. The horse somehow gets knowing expressions on his painted phiz. A bit of the comedy verges on the risque side but gets plenty of chuckles. Mayo also does Percival the Bull but when caught devoted the entire act to Pansy, a good novelty.

Wally and Verdun Stapleton, dancers, played the State not so long ago. They very definitely have style, adapting tap technique to ballroom turns. Their manner is eccentric and staccato, and they can use panto to good effect. Footwork is exceedingly nimble, and instead of simply hoofing in unison, they syn-

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chronize" vaied routines. Did well enough here for an encore.

Helen Reynolds and her World Champion Skaters are eight femmes. Their whirls and twirls are fast and showy, often making use of striking contortionistic postures. Turn gets a much better effect than the more usual two or three-member skating act, owing to greater possibilities of mass skating stunts. Paced very fast and goes off well.

Jayne Dover, vocalist, spotted in production numbers with Gae Foster girls. Best tune was *Old McPherson Is Rehearsin'*, used by way of introducing Foster line in a beautifully done Scotch military turn. Foster line in this was tops, production making use of a couple of bagpipers.

Late show had a good house.
Paul Ackerman.

Paramount, Long Branch, New Jersey

(Reviewed Friday Evening, March 3)

Patrons welcomed Walter Reade's booking of something in addition to pictures. House makes policy of catering to citizens who remain at summer resort during winter. Manager is Thomas Phelan.

Altho citizenry believes itself sophisticated and metropolitan, Tom Emerson and his Hillbillies scored a decided hit. Three performances a day were played to well-filled houses. Emerson's radio audience was undoubtedly on hand to see him and his hicks in person.

Show lags half hour and is flashy but a bit weak at the finish. *Wreck of the 97*, with Tom leading with flashlight on belt for headlight and Kaye with red light on her seat as back end of train, is not in keeping with the rip-roaring opening.

Outstanding is Gerald Liston's Impersonations. His take-offs on Fred Allen, President Roosevelt and the late Will Rogers are commendable.

Stan Siroy does a tap dance with average ability. His steps are nothing new. Is quite young and indicates remarkable latent talent.

Tom Emerson has good rural tone to his voice which befits his leadership of the "mountaineers." Drawl is natural and unaffected. Sarah Jane and guitar do swell on cowboy numbers. Cicero Hemsley with his accordion does good job. His part in *Cocktails for Two* is standout of the act. Jerry Gerard supports unit with his bass fiddle and comes to the fore when he puts the bull on the floor.

Hank Allen does his best to aggravate Emerson with his antics, and audience goes wild when leader drives ruralist off stage. His crying gag, altho not new, wowed the kids. Tex Kenton appeals to the adults with his *When It's Springtime in the Rockies* and his yodeling.

Burton and Kaye, boy and girl dance team, making first appearance with unit here do some comic steps and then get themselves into a mess. Graceful acro dancing closes their turn. Act fits well into show.

On screen, *The Son of Frankenstein*.
Sam Abbott.

Coliseum, London

(Week of February 27)

France and America share headline honors.

Former star of Cochran revues, Alice Delysia awakened memories with a medley of numbers made famous by her in those shows, but scored best with spicy monolog.

There is much to be commended in the dancing, acro, hokum offering of the Three Diamond Brothers. That the boys did not register tops in applause may be due to novelty of their style of comedy wearing a trifle thin with British audiences.

In opening spot Three Hugos registered mildly with mixture of song, music and dance. Outstanding features of their routine were toe tap on piano and tap on xylophone by one of two girls.

Three Dixi Brothers did almost as well as anybody with their simultaneous stepping and comedy of near-slapstick class.

Hughie Green rendered faithful impersonations of British vaude and mu-

sical comedy stars, plus—the best of the lot—Lionel Barrymore. He had assistance of diminutive Sadie Corrie for cross-talk, and a young crooner, Jean Ray.

In her burlesque vocal impressions, Helen Binnie did best and registered strongest with impersonation of a vent dummy.

Laugh honors of entire show went to Three Bo Brummels. Their offering is one of the funniest burlesques of musical acts seen here for many a day.

First half closed on Ivor Moreton and Dave Kaye playing hot on two pianos. Boys registered well, despite having to work in setting more suited to an exotic dancing number. Peter Marwoode and Beatrix Richards opened second half with vocal numbers. Voices good, but offering marred by lack of stage deportment.

Opening to a reception second only to that accorded Delysia, Rebia proved himself to be still one of the outstanding lazy jugglers of the age. Ben Dova closed bill, his antics on swaying lamp-post winning him a well deserved hand.

Edward Graves.

Fox, Detroit

(Reviewed Friday Evening, March 10)

This week's program of all-quality acts, but without any sock personality appeal, drew a good house, with probably more credit going to the film, *Wife, Husband and Friend*. Sam Jack Kaufman's Band opens in a slight swing tempo with a series of Stephen Foster numbers, which might have been helped by some vocalizing.

Nichols Brothers, colored tapsters, offer some duo and solo novelty numbers. They close with a couple of difficult splits, which the crowd liked.

The Reddingtons, trampoline act, open with a mother and daughter number; invite persons from the crowd and draw a "stooge" who turns out to be an ace trampoline comedian. His unique falls and turns garner him plenty of laughs and a good hand. June Reddington does a couple dozen backward somersaults in as many seconds.

Miss Cass Daley, radio comedienne, does hotcha vocalizing with plenty of pep and noise. Her stage promenading adaptations of hits from popular songs panicked 'em.

Patricia Bowman opens with a realistic caricature of a tennis player and returns with a swanlike *Blue Danube* number, which indicates rare versatility in a ballerina.

The 16 Dansonettes do a number accompanying the Bowman finale and also appear in a revival of their excellently costumed and practiced Florodora number, as well as in a novelty tap item. Program was slightly overloaded with comedy, altho each act is good in its own class.

H. F. Reeves.

Paramount, Los Angeles

(Reviewed Wednesday Afternoon, March 8)

Altho this week's bill is short, it clicks with patrons. Fanchonettes start things off with a marionette dance, and their precision work is as good as any seen here in recent years.

Smith Ballew's Ork, now in its second week, perked up its opening stand and turned out some good stuff. Ballew is still jittery before the mike, but his stuff is smoothing out considerably. His rendition of *Night and Day*, with backing from three boys from the band, was adequate. We Three, band trio, fiddle, guitar and bass, did *I Must See Annie Tonight* and *Stardust*. The latter, heavy with showmanship, clicked with the crowd.

Seven Cressonians offered a teeterboard act which had its moments. It's spectacular stuff, with five men and two gals doing some first-rate tumbling, while all members kept up a line of chatter during the routines. It kept the audience's interest until the climax. Finish found a femme going off teeterboard, looping three times in the air and landing on her partner's shoulders. A sock close.

King Sisters, four femmes, long on looks and warbling, offered some unique song arrangements. They opened with a swing version of *Umbrella Man*, and their renditions of *Mr. Paganini* and an *Indian War Dance* were tops.

Cliff Nazarro, who came on after a build-up by Ballew, knows how to sell his stuff no matter how moth-eaten the gags. His stuff at the piano was far from original but went over. He finished with *Make the Most of Each Day* a la Jolson. Most of the crowd figured he'd cut loose with more of the double talk which he uses on the air. This was his biggest selling feature, and except

for bits here and there, he neglected it.

Finish found the Fanchonettes doing a shadow turn. Biz was off at the afternoon show. Pic, *Cafe Society*.
Dean Owen.

Vaudeville Notes

JUNE HART, of Holland and Hart, will leave the stage following their New York booking. As Mrs. Samuel Randolph, a bride of a navy lieutenant since last Saturday, she will retire to private life. They are now playing Philadelphia.

JOHN BOLES plays the Riverside, Milwaukee, week of April 8, followed by Ted Lewis and band, the house's best grosser. HANK BROWNE opened at the River-sink, Milwaukee, this week and will follow with the State-Lake, Chicago. . . . RIO THEATER, Chicago nabe house, started with a Sunday vaude policy March 12. Uses five acts booked by Sam Herman's Agency.

HARRY ROGERS' *Swing Mikado* unit breaks in at the Orpheum, Springfield, Ill. March 24 and will be viewed by RKO and Balaban & Katz officials. Jimmy Stanton is directing a cast of 85 Negroes in Chicago, including a large singing group.

JAN RUBINI sailed March 1 from Los Angeles for Australia on a three-month engagement. Set thru Rockwell-O'Keefe.

AL RAYMOND and Bill Caverly have reunited and are playing club dates in New York. . . . CORINNE DOYLE, who dropped out of the Frank Fay vaude show after the first night, brought a claim for two weeks' salary to the AFA. AFA contacted Fay and a settlement was reached. . . . DONALD BAIN is back in New York for vaude dates after 18 weeks with the road company of *Our Town*.

LOU PARKER returns to Chicago week of May 5 to play the Oriental. Paul Mall will be on the same bill. . . . BALABANOW FIVE and the Rutons go into the State-Lake, Chicago, week of April 14. . . . PAULA STONE is heading a new unit using Paul Dingley's Orchestra. It opens a three-day date at the Paramount, Fort Wayne, Ind., Friday (17).

Robitschek Vaude Grosse \$3,600; Bond Pays Acts

NEW YORK, March 11.—Kurt Robitschek's second American vaude venture, at the Maryland Theater, Baltimore, last week, which lasted for one week, did a total gross business of \$3,600, netting Julian Fuhs, who fronted the show, \$231 and the house approximately the same amount. With this over, Robitschek said that he's thru trying to revive vaudeville in America.

Robitschek took exception to the reports that the show folded, saying that he only intended to run it a week anyway, and that Maurice Schwartz's road show of *Three Cities* had been booked for last Saturday several weeks in advance. He pointed out, tho, that for the first time in years Baltimore's three legit houses were operating and he had the tough luck to step in that week, which slackened things no end. Price policy for the week was 25 cents to \$1.

All the acts were paid off, however, from the bond which was posted with the American Federation of Actors. Fuhs was the first vaude producer to post a bond since the new AFA ruling went into effect. This rule followed the recent flop at the Majestic Theater which left many acts holding the bag for a week's salary.

The show at the Maryland carried the same title as Robitschek's Majestic turkey, *Laughter Over Broadway*, but the cast consisted of Buck and Bubbles, Nat Nazarro Jr., Don and Bud Gilbert, Ginger Dulo, Maurice and Maryea, Kathleen Harris, Elaine Arden, Benny Ross and Maxine Stone, Ruth Landi, and the Royal Whirlwinds.

Attractions Draw Business in Akron

AKRON, O., March 11.—Akron has fared far better than many cities its size for variety shows. The Palace here has had 18 band-vaude attractions on its stage since last Labor Day, and has presented 42 units since August, 1937.

According to Manager Bud Sommers, there are plenty more in the booking files. Eddy Duchin's Band and a supplementing vaude bill opens at the local house March 10; Major Bowes' *Swing School*, March 18; John Boles p. a. with Joe Rines Orchestra March 24. Al Donahue's Orchestra March 31 and Jimmy Dorsey's Orchestra May 5.

Four other units are booked, but the dates are not definitely set, Benny Goodman, Artie Shaw, Kay Kyser and Blackstone.

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AFA Grabs Load Of Publicity With Ban on WPA Jokes

NEW YORK, March 11.—The American Federation of Actors fell into a load of publicity this week when its council passed a resolution warning members that they would be fined or suspended if caught using gags derogatory to the WPA. AFA explained that it didn't feel it was right for the more fortunate privately employed AFA members to razz their fellow members on the WPA.

Story of the resolution landed on four front pages locally Tuesday and was followed by editorials kidding the AFA the following day. Story went out on the wires, too. The newspapers contacted the other performer unions, which promptly denied they would follow the AFA's action.

WPA officials were overjoyed, of course, and thanked the AFA. The reaction in the trade, however, was that the AFA was censoring its members right of using whatever material they wished. Sensing this, the AFA executive secretary, Ralph Whitehead, on Thursday issued a statement denying censorship and insisting no member would be suspended for violating this new rule. He said he hoped AFA members would voluntarily cease razzing the WPA.

Vode-Visions May Slap Suit on AFM

NEW YORK, March 11.—Vode-Visions will give Joseph N. Weber, president of the American Federation of Musicians, 10 days in which to answer its offer and threat sent Wednesday. The letter asks for withdrawal of restrictions placed on musicians for the recordings, but threatens a million-dollar damage suit should Weber refuse to come to more amiable terms.

Penthouse, Boston, Closing for Season

BOSTON, Mass., March 13.—The Penthouse, atop the Hotel Bradford, will close for the season. Tommy Maren found himself too occupied with his Dinty Moore's restaurant.

The night club Ken, which closed for renovations, is again open.

Dave Lillenthal will import a couple of big names from New York for the 1939 edition of the *I. J. Fox Follies* locally.

Lou Walters projected night club on Cape Cod which will seat 400—he says the four hundred—will be circular in design.

The Latin Quarter Club has restored the chorus line.

The Ritz Carlton Roof will open May 1 with Benny Goodman's Band and Adelaide Moffett the first two weeks. Larry Clinton will follow Goodman.

MILWAUKEE, March 11.—The Empress, which has been playing sex films, has switched to daily burlesque with I. B. Hamp and his show, featuring Marion Rose, along with a feature flicker. Prices are 15 cents to 12, 25 cents to 6, and 35 cents thereafter.

Burly Show for Women Only

PHILADELPHIA, March 11.—A burlesque show for women only, sponsored by the Philadelphia Junior Consumptive League for the benefit of the Los Angeles Sanatorium, Tuesday at 150 North Broad street, resulted in a gross of \$1,267.50 and an attendance of 1,950. No comps were issued.

Show followed a regular burlesque layout, Paula being the featured strip artist. Other entertainers included Margie Smith, the Three Lunatics and a chorus of hefties, the Beef Trust.

Harry Biben supplied the talent.

Chevrolet, Dealers Split Nut of Unit; 6 Wks. of I-Niters

BERKELEY, Calif., March 11.—Possibility of commercial industries employing more vaude talent was indicated, following recent conclusion of a series of engagements for Chevrolet Motor Co. George West, Three Novelaires, Don Amato and a pianist played six weeks of one-nighters, giving one evening show in the showroom of a Chevrolet dealer in each town. Playing to an average of 850 people per night, show ran two and one-half hours, with nut split by Chevrolet Co. and individual dealer. Six shorts, educational in nature, also used.

Acts were paid \$15 per day and transportation.

Claimed that this form of direct contact advertising has brought tangible sales results and considered likely that other industries will follow Chevrolet's lead.

Shubert, Philly, Closes

PHILADELPHIA, March 11.—Shubert Theater here will close for the season after tonight's performance. Mediocre grosses since its opening caused operators to decide not to buck the Lenten season. Lester Schwartz, publicity man, says the house will be given a thorough renovation before its September revival. Operated by Joseph Hurtig, formerly of Hurltig & Semon.

Last year's operation of this house ended disastrously for Max Wilner. Mrs. Wilner and the former manager, Thomas Germaine, are still under bail for evasion of federal taxes.

Nickens at Roxy, Knoxville

KNOXVILLE, Tenn., March 11.—Frank Nickens is the new house manager at the Roxy, local tab-burly emporium. He began this week on changes in the house lighting equipment, and also is adding new seats. Business is reported as satisfactory. Jack Keating and Renee Mahar are producing the Roxy shows. Others in the cast are George B. Hill, Lorraine Tumblyn, Pearl Lawson, Virginia Watts, Sue Jordan and Norman the Great.

Burlesque Notes

(Communications to New York Office)

New York:

PATSY (GINGER) JOHNSTONE finished a week at Fays, Philly, and opened at the Republic March 10 to replace Sherry Britton. Hindu Wassau followed Patsy into Fays'. On the same bill at Fays' were Bob Carney and the Carney kids, recently of burly, who moved from Philly to the Oriental, Chicago. . . . IRENE AUSTIN, of the Republic, is featured in printing matter advertising a perfume manufactured by Joe Giacomoni, former manager of the People's. . . . MINSKY'S PIER, Miami Beach, will call it a season March 18. . . . JOEY FAYE, comic, entrained March 9 for the Coast to join Rudy Vallee, with whom he has contracted for all the latter's pix, air and stage engagements. . . . MIMI LYNNE, ex-burly stripper, is a student at Ben Bard's School of the Drama in Hollywood, Calif. . . . PALMER COTE due to open at the Capitol, San Francisco, latter part of this month.

VALERIE PARKS, featured on the Hirst Circuit, reopened in her own show March 5 in Baltimore after two weeks of layoff at the Montefiore Hospital, Pittsburgh, due to throat trouble. . . . ERMAINE PARKER was requested by the management to repeat her tassel novelty stunt at the Republic this week. . . . MARGIE PENNETTI, former burly ace, was featured guest at Eugene D. Rango's birthday party thrown by dad Dominick at the Hotel Remington March 5. Others at the affair were J. Powell, H. Norworth, Mr. and Mrs. L. Lawrence, Ike and Bob Thompson, F. Carlson, Mr. and Mrs. M. Kennedy, Joseph Troiano, Sam Gold, Al Wiess, Margaret Pitts, Olga Newman, Betty and Helen Fine and June Brown. . . . PALACE, BUFFALO, slated for a colored show March 17 week and then return to burly stock March 24. . . . BOB and TEDDY, dance team, new here from the Coast and booked by Frank Belmont, extra-attractioned at the Republic March 3 week.

MONA LEES replaced Diane Burton at the Eltinge March 10. Booked by Dave Cohn, who also sent Edna (Hotcha) Dee to the Palace, Buffalo, which returns to stock. Also Diane Johnson to the Galety to replace Margie Kelly and Tirzah, dancer. . . . IRENE CORNELL and Vilma Joszy wound up a Midwest Circuit tour March 3. Miss Cornell stayed over an extra week at the Avenue, Detroit. . . . TOMMY (SCURBY) MILLER and Leon DeVoe also closed on the Midwest and opened as a stock house team at the Avenue, where Harry Cornell opened March 4. . . . CHARLES (KLUTZ) COUNTRY left the Midwest wheel March 10 to open in stock in Minneapolis. . . . ESTA ALJA closed five weeks of stay at the National, Detroit, March 10. Coo Coo Morrissey, Murray Green and Esta Lang left March 3. Bobby Vail, Jewel Sothorn and Lorrie LaMont exit March 17. Bobby Faye and Irma Vogeley opened March 4 and Danny Lyons the week before. . . . SALLY GRANT, 18-year-young daughter of Johnny Grant, ex-burly straight man and now writer for the air program of Abbott and Costello, debuted as a singer in an audition series for the Horace Heldt Ork at the Biltmore Hotel here March 7 evening.

MANDY KAY, comic, with a record of 52 weeks of stay at the Columbian, Boston, was accorded a big celebration during Anniversary week of February 27. First comedian to achieve that distinction in Boston. The entire mayor's office attending the party that operator Max Michaels threw in his honor. . . . ABE AND ROSE GORE, ex-burleskers, now with *Abie's Irish Rose* company, enjoyed an old home week while playing Baltimore. Entire cast were invited guests February 27 of the Esquire Club, where the Gores found former burly friends in Walter Budd, Mac (Goggles) Barron and Bee Baxter. . . . JEANNE ROCHELLE, held over at the Republic, is entertaining an offer thru Nat Mortan for Harry Sherman's all-girl unit for the Major Bowes' Circuit. Also another for the 606 Club, Chicago. UNO.

Chicago: MIDWEST CIRCUIT will have five full week stands, with the Palace, Buffalo, closing March 17. Wheel is in its 28th

week. . . . HERBERT LEPSIG and Patricia Morgan open at the Capitol, Toledo, Friday. . . . CRYSTAL AMES comes into the Rialto here March 24. . . . CHARLES COUNTRY is vacationing before moving into the reopened Galety in Minneapolis this week. . . . RIVOLI in Denver was raised last week and manager of the house, Robert G. Mappel, was fined \$100 on charges of presenting an indecent exhibition. Six members of the cast were fined \$25 each. . . . JOE DE RITA and Harry Jackson joined the Midwest Circuit roster. . . . FLORINE MANNERS, former nude dancer, is now doing a singing act.

Phil Rosenberg Bookings

NEW YORK, March 11.—Ned Welsh and June Marshall, from the Hirst Circuit to the Republic, opening March 17. . . . Sunya (Smiles) Slane to Baltimore March 12, and to Boston March 20. . . . Kent and Kodel at Republic yesterday. . . . Boob McManus replacing Bert Marks at Triboro tomorrow. . . . Fred Binder, Jack Rosen, Art Gardner, James K. Francis, Paddy Cliff, Joy St. Clair, Louise Rogers, Patricia Joyce, Janeece, Theresa Maselola and Jeanne Williams open in Washington (Hirst) March 12. . . . Amy Fong will be replaced by Marie Cord in Boston March 19. . . . Rosalie opens at Troc, Philly, 12. . . . Lillian Dixon with *High Strippers* in Washington March 19. . . . June St. Clair, as added attraction, Allentown and Reading, March 20, and for the rest of the Hirst Circuit route. . . . Jeanne Williams opens in Baltimore March 19.

Burlesque Review

Gayety, Baltimore

(Reviewed Sunday Evening, March 5)

Valerie Parks brought her own show here this week and unfolded a particularly entertaining burly review. Altogether following usual lines, this production by John Ensley is cleaner than the average, has its novel twists and moves along at a fast clip.

Comedy is the main theme and in the capable hands of Toothless Billy (Boob) Reed and Billy (Scratch) Wallace. With few exceptions, skits are clean. Reed presents some original gags and clicks in a clever musical bit. As a combination, the boys execute a number of amusing blackouts, assisted by Grace Gordon, a good talking woman. Help is also given by straight men Harry Ryan and John Ensley, while Ryan goes comedian to bring the house down with a "strip tease." Also in the comedy vein, vaude team of Levan and Bolles gives the customers plenty of reason for boisterous laughter and receives an ovation.

The stripping, while short in number, is long in quality. Possessor of good looks and body beautiful, blond Valerie Parks, a terrific box-office attraction here, has the boys gasping. With a swell wardrobe the talented Parks, by her graceful but sensuous movements plus vigorous bumping and cute pouting, stamps definitely her right as a top-notch. At this reviewing she stopped at no halfway measures. Voluptuous Anna Smith handles the other disrobing spot and received a good hand for her wiggling rapid-fire strip.

Altogether the routines are regular the 12 chorus girls are streamlined and the majority are easy to look at. The girls are freshly costumed and for the most part are very happy. Nydia fronts the chorus for veil, fan and balloon dances. She has poise and grace, used to good advantage. Wilbur Rance handles the singing chores with a pleasant tenor voice and also doubles as straight man for several scenes.

An additional strip would lend more balance to unit. Walter Lester leads pit band. House, operated by John (Hon) Nichols and managed by Gus Flagg, uses Hirst shows with three-day policy. Phil Lehman.

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In Strips-Talk a la Kentucky

Current at the REPUBLIC. New York City.

Direction Phil Rosenberg



New "Hit Parade" Quarters Humming

MEMPHIS, March 11.—With rehearsals set for April 13 preparatory to the opening of *The Hit Parade* under canvas April 20 at Brownsville, Tenn., all its hustle and bustle in winter quarters in the latter city. Carpenters, painters, mechanics and scene builders are busily engaged in framing what promises to be one of the most attractive tent theaters on the road.

Fred Yale, associate manager who has directed activities from his home in Memphis during the winter, has transferred his office and headquarters to Brownsville. Howard King, manager of commercial advertising, and his wife, who have been wintering in Houston, are expected in quarters the last of the month. Verne Perry, band and orchestra leader, is scurrying at Oneonta, N. Y.

Joe Brasler, master mechanic, is busy installing air brakes on the show's 12 tractors and trailers. James Krupa, superintendent, has returned to Brownsville after three weeks in Hot Springs. Calvin Spikes, boss canvasser, has arrived from his home in Orange, Tex., and George White, seatman, and Dick Jones, electrician, are expected shortly.

"Crazy Ray" Reminisces On Old Showboat Days

Editor *The Billboard*:
I never finish reading *Billyboy* until I give the rep page the second time over. I'll never forget my showboat days. Those were the happy days. I caught the death of Ted Goodwin, of Goodwin and Goodwin, recently in *The Billboard*. I was on Wiley McNair's New Era Showboat the winter of 1910. I joined at the old home town, Paducah, Ky. and we went south and stayed in Bayou La Fourche, La., down in the cane belt, and the Goodwins and Dr. Morris and his trained monkey, Jock-O, were also on board.

On the Greater New York Showboat, which Steve Price's father had just bought from Ralph Emerson, Horace Murphy, of Murphy's Comedians, had the band and was the producer about 1911. On the boat at that time in the band were Horace Murphy, leading with an old-time E-flat cornet; Glen Brunk, Joe Baird, callopie and trombone; Chic Pellette, baritone and general business actor; Gordon Hays, doing heavies and alto in band; myself, trap drums and assisting Joe Baird on callopie.

On the W. R. Markle's Golden Rod, about 1912, James Hayden had the band; Charles Smith, trombone, and myself, drums and callopie. I knew Norman Thom well. He was baritone singer and part owner of Cooley & Thom's Wonderful Floating Theater. I also knew Mr. Isenbarth, owner of Isenbarth & Henderson's Floating Theater, out of Marietta, O. Those were the happy days, and when I passed Cincinnati I always serenaded. Homer Denny then played the callopie on the Island Queen with *The Billboard March*. Walter Falkenstein, I guess, was the oldest callopie player on the river at that time. He played many years for Capt. E. A. Price, Steve's father, on French's New Sensation Boat. I often wonder who of the above are living today.

I caught a note in your column of Chic Pellette, and I guess it's the same Chic I knew. He played a hot baritone. I bought the callopie last fall off the Water Queen Showboat and have it overhauled. I expect to frame a large motor callopie outfit to play fairs as a free act after the close of the circus season. I hope the old showboat days come back. I see where Jim Bonnell is back with the showboat and I hope he makes a go of it and brings the good old showboat days back. I expect to be with Mr. Adkins on the Cole Bros.' Circus this season, making my 17th year with him.

L (CRAZY RAY) CHOISSER.

Charley Brunk Improving

WACO, Tex., March 11.—Charley M. Brunk, who suffered severe head injuries, neck bruises and a fractured hip in a head-on collision near here recently, has shown improvement the past week, and physicians at Providence Hospital here, where he is confined, have given him an even break for his life. He was unconscious for two days after the accident and physicians had given him little hope for recovery. Brunk was advance agent for Brunk's Comedians, playing near here.

Rep Ripples

RED HARRIS has returned to his home in Black Creek, N. C., after a visit to Florida, where he says he bumped into a number of rep folks. En route home he stopped off in St. Stephen, S. C. to visit with Glenn Newton's show. Red spent several days on the show and presented his blackface specialty nightly. Harris infers that Jack Grady, whose troupe is touring South Carolina, has an attractive outfit and a new top. . . . THE CRAWFORDS report that business is fair with their four-people trick in Ontario. . . . A. L. (BERT) PACKARD is readying a small troupe in Portland, Ore. His Packard Players will not go out this season. . . . DICK BUTLER and daughter, Bernice, of the Three Butlers, are at their home in Indianapolis recovering from an attack of the flu. . . . PAUL (TESSIE) RUSSELL, last season with the Milt Tolbert tent, is working New Orleans night clubs these days. . . . JACK HUTCHISON and daughter visited with the Brasfield Players in Rome, Ga., for a few days recently. . . . ART KLINE, for many years with the Guy Players and other stock and rep organizations, is now out of the business and working on a government project in Indianapolis. . . . SLIM WILLIAMS enjoyed a visit with Ches Davis when the latter's show did a midnight performance recently in Rome, Ga. . . . JOHNNY FINCH, after closing with the Boob Brasfield Players in Rome, Ga., is visiting at his home in Miami, Fla., for a few days before joining Billy Wehle's new show in Valdosta, Ga., for the season. . . . BILLY WHITE, trumpeter, and Ray Gunter, juve and specialty artist, also have closed with the Brasfield troupe to cast their lot with a tent organization. . . . IRVIN BEEMER and wife, Red Jenks and wife and Herb Camp are recent additions to the Brasfield organization.

FRED VANCE, former comic, is now engaged in commercial lines in California. . . . BIG OLE No. 1 Show has returned to its old stamping grounds in Minnesota after several weeks in Wisconsin. . . . MANY MIDWEST circles were forced to cancel several nights last week on account of heavy snows which made the roads impassable. Those who weathered the storm and managed to play their dates suffered from a shortage of shekels at the b. o. . . . ART AND MAE NEWMAN, formerly with the Rialto Players in Arkansas, are sojourning in Dallas. . . . DON AND CORINNE MUCKEL have signed with the Augler Bros.' Show for the coming season. . . . JESS SUND has joined the Chick Boys circle in Nebraska. . . . TILTON-GUTHRIE Players will bring their circle season

Show Biz of the Open Spaces

By E. F. HANNAN

RECENTLY an inquiry was answered in *The Billboard* as to who wrote the play version of *Quincy Adams Sawyer*. This brought to mind the thought that plays and players of the so-called sticks are not entirely overlooked. Corse Payton once said that his name would be remembered when the names of so-called big-city stars of his day would be forgotten. Payton facetiously styled himself "the world's best bad actor," but those who knew him in his heyday have always taken this remark to be a bit of deep satire. He made 'em weep with his *Over the Hills to the Poorhouse* and oldtimers will remember an enjoyable evening spent watching Payton put over his *Dora*, a classic of its kind in the way that only he could do it.

The idea that only the great come off Broadway has been dashed to pieces so often that the public now gives credence to talent wherever it is found, forgetting where or how the performer came by it. Olsen and Johnson are an instance at hand. In the small city of Belfast, Me., a retired actor takes it easy and thinks of the days when he did *The Bells*, *Michael Strogoff* and *The Hunchback's Daughter*. Thomas E. Shea spent most of his life in show business, appearing mostly in what we now dub the sticks. He seldom appeared in New York, still very little while some writer eager for copy calls to interview him for a story. He is not forgotten.

Oldtimers will remember a clever actress of the repertoire days named Ullie Ackerstrom. She is still remembered,

to a close late this month. They open the tent season in May to play their Iowa territory. . . . AL W. CLARK has been signed by Al Cooper, manager of the Dixie Queen Showboat, now in Kansas City, Mo. Clark will direct the production, and rehearsals are scheduled to begin March 26. Others who have signed include Wayne and Loretta Huff and Bradford Crandall. . . . NONA NUTT, after a visit with relatives in Northern climes, has returned to her home in Independence, Mo. . . . DOROTHY DUMAS, former repertoire leading woman, is now dramatic director in an Oklahoma high school. . . . VIOLA AND JERRY BRUCE have joined the Dick Shankland Players in North Dakota. . . . H. V. DARR, trail blazer, has signed with Ward Hatcher's Comedians for the tent season.

JIMMIE AND LOUISE JUKES, rep team, are said to be organizing a med show in Texas. . . . DICK SHANKLAND Players have returned to their former base town—Valley City, N. D. . . . CHANCE CORBIN, formerly with Augler Bros., is now a resident of Kansas City, Mo., where he is doing band work. . . . HERSHELL C. WEISS is rehearsing his play, *The Nazarene*, which he will present at Municipal Auditorium, Kansas City, Mo., Easter week. . . . KING AND HAZEL FELTON have joined Jim Warren's Comedians in Louisiana, where the troupe recently opened under canvas. . . . LOUIS FITZROY, after closing with the Lyons circle in Arkansas, is now sojourning in Texas. . . . WALTER PRICE and Helen Gentry recently joined the Georgia Lewis Players circling in Arkansas. . . . ALICE RICHEY and Co. are playing in the auditorium of the May Co. department store, Los Angeles, for General Electric. . . . BLANCHE BRADLEY, after severing her connection with the Sid Kingdon Players in Northern Missouri, jumped into Kansas City, Mo.

. . . STARK ROBINSON, rep comic and character man, is producing amateur shows in Missouri. . . . FRANK JONES, musician and actor, has signed with the Shankland Players for the sixth season. . . . MR. AND MRS. JIMMIE MURPHY, now playing dates around Sioux City, Ia., are planning to reopen their Northwestern Iowa circle soon. . . . GIL JENSEN PLAYERS, who have been showing in and around Aberdeen, S. D., all winter, have changed their base town to Minot, N. D. . . . ALICE ELLIS, stock and rep character woman, has been drafted into the cast of the Kansas City, Mo., Resident Theater for its forthcoming production. . . . E. R. MISNER Players have returned to Kansas City, Mo., to play return dates with their lyric attraction. Troupe will head south from the Missouri city, then west to California. . . . AL SPAHT is now director of athletics with the University of Kansas City.

Kinseys Quitting Indoors for Tent

CANTON, O., March 11.—Madge Kinsey Players, who opened at the Grand Opera House here Christmas Day, will conclude the local engagement of 12 weeks Sunday, March 19. Harry Graf, business manager of the troupe, announced this week.

Troupe has been playing seven nights a week since it opened in addition to three matinees, with two changes of bills weekly. Same admission prices of 15 and 25 cents have prevailed thruout the run here, with business reported as satisfactory. Week-end patronage on several occasions has been sellout. Company will take to the road under canvas late in April. Mr. and Mrs. Graf (Madge Kinsey) will vacation for two weeks before readying the tent show for the new season.

Tolbert Show May Not Tour in 1939

DOTHAN, Ala., March 11.—It is authoritatively reported here that the Milt Tolbert Show will not open its tent season until August this year due to the settling of the estate of the late H. D. Hale, former owner of the show, who passed away October 4 last.

If the estate isn't settled by August it is likely that the show will forsake its season's canvas trek altogether.

Buddy Hale, manager of the show, is now the owner of and taking active interest in a restaurant here.

done honor to the stage of the sticks. Love of the work, more than greed or glory, kept them going. They were a part of American life in the so-called Gay '90s, worthy predecessors of the small but active group who carry on today. It's a tough disease to shake off—when once you're thoroly inoculated with it—this show business of the open spaces.

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 51. MARCH 18, 1939. No. 11

Magic

By BILL SACHS

(Communications to Cincinnati Office)

BLACKSTONE and Company, current this week at the Palace, Columbus, O., plays the Senator, Pittsburgh, next week. . . . **DON AND THELMA GREENWOOD**, now fooling the West Coast populace, played the Golden Gate Theater, San Francisco, March 1. Don and Thelma are doing a new double gig routine as a finish to their regular magic turn. . . . **AL PAGE AND COMPANY** presented their illusions at the police show staged at municipal auditorium, Macon, Ga., last week. . . . **AL CAROSELLI**, Detroit deceiver, is reading a new turn, featuring coin manipulations, which he plans to take on the road in the spring. . . . **MURRAY ROSS** is confined to Fox River Sanitarium, Batavia, Ill., and would be pleased to hear from his magi friends, especially Carl Sharpe. . . . **FLORETTA AND BOYETTE** opened at the Biltmore Hotel, Providence, March 6 for a six-week stand, to be followed with a stop at the Hotel Biltmore, New York. . . . **DELL O'DELL** opened in the Mary Murray Room of the Hotel White, New York,

March 7. On the same date Madame Olga took over the mental duties in the Room. Fairfax recently closed at the White to make the Normandie's cruise to South America. Miss O'Dell recently did a five-month stint in the Raleigh Room of the Hotel Warwick, New York, and prior to that put in six months at Ben Riley's Arrowhead Inn, New York. . . . **CASSANDRA**, blond mentalist, is holding forth these days in the Patio of the Everglades Hotel, Palm Beach, Fla. . . . **JACK W. THOMAS**, the Jack Frost Sugar magician, who has been playing thru Ohio all winter, will appear with the Columbus Minstrels in Columbus, O., March 15-17. . . . **KING FELTON** closed a week's engagement with the Monroe Hopkins Players in Houston March 1 and left the next day to join an opy in Louisiana. . . . **EL DORADO**, magician, and his troupe have been set for a four-day show to be held soon at the Armory, Kokomo, Ind., under sponsorship of the Enlisted Men's Club of the National Guard. In the company, besides El Dorado, are Sue Christie, Margorie Marshall, Reggie Laurence, the Kokomo Jr. Hot Shots and the Sage Brush Burners.



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VIRGIL is currently touring the Lower Rio Grande Valley of Texas, carrying four people and a ton of equipment. Show travels in a large semi-trailer truck equipped with baggage compartment and two Pullman-like staterooms. His full-evening program includes *Burned by Satan*, the levitation, guillotine, substitution trunk, *Den of Living Nightmares* and many other nifties. A new lion is being shipped to Virgil to be used in a new jungle illusion just completed. Henry Hudson Davis is blazing the trail for the Virgil troupe. . . . **JEAN FOLE** is still holding forth at the Club Delavan, Buffalo, with Art Shaul's unit.

SUGAR'S DOMINO
(Continued from page 4)
bring him into being. The answer in practical terms is that as soon as such a rulling is passed the bookers that really amount to something will avoid the up-and-coming bands like the plague. They will concentrate their efforts instead on the established bands that are comparatively easy to sell and where speculation or long-shot gambling is not involved.

We feel that due to the peculiar character of the band business the AFM, because of the important part it plays, should have its finger in the regulation of commissions. A blanket ruling on commission restrictions is definitely not the solution. There are many cases indeed where bookers have the upper hand and impose unreasonable commission demands. These can be controlled somehow either by the international or locals. The union can help the industry considerably, for example, by looking into the commission situation in sections where grass grows tall and bookers squeeze the bands to the wall. A good percentage of these bands aren't worth bothering about. They'll never amount to more than a roll of plus in the business. But the small percentage consisting of the promising bands represent the band business of tomorrow. They need the protection and encouragement of the AFM. They should get it. But not in a way—as thru a blanket commission restriction—that would injure critically the cream of the business.

We advise action on the commission situation at the next AFM convention. But we warn the delegates for the good of their union and the business to think twice and three times before they act to restrict commissions universally.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Walpert Derbyshow Still Has 10 and 5 in Running

BAKERSFIELD, Calif., March 11.—Charley Walpert's Derbyshow, which opened here with 24 couples and eight solos, is moving along in fine shape. With 769 hours clocked off, 10 teams and five solos are battling it out.

A wedding last Sunday gave the show a packed house. Emsee Danny Bramer is doing a fine job, as are Jimmie Gable and Blackie Lattessa, midnight maniacs. Recent visitors were Al Painter, Bill Fallon, George Pughe and Al Copeland.

Ross Passes 528 Hours; Business Holds Up Well

CINCINNATI, March 11.—Hal J. Ross Derbyshow, playing in Tacoma Park, Dayton, Ky., across the Ohio River from here, continues to play to satisfactory business. Nine teams, all sponsored, and two solos remain at the 528-hour mark Friday night and seem to be in pretty fair shape for the time on the floor. An amateur show run off between relaxation periods last night was well received.

Jimmie Passo, night judge, keeps the audience worked up to a frenzy by his sour-puss stuff, and Monte Hall and Phil Murphy are doing bang-up jobs emseing. Harry Hamby has taken over the duties of day judge. Jack (Dead Pan) Kelley and Roy Myers are stooges. An added attraction was given the lookers-on Wednesday night when Tillie Sweet went into the ice.

Others on the staff include Wanda Reed, tickets, with Mrs. Bob McClure on the day shift. Bob McClure, ticket taker; Velma Lane, reserve seats; Bob Rob-

inson, head usher, assisted by Jack Kearns; Irene Carter and Margie King, nurses; Pop Van Ramm and Jack Reynolds, trainers; Mrs. Monte Hall, supervising dietitian, assisted by Gaby Hall. Phil Mathieu is in charge of concessions and Sam Arnold is auditor.

ERNIE SCOTT, former endurance dancer, types from Kinston, N. C., that he is now an announcer and emcee at Station WFPT there. Ernie promoted a show some time ago in Danville, Va., which he says turned out fairly well. "I am now married and getting along well in life," says Ernie, "but still have a feeling of appreciation and fond memories for my past work. More power to all concerned, and I still follow each show by means of *The Billboard*." Ernie would like to read a line here on Bill McDaniel, Powell Nellies, Austy Dowdell, Joe Purtell, Mickey Thayer, Skippy Williams, Jimmy Kelly, Archie Gayer and any other old friends.

THE KINGS, Donny, Naomi and Jean, erstwhile endurance contestants, are now on tour with an iron lung thruout the West but expect to be back in the field soon.

LEN VANDONE, former marathoner, pens from Baltimore that he hopes to resume where he left off in 1931, as many of his friends are anxious for him to do so. Len is now working at Club Ha Ha, Baltimore.

FRANK FEE posts from Louisville that he has temporarily given up endurance shows, having joined up with a traveling road show.

DON BLADE, of Miami, Fla., informs us that Blair Brown made such a hit as

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AFTER A PLEASANT vacation tour south, Prof. and Mrs. Walter B. Leonard have returned to the snow and ice of their home village, Glens Falls, N. Y. Leonard reports that he had a letter last week from that veteran minstrel and baton juggler, Charles Leedy, now a columnist with *The Youngstown (O.) Vindicator*, who told how he recently produced a minstrel for the Rotary Club there that netted \$3,500 for the crippled children's fund.

EDDIE LEAHY, former minstrel performer, was a visitor at the desk last week, accompanied by his partner, Pearl Fern. The pair are currently playing club dates in the Cincy area. Eddie infos that he recently enjoyed a visit with Charley Willen in Elyria, O. The latter, formerly with the Guy Bros.' Minstrels, is now plunking hot piano with a dance ork in the Elyria sector. And Eddie tells us it's a riot to watch Charley wax hot on the ivories.

BUCK LEAHY is playing night clubs in and around Providence these days with his novel hand-balancing turn.

AL TINT scribbles from Chicago under date of March 7: "Sam Gill must be doing Rip Van Winkle on the Coast or Hi-Brown Bobby Burns made up his own story of having a letter from him. Or maybe Sam is all out of ink. Something's wrong somewhere. Guess we'll have to put the lie detector on Hi-Brown, or maybe Union News on the Coast has run out of *The Billboard*."

"RUSTY" WILLIAMS, veteran minstrel blackface, posts that he's doing okeh in the South with his tent vaude show. "Hope Al Tint and all the boys are okeh," Williams scribbles. "Let's hear from you fellows."

featured warbler at the Venetian Hotel there that he was given a month's contract at one of Havana's leading niteries, leaving for said spot March 10. The column hasn't heard anything of Blair since he did a hospital stretch some time ago and is glad to learn he is doing okeh.

BOB TURNER letters from Baltimore that he was injured in an auto crash recently while en route to the Hal J. Ross show in Dayton, Ky., but has recovered. Until he can catch another good show, Bob is now bartender in the new Florida night club, Baltimore, opened recently by Francis Dimuro, a walkie fan. Bob reports he hasn't made a show since the last one in Hagerstown, Md., and would like to read a line here on the contestants in that one.

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The Final Curtain

ALFORD—Harry L., orchestra arranger and music writer, in Chicago March 4.
ALLEN—C. E., 59, president of the Georgia Fireworks Co., Atlanta, February 27 after several months' illness.

BANKS—Mrs. Gladys Frazin, 38, former film actress and divorced wife of Monte Banks, English producer and director, suddenly in New York March 9. On the stage she was known as Gladys Frazin. About 15 years ago she went to Paris and appeared in the Comedie Francaise and acted in a series of French motion pictures.

BECKMAN—Thomas, 47, for many years one of the country's leading aerialists and more recently director of the Flying Beckmans troupe, of a heart attack in Quincy, Ill., March 3. When 15 Beckman joined the Flying Baldwins and soon won recognition as one of the best catchers in the business. After five years with this troupe he and his brother, William, joined the Mullhill Circus. Later the brothers joined the Hagenbeck-Wallace Circus as members of the Flying Fishers, remaining with the act four years. They then joined the Barnum & Bailey Circus, opening in Madison Square Garden, New York, with the Siegrist Troupe. Together with his brothers, Ed and William, and LeDore, wife of William, he played practically every large city in the United States and abroad. At the end of the World War, in which Beckman served, he played vaudeville dates for seven years. After his retirement in 1937 he and his brother, Ed, organized the Beckman Troupe of 11 girls, which played county fairs the past two seasons. He was a member of the Church of Jesus Christ of Latter-Day Saints, the Masons, the Consistory and American Legion. Besides two brothers, he is survived by a sister, Elizabeth, of Quincy.

BENNETT—Ivy Bowman, 54, well known in Midwest repertoire circles, in St. Joseph's Hospital, Kansas City, Mo., recently. She entered the profession at an early age, being featured in juvenile parts. Survived by her husband, Taylor Bennett, and a brother. Interment March 5 in the family plot in Brunswick, Mo.

BERMAN—Benny, 41, Coast manager for Bregman-Vocco-Conn and one of the best known figures in West Coast music circles, in San Francisco February 24 of pneumonia. Berman was formerly Coast manager for DeSylva, Brown & Henderson. He started his song-plugging career with Remick when 14 and had been connected with music on the West Coast for 25 years. Survived by his widow and a daughter.

BIBBER—Clinton Roy (Slim), active in show business for many years, burned to death in the Queen Hotel fire, Hal-

fax, N. S., March 2. Originally from Vassalboro, Me., he made his headquarters in Halifax and vicinity for many years. He had been publicly advertising manager for indoor fairs and had been affiliated with fairs and carnivals as publicity man and concessioner.

BUNYARD—W. C. (Clay), 44, ride owner and concessioner, in Piedmont, Mo., March 6 of ptomaine poisoning. Associated in outdoor show business for 25 years, he had appeared with such organizations as the Snapp Bros., Wortham's and S. W. Brundage shows. For the past two years and until his death, he was connected with various Chicago carnival supply houses. Bunyard was a World War veteran and a former member of the Heart of America Showmen's Club and Showmen's League of America. His widow, four sisters, two brothers and a cousin, Louis E. (Roba) Collins, well known in magic circles, survive. Burial in Masonic Cemetery, Piedmont, March 10.

COHEN—Charles, veteran outdoor showman and boxing promoter, burned to death in the fire which destroyed the Queen Hotel, Halifax, N. S., March 2. For many years he was a concessioner with the Ben Williams Shows, playing fairs in Northern New England and Eastern Canada. During the winter he promoted boxing in Halifax and indoor fairs at various towns and cities in that vicinity.

COPLEY—Richard, 64, concert agent and manager, February 28 of heart disease in Toronto, Ont., while on a booking tour of Canada. Copley is credited with starting the tradition of advance agent peddling artists and the concert bureau idea whereby local interests in small cities guarantee a series of concerts, selling books of tickets and using the profits. At time of his death he represented Josef Hoffmann, Jan Pearce, Emanuel List, Antonia Brico, Margaret Halstead and the Roth String Quartet. His wife died several years ago. Copley leaves his daughter, Mrs. M. Hendee.

CRONIN—William (Billy), 48, with many major circuses on front door, in charge of tickets and as legal adjuster, in Veterans' Hospital, Sawtelle, Calif., March 4 after several months' illness. He had been with the Hagenbeck-Wallace Circus for a number of seasons and was assistant manager the past season. Survived by his widow, Stelia, well known in the circus field. Services in St. Michael's Roman Catholic Church, Los Angeles, March 7, largely attended by circus folks. Pallbearers were Ralph Clawson, Jack Grimes, Mark Kirkendall, Billie Hamilton, Harry Levy and Nate Alberts. Interment in Calvary Cemetery, Los Angeles.

DAVISON—Harry Ernest, 31, actor, in Mahoning County Sanitarium, Youngstown, O., March 3. Davison began his stage career with the Billy Erhardt revue and formerly had appeared on the radio program from the Barbizon-Plaza Hotel, New York, each Sunday for some time. He was a member of the Actors' Guild. Survived by his parents, a sister and brother. Services in Youngstown, with burial in Solon Cemetery there.

ECKHARDT—John Sr., father of Johnny Eck, half-boy, and husband of the late Emilia Eckhardt, in Baltimore, suddenly March 6. Services from the residence March 9, with interment in Greenmount Cemetery, Baltimore.

HAGUE—Robert L., 59, manager of the Marine Department of the Standard Oil Co. of New Jersey and re-organizer and financial adviser to the Lambs, March 8 in his apartment in New York of cirrhosis of the liver. He was well known in theatrical circles for his services to the Lambs Club and actor charities. Besides generous contributions to most of the theatrical charities, Hague for many years undertook the presentation of a revue in Hoboken, N. J., turning over the grosses to a Catholic church in one of the poor districts. Survived by his widow, the former Mary Lewis, of the Metropolitan; a brother and his mother.

HALAHEN—John, 87, singer, March 6 in Detroit after an illness of three months. Burial in Mount Olivet Cemetery there.

HARRIS—Ben V., 33, Chicago acrobat, in an auto crash on the Falls-Auburn road, eight miles west of Auburn, N. Y., March 5. He was en route to New York with his twin brother Burt, and the latter's wife Loretta, where they were booked for the World's Fair.

HENDRYX—Ray (Nig), aerialist, formerly with Bob Fisher's Five Fearless Flyers, was killed March 7 when he fell from a train near Joliet, Ill. He was active in show business until five years

ago when an accident caused his retirement. He had been with the LaMars, Flemings and LaVans, flying acts. Body was removed to his sister's home in Bloomington, Ill., for services and burial March 10. Pallbearers were Bob Fisher, Elden Day, Benny Gibson, Harry LaMar, Glen Fisher and Mickey LaMar, all active aerialists.

IN MEMORIAM
JACK V. LYLES
 Born—October 21, 1893.
 Died—March 13, 1939.
 Mr. Lyles was hurt on March 14, 1938, in automobile accident, and died on March 13, 1938, in Macon, Ga.
 At the time of his death he was affiliated with Art Lewis Shows as General Representative. He was also connected for many years with Johnny J. Jones Shows, Frank West's Shows, Oscar Buck's Shows.
 Survivors: Mrs. Hortense Pitt Lyles, Hortense and Hylda Lyles and Martin Pitt Lyles.

JACOMETIA—Mrs. Rebecca, well known to many show people, at her home in Lima, O., March 4. Survived by two sons, Albert and Jacob, who were in show business many years ago, and two grandsons, also in the profession. Burial in Delphos, O., March 6.

JUCH—Emma, 78, concert soprano, of cerebral hemorrhage March 6 at her home in New York following an attack the day before while she attended a motion picture theater. She had made her American debut at the old Academy of Music, New York, 1881, and was the first artist engaged by the American Opera Co. In 1894 she retired to marry Francis L. Wellman from whom she was divorced in 1911.

IN MEMORIAM
JACK V. LYLES
 Who was suddenly taken from our midst March 13, 1939. A Showman and Friend.
 "Entire Personnel of"
ART LEWIS SHOWS, INC.

MONTFORT—Frank C. (Pappy), 73, father of Stanley Montfort, well-known burlesque straight man and now on the Federal Theater Project, Cincinnati, and emcee at the Wonder Bar, that city, at the Convalescent Home, Cincinnati, March 10 of complications. Altho never a performer, the deceased had traveled with his son for 18 years. His widow and two other sons survive. Funeral services and interment in Covington, Ky., March 13.

MOORE—Albert Edward, 35, midget clown, of spinal meningitis, March 5 in Temple University Hospital, Philadelphia, after a long illness. Moore, known professionally as Al Moore, was three feet seven inches tall. Before joining the Ringling Brothers-Barnum & Bailey Combined Shows in 1929 he played with the old Sells-Floto Circus and with Slinger's Midgets. His most popular act was his leap for life from a supposedly burning building while dressed in baby clothes. He also played the harmonica. He retired in 1937. He leaves his parents, Mr. and Mrs. Arthur William Moore, three brothers and a sister. Services at the residence March 8 with burial in Greenmount Cemetery, Philadelphia.

PORTER—Charles W., 71, believed to be the oldest active theater manager in Detroit, March 8 in Grace Hospital there. Early in his career he managed the Academy of Music and the Jeffers Theater, Saginaw, Mich. In 1910 he became manager of the Miles Theater, leading Detroit vaudeville house of that period. Later he managed other theaters for Charles H. Miles in Cleveland, Youngstown, O., and Steubenville, O. He later returned to Detroit and was manager of the Majestic, Regent, Duplex, Rosedale, Lakewood and Forest theaters. He was also active in the legitimate field years ago in the road productions of E. D. Stair and Bert C. Whitney, with whom he was associated. He was also an early president of the Theater Managers' Association of Michigan, now the Allied Theaters of Michigan. Survived by his widow. Burial in Saginaw.

RICE—Mrs. Hardenie J., 69, mother of Cecil C. and Oscar J. Rice, well-known showmen and former owners of the show bearing their name, at her home in Elizabethtown, Ill., March 3. Burial in Elizabethtown.

ROBERTS—Stephen K., 62, circus trouper, of a heart attack in Honesdale, Pa., February 24. His initial venture in show business was with the old Goodrich Wagon Show. For 15 years prior to his retirement three years ago he had been with Downie Bros.' Circus, with the ex-

ception of 1936, when he was with Russell Bros.' Circus. He had been head canvasser for Ringling Bros. and Barnum & Bailey and associated with Hagenbeck-Wallace and other circuses in various capacities, having spent approximately 50 years in show business. Survived by two brothers and two sisters. Services in Honesdale February 26, with burial in Indian Orchard Cemetery there.

SCHEIDEL—Carl E., 50, manager of the Royal Theater, Cincinnati, at his home there March 9. He had been ill since November. Scheidel had been associated with the Hamilton Amusement Co. and Associated Theaters for 30 years. Survived by his widow, Catherine. Services March 11.

SCHENCK—Elliott, 69, opera composer, conductor and former chorus master at the Metropolitan Opera House, suddenly in New York March 5 while walking near his home. Survived by his widow, Sophie.

SHOUP—Mrs. Eleanor A., mother of Hillier Innes, assistant manager of Paramount Picture's New York production department, March 6 in New York. Interment in Arlington National Cemetery, Washington. Mrs. Shoup's husband was Capt. Aubrey K. Shoup, U. S. Navy.

STEIFEL—Abraham, 70, motion picture exhibitor in Philadelphia for 30 years, at his home in the Garden Court Apartments there after a lengthy illness March 3. He built and operated more than 20 theaters. In recent years he leased most of them to Warner Bros. His widow, three sons and two daughters survive. Services March 5 in Philadelphia.

STORRS—Frank V. (Frank V. Strauss), 76, former associate of the New York Theater Program Corp. and theater builder, March 8 in Good Samaritan Hospital, West Palm Beach, Fla. He had been vacationing in Florida. He became associated with the theater program business at the age of 18, helping develop the present corporation which supplies all programs for New York's legit theaters. Later he built and controlled 25 motion picture theaters in New Jersey and New York. He changed his name in 1917. Survived by his widow, Mrs. Amanda Mayer Storrs, and two daughters. Burial in Kensico Cemetery, New York.

THOMPSON—Mrs. Vivian, 26, well known in the carnival field and wife of Earl Thompson, concessioner with Bantley's All-American Shows, at her home in Middlefield, O., February 3. Besides her husband, she is survived by her parents, Mr. and Mrs. C. W. Covill, of Middlefield.

WILBY—Mrs. Maurice, 32, stage and screen performer for 15 years, March 6 in Battle Creek, Mich., her former home. In 1923 she joined a musical revue in Detroit and later appeared on Broadway and in Hollywood. Ill health caused her retirement two years ago. Survived by her husband, of Long Island, N. Y.

Marriages

BYRNE-FARRELL—Robert Byrne, member of Jimmy Dorsey's Band, and Patsy Farrell, nonpro of Fort Worth, Tex., in Hartford, Conn., March 6.

CEASAR-ARNETT—Pete D. Caesar, shooting gallery operator, and Mary Arnett, dancer with Aldrich's Imperial Hawaiians with Royal American Shows, in Tampa, Fla., recently.

CHEEK-MURPHY—James B. Cheek, Dallas architect, and Pat Murphy, secretary to Elliott Roosevelt, head of the Texas State Network with headquarters in Fort Worth, Tex., in Dallas recently.

Harry Weber

Harry Weber, 59, a leading vaudeville booker and actors' agent for the past 25 years, died March 8 at his home in Hollywood from a heart attack.

As a young jewelry salesman he attracted the attention of J. J. Murdock, of the B. F. Keith Vaudeville Circuit, with whom he eventually became associated. He became prominent for importing Hollywood picture stars for appearances on the Keith Circuit. Later he became associated with the Albee-Weber-Evans office. Upon dissolution of that partnership he opened his own agency in 1922. In the heyday of vaudeville he had one of the largest booking offices, handling the most important acts in the country.

The Harry Weber Agency, upon tying up with the Simon Agency, became known as the Weber-Simon Agency. Weber's brother, Herman, assisted him in the business. In 1926 he moved to Hollywood, where he is credited with building up Mickey Rooney and Clara Kimball Young.

His widow and brother survive.

Ernest Hare

Ernest (Ernie) Hare, 55, pioneer radio performer and member of the "Happiness Boys" harmony team, died in Queens General Hospital, Jamaica, Long Island, N. Y., March 9 of bronchopneumonia after a lingering illness.

With Billy Jones, Hare made history October 18, 1921, when they started singing over the Westinghouse Co.'s experimental station WJZ, Newark, N. J. They are credited with being the first successfully sponsored radio comedy team.

The advent of vaudeville comedians in radio affected the popularity of the Happiness Boys, but they staged a comeback in 1933 and booked a personal appearance tour from Coast to Coast. At time of Hare's death the team was on Sunday afternoon programs over Station WJMA, New York. During Hare's recent illness his 16-year-old daughter, Marilyn, had substituted for her father.

Before entering radio Hare sang in Broadway productions back in 1909. In *Sinbad* he understudied for Al Johnson. Twenty years ago he teamed with baritone Jones for Brunswick recordings. They then formed a permanent partnership. In 1927, at the height of their popularity, they introduced their signature song, *How-Do-You-Do, Everybody, How-Do-You-Do?* Their *Happiness Hour*, scheduled originally to run for five weeks over WEAF, ran for five and one-half years. Back in 1933, when booked for a two-week engagement at the Roxy Theater, New York, they remained for 19 weeks. In 1936 they were recalled by the Columbia Broadcasting System.

Besides his daughter, he is survived by his widow; his mother, Mrs. Thomas H. Hare, and a sister, Mrs. J. C. Morgan. Burial in Norfolk, Va.

NEW YORK WORLD'S FAIR

FLUSHING, LONG ISLAND

APRIL 30 TO OCTOBER 31

MIDWAY'S \$22,000,000?

14 Mil Take, 4 Mil Divvy on Nut and Fair P. C.; Erection 7 Mil; 600 Thou for Ground

See \$750,000 from sub-leases with net on 40 items 3 mil—each to gather in \$75,000?

NEW YORK, March 11.—The 40-odd outright amusement concessions (shows, rides, etc.) in the World's Fair fun area represent a ground rental investment of about \$600,000. This is exclusive of construction costs, figured to hit the \$7,000,000 mark with ease.

A typical show, which claims construction expense as \$75,000, expects to get a take of between \$50,000 and the construction figure from strip tickets. This same show uses about 7 per cent of its budget for lighting, 13 per cent for scenery, about 38 per cent for building, about 3 per cent for architect's fee, 16 per cent for the front, 7 per cent for installation, 8 per cent for space, 5 per cent for contingent fund for insurance, social security, and balance divided among organizing, office and miscellany.

This particular enterprise is geared for 2,500 admissions an hour or 25,000 a day for a total of 4,000,000 admissions based on 160 days. As there are approximately 185 days from April 30 to October 31, this is taken to mean that 25 days will be lost due to weather, overcast skies, etc. Anticipated draw is 8 per cent of fair's expected 50,000,000 (or take of \$1,000,000 at two bits, less strip ticket basis), both expectations being plenty high, according to veteran exhibitionaires. Fair gets 20 per cent of take. Weekly nut is gauged at around \$1,200.

Old New York Not Out; Gets New Sponsorship

NEW YORK, March 11.—Old New York Village, major amusement project originally submitted by Messmore and Damon and George Jessel, will probably become a part of the midway under new sponsorship following M. & D.'s inability to obtain financial backing. Syndicate has been formed to take over project and includes Theodore Backer, theatrical figure, and Martin Sweeney, hotel man. Jessel is expected to be interested on a percentage basis. Details of new firm will be ironed out next week, when Jessel returns from Florida.

Talent Tips

This section contains an informative array of tips on talent. The Billboard thanks those who have aided in making the section possible. Additional information on indoor and outdoor artists, units, and the like will be furnished on request. Read this section thrily, but don't fail to consult World's Fair news in other departments of this issue.

Additional W. F. News

W. F. To Hypo Mdse. Biz—Page 58.

multiplied by 26 weeks of operation, \$31,000 total in round figures.

Story last week directed attention to statistics on three Dufour & Rogers shows—Yesterday, Today and Tomorrow, with \$65,000 construction cost, \$35,000 overhead for season, anticipated minimum gross of \$300,000 and maximum of \$700,000; *Gang Busters*, \$75,000 construction, \$50,000 season's nut, anticipated minimum take of \$400,000 and (See MIDWAY'S \$22,000,000 on page 32)

Change in Amusement Zone Financing Set-Up

NEW YORK, March 11.—Amusement zone financing set-up took on a new aspect this week when the fair corporation itself apparently entered the money-lending picture, and New York Syndicate, Inc., semi-official firm formed a week ago, moved into the background. Syndicate, supposedly formed thru the aid of financial heads of the fair by a private group, will continue to function, tho without the close co-ordination of the fair corporation as originally planned.

A substantial sum, on the other hand, is reported to have been appropriated by the fair with which to finance projects in the amusement area. Paul Massman, W. S. McHenry and Frank D. Shean, three veteran exposition showmen, appearing at such fairs as Chicago, San Diego and Cleveland, changed affiliation this week, entering the fair administration offices as amusement consultants, a position they were to fill in the syndicate set-up. It will be their responsibility to investigate all ventures needing fair money aid from a showmanship and public-appeal standpoint. At a late hour today group had not as yet functioned officially. Fair had previously stepped into the finance picture, however, by backing the Wild West Show project in Plot T to be presented by John Ringling North, circus exec.



ODDITY TALENT: Sketched front for Dufour & Rogers' *Strange as It Seems*, with freaks and such featured by John Hix in his column of that title. Dufour & Rogers also hold contracts for "*Gang Busters*," a crime show, and Yesterday, Today and Tomorrow, which is their famous "*Life*" exhibit.

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

Despite vigorous protests on the part of concession operators, who almost without exception regard the plan as silly, the fair's projected "tunnel" covering certain parts of the midway will become a reality. Construction has been started and very little hope is held for cancellation of the project. Concessioners feel that midway covering would tend to confine patrons to a central avenue and defeat free circulation on the grounds.

Concession department had few new contracts to announce this week, altho the desk of George P. Smith Jr. is piled high with written negotiations that are nearing the completion stage. By next week between 8 and 10 new concessioners should be a part of the midway. Largest allocation this week, of course, was Plot T, which went to John Ringling North for a Wild West show. Construction was launched on several projects, including Dufour & Rogers' *Life* and *Gang Busters* shows; Maurice Piesen's Skeeroll and Chimeball alleys, and the Brooks Restaurant, which found a location almost directly across the midway from "*Strange as It Seems*."

Apparently the joint drive by the concession department and Concessioners' Association to obtain the fireworks festival in Fountain Lake rather than Lagoon of Nations is meeting with success. Altho executive offices have not confirmed it as yet, report is strong that lagoon will feature its fountains and electricity display early in the evening, with the really big pyrotechnic, water and sound show being presented on the lake adjacent to the amusement zone later in the evening. A good break for the zone.

President Whalen will entertain his favorite delegations to the fair in special quarters currently being constructed in the Hall of Pharmacy building. Terrace Club will be used, too, but it will be the Pharmacy spot for the really exclusive shindigs. Reported, too, that the prez has leased a yacht for occasions when the fairgrounds and even his private headquarters become crowded. . . . Plot T has been a headache to the entire fair for two years. It's

well now, tho the headaches have probably just begun. . . . Horticultural Gardens, in the exhibit zone, is on the strip-ticket plan which was supposed to be restricted to front gate and amusement concessions. . . . That New York man reported replacing the current conch department head at Frisco's expo apparently is not a part of New York World's Fair.

It's reported the advance ticket sale, started last week, is not setting the town on fire. Quoted from full-page ticket-sale ads by the department stores and fair appearing in New York dailies. . . . If a friend of a friend has whispered that you can "fix it up" to get in free—forget it; the wise, democratic and businesslike fair corporation has only one motto: "They shall not pass"—no free tickets, no special favors to the few."

Loew's theaters have effected a deal whereby their local pix houses appear on the official World's Fair map. Houses are spotted on pages depicting approaches to the fairgrounds from all over New York City. Tony Sarg handled the drawings. . . . Accommodations For the Fair, Inc., has been formed by local realty men to assist home owners in obtaining desirable tenants during the fair season. Working on the same basis as the American Express Co., altho on not such a large scale. . . . First concession to actually go into operation will be Ballantine's Three-Ring Restaurant. (See FLUSHING FRONT on page 68)



THIS CAN ONLY BE George P. Smith Jr., "trouble shooter" in the amusement concession department of the fair. Smith is show-wise, witty and all but worn out by his labors. His expression as he brings back a rejected amusement contract for the fun zone is of the poker-face variety. If the zone is not up to snuff come April 30 it won't be his fault. (He has built and supervised everything from terrifying toboggans to toy trains in the park-resort-recreation industry.)

TALENT PARADE

A Presentation of Artists and Orchestras Whose Past Performances Warrant the Serious Consideration of
NEW YORK WORLD'S FAIR EXHIBITORS & CONCESSIONERS
 & NIGHT CLUB, HOTEL & THEATRE TALENT BUYERS PLANNING SHOWS TO RUN DURING THE NEW YORK WORLD'S FAIR

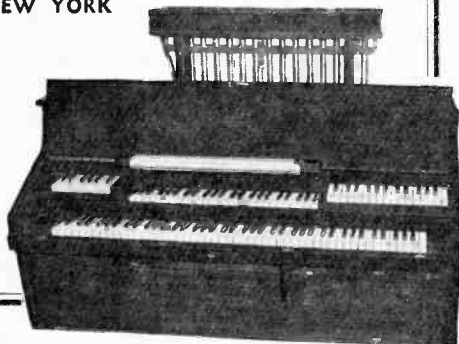


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AND HIS ORCHESTRA

Continental Favorites
 featuring the BASIFON
 designed and constructed by
MR. FOMEEN
 currently in his third season at the
RESTAURANT DE LA PAIX
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ANDREWS SISTERS

PATTY • MAXINE • LAVERNE
 Outstanding Singing Trio Known From Coast to Coast For Their Sensational Performances...

- ... on the air
 over CBS network on PHIL BAKER'S show for DOLE PINEAPPLE.
- ... in theaters and headline
 chosen to open the new Flatbush Theatre, Brooklyn, N. Y., March 24.
- ... in cafes
 held over for two more weeks at BILLY ROSE'S CASA MANANA.
- ... and on records
 still soaring to new heights with their original version of "Hold Tight." This record is now passing the 100,000 mark. Listen to DECCA record number, the vocal arrangement of "Begin the Beguine."

Personal Management **LOU LEVY**
 Direction
ROCKWELL-O'KEEFE GENERAL AMUSEMENT CORP.
 RKO Building Radio City New York, N. Y.



Presenting . . .
MADE TO ORDER VOCAL AND INSTRUMENTAL NOVELTIES FOR WORLD'S FAIR EXHIBITORS

THE KIDOODLERS

Toyland's Gift to Radio, now heard 4 times weekly over the NBC networks, just concluded tour of Nation's leading theaters.

Tops in Originality and Talent
 Radio-Theatres-Clubs-Hotels

Dir.: **REMINGTON PRODUCTIONS**,
 1585 Broadway, N. Y.
 Cir 5-6158

Personal Rep.: **SHERRY ALLEN**

KAMPUS KIDS

Kollegiate Kwintette (3 Boys and 2 Girls) in Instrumental and Vocal Varieties, currently heard over NBC networks twice weekly.



Authentic Hawaiian Music streamlined to the taste of American dancers and listeners

RAY KINNEY

and his Native Hawaiian Orchestra featuring Meymo Holt, George Kainapua and the Aloha Maids.

- Currently in the popular
- HAWAIIAN ROOM in the Hotel Lexington, New York
 - in HELLS A POPPIN, smash hit musical comedy
 - on the air via NBC every Tuesday 11:30 p.m.; every Saturday 1:30 p.m.
 - and on Decca Records

Personal Management: **H. JOHN GLUSKIN**
 Direction
ROCKWELL-O'KEEFE GENERAL AMUSEMENT CORPORATION
 RKO Building, Radio City, New York, N. Y.



HUGE NITERY TURNOVER

Funzone Facts

Given below are concessions in the amusement area which will use talent in wide variety. Riding devices are, of course, not included.

BALLANTINE GARDENS, Inc.—Three-Ring Restaurant. Carl W. Badenhausen, pres. (J. Walter Thompson agency.)

CASINO OF NATIONS, Inc.—Cabaret. E. H. Oehmichen, pres. Victor Lauly, mgr. (See photo this section.)

CHILDREN'S WORLD, Inc.—Supervised play for children containing many subconcessions, including H.A.M.I.D.'S EUROPEAN CIRCUS, George A. Hamid, producer. World's manager is Frank W. Darling.

CUBAN VILLAGE, Inc.—Native entertainment. George R. Dash, pres. Harry R. and Charles H. Dash are part of operating company. (See photo this section.)

DUFOUR & ROGERS, Inc.—Three shows under management Lew Dufour and Joe Rogers. 1. Strange as It Seems, John Hix oddities. 2. Gang Busters, directed by Phillips Lord, with radio network hook-up. 3. Yesterday, Today and Tomorrow, a "Life Before Birth" show, which may be called We Humans. (See photo of oddity show this section.)

ENCHANTED FOREST, Inc.—Illusion show. Tony Sarg, pres. (Some midgets will be employed.)

CRYSTAL PALACE—Graphic history of world's fairs. Philip Gelb, mgr. (Some live talent may be employed.)

GALE ENTERPRISES, Inc.—Native American dances in Savoy Theater. Moe Gale, mgr. (See photo this section.)

GOTHAM PRODUCTIONS, Inc.—Billy Rose's Aquacade. This one will employ vast amount of performing personnel. (Charles Freeman, booker.)

HEINEKEN'S ON THE ZUIDER ZEE, Inc.—Dutch-style restaurant, also in Children's World. Thomas F. McCarthy, pres.

JUNGLELAND, Inc.—Wild animals and wild animal acts. Frank Buck is impresario.

LITTLE MIRACLE TOWN, Inc.—Midgett Village. Morris Gest, pres. (Arnold Van Leer agency.)

MESSMORE & DAMON, Inc.—Two shows. 1. Old New York. George Jessel in charge. 2. Adventures of Flash Gordon (Alex Raymond strip, King Features Syndicate.) G. H. Messmore, pres.

SCHAEFER BREWING CO.—Restaurant. Rudolph Schaefer, pres. (Batten, Barton, Durstine & Osborn agency.)

SCHLESS CONSTRUCTION CO.—Merrie England Village. J. T. Schless, pres.-mgr.

SHERIDAN, JOHN E.—Living Magazine Covers. Using live models. John E. (Jack) Sheridan, pres.

TRIANGLE RESTAURANT CO.—D. L. Toffenetti, pres.

WINTER WONDERLAND (SUN VALLEY), Inc.—Winter show. R. J. Sipchen, pres. Frank D. Shran, concession mgr. (See photo this section.)

WILD WEST OR FRONTIER SHOW.—See story this section. (Other shows, restaurants, etc., in formation.)

Foreign Cafes

State, federal and foreign exhibits are not entirely out of the attractions picture. A sizable number are expected to employ singers, dancers, models and tableau groups for their particular patterns on the scale of progress, culture and contributions.

Several foreign government buildings, for example, will have native restaurants, a fact which suggests talent. It should be noted, too, that several nations, noting an absence of a substantial number of typical villages in the amusement sector, will attempt to give the visiting population an inside of life, habits and customs obtaining in their countries. There will be about 24 restaurants in foreign section, 80 thru out the grounds. Some foreign pavilions will open in May and June.

Countries with taverns or restaurants serving native foods are as follows: Belgium, restaurant; Cuba, food, singing, dancing; Denmark, food and drinks; (See FOREIGN CAFES on page 68)

Hotels, Houses Also Big Users Of Acts, Music During WF Span

Nights clubs, vaudeville theaters and hotels will use more talent than usual before, during and after the run of the New York World's Fair.

Night clubs will probably gain most because clubs, more than hotel spots and theaters, cater to transients—and the bulk of the World's Fair crowds will be composed of out-of-towners, judging from experiences of other world's fairs.

Night clubs, being essentially informal, carefree and gay spots, will draw a large portion of the visitors to the World's Fair. And, of course, there will be night clubs to attract tourists of each income class. Influx of out-of-towners means night clubs in the New York area will start competing for this new trade—and that will lead to more and better talent and music. Competition should boost salaries, and with the American Federation of Actors being in a stronger position than ever before to enforce minima scales and to prevent chiseling, the outlook is good for talent. Bands, on the other hand, have musicians' Local 802's current drive against underscaling to help them.

There is hardly any doubt that the night clubs will emphasize girl shows. It is traditional that girlie shows attract the visiting firemen. New York night clubs are already thinking of adding girl lines, girl specialty dancers, girl singers and girl mixers. Those clubs that already have a lot of girls employed will undoubtedly increase them if they feel they can attract out-of-towners. Those clubs with variety bills will undoubtedly add girl lines. And those intimate clubs that have no space for regular floor shows will probably employ girl entertainers—mixers—albeit these are expressly forbidden by the liquor board and the police department.

Nude, semi-nude and other flash girl dancers, especially those with good appearance, will be in demand in night clubs during the World's Fair.

Novelty turns, not ordinarily seen in smaller towns, will also be in demand. Snappy, spicy and colorful emcees will also be sought, as night club owners anticipate noisy out-of-town crowds, and smart emcees who can handle crowds will get preference.

Novelty acts will come into their own because night clubs will be competing so much that they will want acts that are different.

As for the hotels, it is probable that all hotels of any decent size will feature some sort of talent. Strollers (two and three-piece instrumental and vocal combos) will be in especial demand for bars and grillrooms and also as intermission entertainment in main dining rooms.

A few hotels will probably experiment with girl shows just to be different, especially the flashier hotels catering to transients. No doubt hotels already using talent will augment their shows in order to meet competition, the not as much as the night clubs.

As for vaudeville, it is probable that the larger theaters now running straight pictures will add some sort of stage attraction—the angle being that out-of-towners can see all the latest films in their home town but expect something different when they get to New York.

The Capitol, for example, which dropped stage shows a few years ago, plans to restore fancy pit overtures, plus occasional personal appearances of MGM names, during the spring and summer.

Other downtown de luxers may be forced into some sort of flesh attractions during the World's Fair period. Downtown house in Brooklyn, all former vaudeville spots and now straight films, may also be compelled to offer something "special."

Local burlesque houses are hoping for the best, too. Burlesque for years has cashed in on out-of-towners, who are usually on the lookout for "something hot" and for something they can't get at home. Spicy, girlie burlesque is a good answer to the visiting firemen's hopes.

There are five New York City burlesque houses now, but there will probably be at least two or three more operating this summer.

Summing it all up, the coming World's Fair should increase employment opportunities for talent and music in the entire New York area. In addition, the World's Fair shows themselves will employ a terrific number of entertainers. New York City will undoubtedly draw the greatest number of name bands, attractions and good acts during the spring and summer in its history. There will be a lot of money spent—and talent ought to get a large chunk of it.



SONG-DANCE TALENT ON PARADE. Cuban cuties (plus a white-hatted don) at dedication ceremonies of the CUBAN VILLAGE. Participants in dustiness suits are Harry Dash, left, one of the operators of the attraction, which features native song and dance fare, and Grover Whalen, president of the fair corporation. This one may come thru with a trumped-up bullfight a la matador. Not to mention saucy girl stuff.

**\$155,000,000 Divvy;
10 by Concessioners**

With estimated cost of the fair set at \$155,000,000, here's how the pot of gold is contributed: \$50,000,000 borne by fair corporation; United States Government, \$3,500,000; New York State, \$6,500,000; New York City, \$20,000,000; States and territories, \$5,000,000; foreign governments, \$25,000,000; exhibitors, \$35,000,000; concessioners, \$10,000,000. It really adds up to \$155,000,000. We thought you'd like to know who pays the freight. No profit expected except by fair corporation and concessioners, who are bearing about 60 per cent of the nut. Others not set up for revenue producing—strictly good will and propaganda.

Exhibitors Presenting Entertainment

Following is line-up of commercial and industrial exhibitors housed in their own buildings, with name of advertising agency (in New York unless otherwise indicated) representing each where accredited and known. Asterisk preceding exhibitor name indicates that entertainment, in some form will be presented either as outright attractions independent of products or to illustrate such products. The Billboard does not guarantee completeness of list, and entertainment, where indicated, is not certified, as information has been gathered from dozens of sources rather than official channels, which do not exist as far as this subject is concerned. At the same time The Billboard feels that it is the most exhaustive talent-using list on record thus far. It has taken weeks to compile. Figures in parentheses opposite names of certain exhibitors indicate number of separate companies which are joint participants in exhibit project.

Amer. Radiator & Standard Sanitary Corp., A. A. Blaker, Inc.; Amer. Tel. & Tel. Co., Newell-Emmett Co., also N. W. Ayer & Son, Phila.; *Amer. Tobacco Co., Lord & Thomas, also L. H. Hartman, Inc., and L. C. Gumbinner; *Beach-Nut Packing Co., Newell-Emmett, also McCann-Erickson; *Borden Co., Young & Rubicam, also Fedlar & Ryan; Boy Scouts of America; *Carrier Corp., Dallas Reach, Syracuse, N. Y.; *Chrysler Sales Corp., Lee Anderson, Detroit, also J. Stirling Getchell, N. Y. and Detroit, and Ruthrauff & Ryan; Executive Committee Christian Science Activities at World's Fair, Johnson, Read, Chicago; *Consolidated Edison Co., McCann-Erickson, also Batten, Barton, Durstine & Osborn and Lord & Thomas; *Continental Baking Co., Benton & Bowles; *Crosley Corp., Allen & Davis, Cincinnati.

Also Distilled Spirits (27), co-operative group; *E. I. du Pont de Nemours & Co. (puppets), Batten, Barton, Durstine & Osborn; *Eastern Railroad Presidents' Conference (661), co-operative, Edward Hungerford's pageant, Railroads on Parade, direction Charles Alan, with cast of 250; Eastman Kodak Co., J. Walter Thompson; Equitable Life Insurance Society of U. S., Newell-Emmett; *Electric Utilities Exhibit Corp. (173), co-operative; *Elgin Watch, J. Walter Thompson, Chicago; *Firestone Tire & Rubber Co., Sweeney & James, Cleveland; *Ford Motor Co., N. W. Ayer, Phila., also McCann-Erickson; *Gag Exhibits, Inc. (189), co-operative; General Cigar Co., Federal, J. Walter Thompson, Donahue & Coe, also H. W. Kastor, Chicago; *General Electric Co., Maxon, Inc., Detroit; *General Motors Corp., BBD&O, Campbell-Ewald, Federal, Arthur Kidner, Lord & Thomas, also MacManus & Adams, Detroit, and Brother & Co., Detroit, and Geyer, Cornell & Newell, Dayton, O.; *Glass, Inc. (3), co-operative; *Goodrich Co. (Jimmie Lynch and Death Dodgers, automotive thrill show), Ruthrauff & Ryan, also Griswold & (See EXHIBITORS on page 32)

TALENT PARADE

A Presentation of Artists and Orchestras Whose Past Performances Warrant the Serious Consideration of
NEW YORK WORLD'S FAIR EXHIBITORS & CONCESSIONERS
 & NIGHT CLUB, HOTEL & THEATRE TALENT BUYERS PLANNING SHOWS TO RUN DURING THE NEW YORK WORLD'S FAIR



LEO DESLYS

His Music
 And His Songs

18 W. 55 ST., - - - NEW YORK, N. Y.
 Tel. Cir. 5-9211



FRAZEE SISTERS

RUTH ANNE & MARY JANE

● currently at the . . .
HOTEL NEW YORKER
 New York, N. Y.

● just concluded successful engagements at . . .
WALTON ROOF **CHEZ PAREE**
 Philadelphia, Pa. Chicago, Ill.
 3 weeks 8 weeks

● Opening at
BEN MARDEN'S RIVIERA
 Fort Lee, N. J.

● . . . and making
WARNER BROS. SHORTS

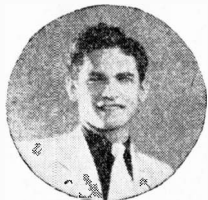
OUR SINCERE THANKS TO PAUL SMALL, NAT KALCHEIM AND SAM BRAMSON OF THE WILLIAM MORRIS OFFICE

Direction:

WILLIAM MORRIS AGENCY, INC.

New York Chicago Hollywood Paris London

Direct From Their Highly Successful European Tour



PEDRO AND LUIS



Novelty Hand-to-Hand, Head Balancing and Fast Tumbling. Featuring their Thrilling Finale, "The Forward Slide for Life." Only act accomplishing this Unusual Feat Anywhere.

Now appearing at Forty-Fourth Street Theater, New York, with FRANK FAY VAUDEVILLE.

Exclusive Representatives:

United States—SWIFT & NATHANO, Suite 717, RKO Building, New York.

England—WADE ROSS, Suite 27, Gloucester Mansion, Cambridge Circus, London, W.C. 2.



The Only Act of Its Kind
MARTINET
 AND HIS
WONDER CROW
 JUST CONCLUDED 8 WEEKS
RAINBOW ROOM
 ROCKEFELLER CENTER, N. Y.
 NOW APPEARING
MT. ROYAL HOTEL
 MONTREAL
 Dir.: Music Corp of America



The Alluring, Exotic Arabian

GYPSY NINA

In dances sensationally and exquisitely different

ROUTINE REPERTOIRE:

Arabian — Turkish — Gypsy — Russian
 Hawaiian — Rhumba — Veil — Balloon

Coming—Something Ultra and New—
"CHAMPAGNE"

For Available Dates Address

CHARLES MERRICK, Manager
 2309 31st St., Long Island City, L. I., N. Y.
 Phone: RA-venswood 8-8833.

TALENT'S GOLDEN CHANCE

Ad Agencies Key to Door; Exhibs Shelling Out Big

Talent merchants also vital in set-up as exhibitors scout suitable act fare under strain of competition from other display combinations

NEW YORK, March 11.—Gotham's great World's Fair represents a golden opportunity for talent in all categories. Opportunities for employment are wide, practically unlimited. At the same time it is important to remember that talent is more often than not "sold" rather than "bought." That is, the talent agent is a very important part of the picture. It is he who is or should be in a position to know what the multitude of exhibitors and concessioners require for their set-ups and layouts. If he is in more or less constant touch with advertising agencies his information on the subject will be substantial enough to make him the key point with acts on his books.

Advertising agencies, committed to the task of obtaining the right kind of flesh for the products or firms they represent both nationally and locally, will be the principal focal point for bookings. Such agencies, with constant or even occasional radio programs will very likely use radio artists' bureaus for obtaining performer material. But material emanating from such bureaus is necessarily limited to unseen audience appeal despite studio audience programs. Ad agencies will therefore have to go elsewhere.

That's where the talent agent comes in. His contacts and connections will here stand him in good stead. The independent artist or unit without an agent can either make arrangements to seek one or, if he or they have business acumen or are self-managed, can handle their destiny direct with ad agencies.

Commercial and industrial exhibitors are spending millions of dollars on their buildings and displays. It follows that they will release heavy sums on talent. These exhibitors will be represented at the fair largely on the basis of institutional advertising or good will, meeting, as they will, the ultimate consumer face to face. There will be no charge for their exhibits. This puts every one of them in direct competition with one another on a more or less equal basis, since there will be no price disparities or price barriers.

Huge expensive buildings, inside and out, with gigantic murals and brilliant display material based on the World of Tomorrow may lure the folks, but Mr. and Mrs. America will have to be given something to keep them there, seeking entertainment of a definite character while they are there. That's where en-

tertainment values enter the picture.

There is no magic formula wherein to guide acts on who is expected to employ what. Some exhibitors have announced both their themes and the types of talent or entertainment atmosphere to be utilized in executing these themes. It is up to acts and their agents to keep pushing for results.

Complete list of commercial and industrial exhibitors, with their advertising agencies, if any, is published elsewhere in this section.

EXHIBITORS

(Continued from page 30)

Eshleman, Cleveland, and Fuller, Smith & Ross, Cleveland.

Also *H. J. Heinz Co., Maxon, Inc., Detroit; House of Jewels, Inc. (6), co-operative; *Johns-Manville Sales Corp., J. Walter Thompson; *Men's Apparel Quality Guild, sports arena, lectures, performances and appearances by sports celebrities (34), co-operative; National Cash Register Co., N. W. Ayer, Phila.; *National Dairy Products Corp., McKee, Albright & Ivey, Phila.; Palestine Exhibits, Inc., co-operative; *Petroleum Industry Exhibition, Inc. (14), co-operative; *Radio Corp. of Amer. (dramatizations, television, etc.), Lord & Thomas; *Standard Brands, Inc., J. W. Thompson, McCann-Erickson; *Swift & Co., J. W. Thompson, also Stack-Gable and Blackett-Sample-Hummert, Chicago; *Temple of Religion (music, dramas, etc.); *U. S. Steel Corp., BBD&O; *Westinghouse Elec. & Mfg. Co., Fuller & Smith, Cleveland;



WINTER SPORTS TALENT ON PARADE: Artist's front and partial interior for Sun Valley—A Winter Wonderland. Features skating in oval ice rinks, a dance floor, toboggan slide for public, a waterfall, ski jumping exhibitions and Rheingold Inn and Terrace foodshops. Ralph Hitz catering. R. J. Stipchen operating this attraction with Steve Hannagan on the publicity que vive and Frank (Doc) Shean as concession manager.

YMCA of New York.

Following is list of exhibitors who will be housed in fair-built buildings. Of a total of approximately 130, only those have been selected where some phase of entertainment is indicated. Here, too, The Billboard does not guarantee accuracy.

Addressograph - Multigraph Corp., Reincke-Ellis-Younggreen & Finn, Chicago; Aetna Casualty & Surety Co.; Animating Products, Inc.; Bakelite Corp., Rickard & Co.; Bayer Co., Thompson-Koch, Cincinnati, and Blackett-Sample-Hummert, Chicago; Bethlehem Steel Co.; Canada Dry Ginger Ale, Inc., J. N. Mathes; Cherry-Burrell Corp., F. C. Drew, Ludington, Mich.; Copper & Brass Industry Exhibit (28), Newell-Emmett; A. B. Dick Co., Glenn Buck, Chicago; Household Finance Corp., BBD&O, Chicago; Macfadden Publications; Metropolitan Life Ins. Co.; Hawley, Young & Rubicam, also A. McKim, Ltd., Montreal; National Biscuit Co., McCann-Erickson, Federal; Planters Nut & Chocolate Co., J. W. Thompson; Remington Rand, Inc.,

BBD&O; Show Globe, Inc.; Texas Gulf Sulphur Co.; Underwood Elliott Fisher Co.; Marschalk & Pratt; Yale & Towne Mfg. Co., Redfield-Johnstone.

MIDWAYS' \$22,000,000?

(Continued from page 28)

maximum of \$850,000. D-R company bases take on fair's 40,000,000 attendance, the most conservative figure advanced.

If interested in more telephone numbers, draw up a chair, count each of the 40 attractions as worth \$350,000 in revenues at the gate, or \$14,000,000, plus \$750,000 in subconcessions space, for a subtotal yield of \$14,750,000. Then add construction costs and ground rentals. Presto! You have a \$22,000,000 midway before your very eyes, not counting overhead.

Not included in the magic count are games, refreshments, scales and the like on the midway and elsewhere. Also not counted is revenue to showmen from subconcession sales. Fair itself expects about \$600,000 from this end.

Summary

INCOME		EXPENDITURES	
*Gross revenues	\$14,000,000	Ground rentals	600,000
(Pay gates of 40 attractions averaging \$350,000 each)		*Percentage to Fair	2,100,000
**Sale of subconcession space	750,000	Operation—26 weeks	2,000,000
		(* \$50,000 weekly average, 40 attractions)	
Total	\$14,750,000	Construction	7,000,000
		Total	\$11,700,000

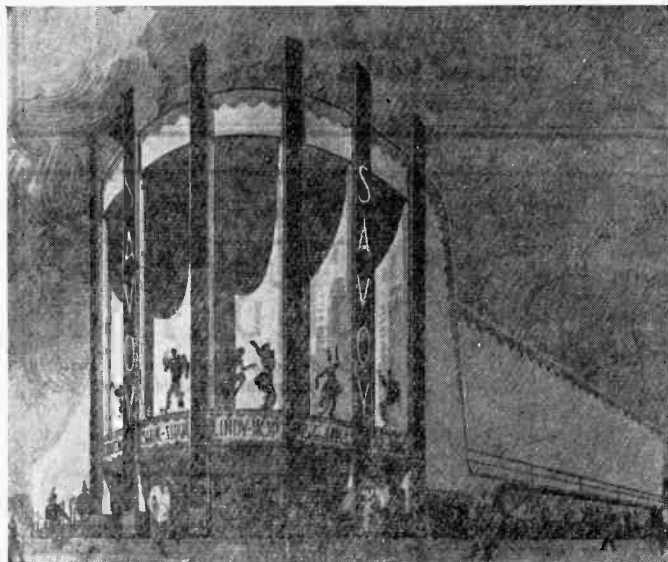
*Not including revenue from strip tickets.
**Sales to public not figured.

*Based on average P. C. of 15. Sliding scale brings P. C. up after a given gross is reached. Contracts vary. No P. C. during certain periods on some (last four weeks in some cases.)
**Probably too low.

NOTE: Billy Rose Aquacade, most expensive undertaking, figured to alter income and expenditure brackets upward.
NET PROFIT (40 attractions) \$3,050,000
NET PROFIT (Each of 40) 76,250

Official release from fair gives ten-billion-dollar fillip to business activity in United States this year, according to an analysis of effect of expo on nation's economy. Sixty-two participating nations shipping large amounts of materials and exhibits, providing additional work for industry on foreign soil. Analysis of "World's Fair trade dollar," based on correlation of standard trade statistics with experience of past world's fairs, indicates fair visitors will spend one billion dollars in New York City during operating period. Figure described as "just the center of the snowball." Each fair trade dollar expected to roll over 10 times, "and by the time re-spending process has been completed it may have traveled as far as Maine or Texas or the Pacific Coast." Following is table showing incidence of initial dollar:

Of the Dollar	Channel	Of the Billion
20c	Housing	\$200,000,000
23c	Food and Drink	230,000,000
20c	Entertainment	200,000,000
14c	Merchandise	140,000,000
10c	Transportation	100,000,000
7c	World's Fair	70,000,000
5c	Personal Services	50,000,000
1c	Communication	10,000,000



DANCE TALENT ON PARADE: Artist's sketch for the Savoy Theater, which will house modern American madcap dancers with stress on the septa. A Moe Gale enterprise touted as one of the fair's most interesting fun-zone features.

TALENT PARADE

A Presentation of Artists and Orchestras Whose Past Performances Warrant the Serious Consideration of
NEW YORK WORLD'S FAIR EXHIBITORS & CONCESSIONERS
 & NIGHT CLUB, HOTEL & THEATRE TALENT BUYERS PLANNING SHOWS TO RUN DURING THE NEW YORK WORLD'S FAIR



ROSALEAN & SEVILLE

currently in their 14th week at the...
AMBASSADOR HOTEL
 N. Y. C.



GWEN WILLIAMS
 "Charming Song Stylist"
 now at the
VILLAGE BARN
 Just Concluded
 8 weeks... The Glass Hat
 8 weeks... Queen Mary's
 4 weeks... Providence Biltmore Hotel
 Management: R-O'K General Amusement Corp.

A NEW STAR  **A NEW STYLE**





GRAY GORDON
 and his **TIC TOC RHYTHM**
 NOW AT THE **HOTEL EDISON**
 NEW YORK, N. Y.

BROADCASTING N.B.C. Red and Blue Network
 Wed. Night, 11 to 11:30 P.M.
 Fri. Night, 12 to 12:30 A.M.
 Sat. Night, 6:30 to 6:45 P.M.
 Sun. Night, 12 to 12:30 A.M.
 Direction: CONSOLIDATED RADIO ARTISTS, INC.

AND ON RECORDS
 Now for VICTOR Exclusively
 You're So Desirable, Chopsticks,
 Hang Your Heart on a Hickory Limb, Sing a Song of Sunbeam,
 It's Never Too Late, I Can't Get You Out of My Mind.

 **SCOT MACLEAN**
 and his **ROYAL SCOTS ORCHESTRA**
 *** Scotch Swing ***
 featuring **GRACE AND SCOTTY**
 famous NBC radio artists
 in
 sweet, swing and comedy singing
 and instrumental novelties
 currently featured at
HOTEL VICTORIA
 51st St. & 7th Ave., New York.
 and on the air via NBC

A complete WORLD'S FAIR Show now featured at the new **ARABIAN NIGHTS SUPPER CLUB**, New York.
 With thanks to **JOE ZELLI**.

 <p>DON MARIO And His BEDOUIN MUSIC. Doubling THE FIRENZE With His RHUMBA ORCHESTRA.</p>	<p>B O B R O S E N</p>	 <p>ROBERTA JONAY Protege of MRS. ELEANOR ROOSEVELT, Featuring "The Dance of the Peacock."</p>
 <p>ALBENICE Presenting HINDU MAGIC.</p>		 <p>LEW DOLGOFF Featured M. C. and Comedian.</p>

1650 BROADWAY, NEW YORK CITY. Tel: Cir. 5-9405.
 Supplying a Complete List of Major Attractions for the World's Fair.

JACK **MAURICE**
CORLIES and PALMER
 SONG INTIMATERIALISTS
 Concluded 22 Weeks **QUEEN MARY RESTAURANT** New York
 Sailed Feb. 11 for **LONDON**
 To Open Feb. 20 at the ultra smart **QUAGLINO'S**
 Direction: MUSIC CORPORATION OF AMERICA.



NATIONAL ADVERTISERS AND AGENCIES
 Write for my special product promotion plan—An idea that will effectively advertise any product before millions of people.
THANKS PHYSICAL CULTURE MAGAZINE
 For the Splendid Story, April Issue.

Selden THE STRATOSPHERE MAN
 TRADE-MARK
WORLD'S HIGHEST AERIAL ACT!
 No Nets—No Safety Devices!

THRILLS AND CHILLS
 This act—thrill-packed from beginning to end, finishing with a breathless, spine-tingling "Slide for Life" is proclaimed the greatest drawing attraction ever presented and will help to increase attendance anywhere. Send for photographic circular today.
TIME STILL AVAILABLE FOR A FEW SPECIAL PROMOTIONS, FAIRS, PARKS AND CELEBRATIONS.
PERMANENT ADDRESS: CARE OF THE BILLBOARD, CINCINNATI, O.

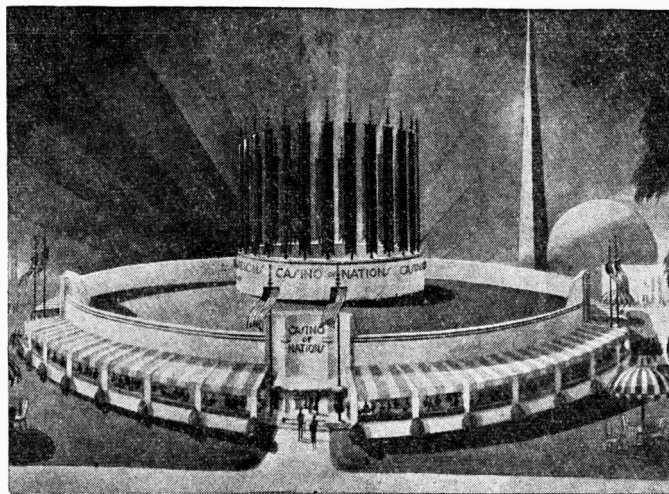
Wild West Show Lands Section T

John Ringling North to present fair-financed show in large arena

NEW YORK, March 11.—Amusement zone's No. 1 problem child—six-acre Plot T at the southernmost end of the midway that originally was designated as site for "the most appealing and spectacular project in the fun area" was finally allocated this week. Appearing late in the picture and with the aid of allied banking interests, the Ringling-Barnum circus corporation practically closed the deal this week to present a Wild West show. All sorts of enterprises, ranging from historical pageants to automobile thrill shows, have been considered for the section, but in each instance the fair and prospective operators found it impossible to arrive at workable terms.

Negotiating chiefly thru William P. Dunn Jr., vice-president of the Manufacturers' Trust Co. and secretary-treasurer of the circus corporation, John Ringling North was expected to return signed contracts to the fair late this week in which he agrees to present a "Cavalcade of Centaurs" Wild West spectacle, operated by his circus-trained assistants and financed directly by the fair. Show will be presented five times a day, will last 45 minutes at a 40-cent admission charge in an arena seating between 6,000 and 7,000 people. Details of the performance, personnel, acquisition of stock, etc., have not been developed. Dunn and North working out particulars in the circus' winter headquarters at Sarasota, Fla., during the next few weeks.

Contract calls, however, for an introductory spec titled *Rough Riders of the West* and it is assumed performance in



CABARET TALENT ON PARADE: Draftsmen's design for the Casino of Nations, Ehhard M. Oemichen's contribution, complete with "sunshine roof," open-air dancing, entertainment, accommodations for 1,500-plus, "largest umbrellas in the world," orchestra over a huge bar, etc., all patterned after a similar enterprise at the 1937 Paris International Exposition. With American food but waiters of various nations. Spotted opposite Communications Building in main exhibit area.

general will be patterned after the old touring Wild West show of other days.

Project will occupy about six and a half acres at the lower end of the midway, and tanbark arena will be approximately 235 feet long and 120 feet wide. Construction work on the 6,500-seat stadium was launched immediately following President Grover Whalen's assurance that the project would become a reality. Other features in the area will be a Forty-Nine Camp, restaurant

and bar and quarters for hands.

History of Plot

Story behind sale of Plot T goes back to more than two years ago, when the final plot plan (lot layout) was selected by the fair corporation. At that time it was pointed out that to insure patronage to concessioners located at the end of the midway farthest from the exhibit sector it would be necessary to establish an outstanding attraction at the southern terminal.

Entertainment department, under John Krimsky, undertook to interest theatrical producers in colorful spectacles of various sorts, but met with no success. Later the concession department and George P. Smith Jr., in par-

ticular, were given "T" responsibility, and again it was impossible to seal a contract. Concession department went after thrill attractions, outdoor-type extravaganzas, etc. When it became apparent a couple of months ago that allocation of the area would be a particularly difficult task, front office of the fair, Krimsky and conchess department joined forces in a frantic drive to interest practically anybody with big ideas in the Plot T venture.

It was then that idea of a Wild West show entered the picture. Several names of prominence in outdoor show circles were linked with negotiations, including Frank Wirth, Milt Hinkle, Col. W. T. Johnson and finally John Ringling North.

It is generally understood in some quarters that North and the Ringling family are not especially enthused over the project, being encouraged to operate the show by the Manufacturers' Trust Co., which also holds a large note on the Ringling show. Program outlined in the initial contract calls for little more than a typical circus concert program, with usual fancy riding, roping and specialty numbers. At present Ringling family seems unwilling to attach its name to a project that might not compare favorably with attractions in other parts of the amusement area.

World's Fair concessioners are looking at the entire situation as a typical instance of lack of co-ordination within the fair corporation adversely affecting type and quality of an amusement project. Had the fair's treasury and legal departments been more practical and lenient in contract stipulations chances are Plot T would have been allocated many months ago. Unfamiliar with the details of World's Fair concession operation, the fair corporation itself is being blamed for prolonged delay and ultimate acquisition of an attraction that seems none too strong from a public appeal and showmanship standpoint.

NEW YORK, March 13.—Developments over the week-end indicated that John Ringling North has not yet actually signed a contract to present a Wild West Show in Plot T of the fair's amusement zone. It is reported that North is unwilling to enter the World's Fair picture and that he is attempting to convince Manufacturers' Trust Co. to permit him to drop plans for a ranch show.



BUDDY CLARKE

and his Orchestra

now in their 7th month at

ARMANDO'S
New York, N. Y.

GEORGE HANNEFORD

and **FAMILY**

Currently Appearing at
FORTY-FOURTH STREET THEATER, New York.
with **FRANK FAY VAUDEVILLE**
PERMANENT ADDRESS—GLENS FALLS, N. Y.

—BACK TO BROADWAY—

PANSY the HORSE

WORLD'S MOST BELOVED OFFERING

Presented by
ANDY MAYO
ROXY THEATER, NEW YORK—NOW

ALSO PRODUCER OF HIS LATEST TRIUMPH **PERCIVAL the BULL**

NOTE—Titles, Routine, Ideas Presentation and Effects registered with The Billboard's Material Protection Bureau. Any infringement of same will be prosecuted to the full extent of the law

Direction—**JACK DAVIES**, Suite 2212, RKO Building, New York.

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



Concessioners Win Point and Press Others

SAN FRANCISCO, March 11.—Having already won one point in its contentions for more equitable treatment, the 1939 World's Fair Concessionaires' Association evidently intends to follow thru on other requests made to the expo management. Concessioners have received copies of a circular letter assuring them that they can have the reduced rate of 5 cents each way on the San Francisco and Oakland ferry that previously had been granted to exposition employees. Concessioners' employees, of whom there are several thousand, had been compelled to pay 10 cents. The cut came as a result of a conference on March 7 between the board of management and the WFAA committee, H. A. Illions, chairman; President C. L. Cameron and E. S. Bender.

Expo Director Harris Connick is said to have agreed to attend the next association meeting on March 13 to hear arguments for dismissal of warehouse charges of 50 and 25 cents per 100 pounds. Concessioners also have been assured that the east end ferry discharging passengers onto the Gayway will be operating soon. It is pointed out that when Gayway space was first taken it was understood by concessioners that this ferry would operate. Later a boat crashed into piling of the slip. (See **CONCESSIONERS** on page 68)

Paid Attendance

(Corrected List)

Saturday, February 18	128,697
Sunday, February 19	93,912
Monday, February 20	27,373
Tuesday, February 21	31,348
Wednesday, February 22	127,739
Thursday, February 23	21,253
Friday, February 24	21,765
Saturday, February 25	51,443
Sunday, February 26	64,937
Monday, February 27	16,420
Tuesday, February 28	17,424
Wednesday, March 1	19,686
Thursday, March 2	16,740
Friday, March 3	16,873
Saturday, March 4	54,011
Sunday, March 5	72,016
Monday, March 6	12,961
Tuesday, March 7	17,718
Wednesday, March 8	10,259
Thursday, March 9	14,739
Friday, March 10	20,297

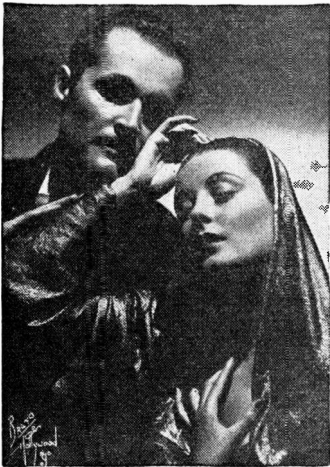
Total.....857,611

857,000 Pay Way In 21 Days; Drop During Third Week

SAN FRANCISCO, March 11.—Paid attendance at the Golden Gate International Exposition is holding up well, although there was a drop during the third week of its operation. This was attributed by fair officials to rain Monday night and a continued downpour (See **857,000 PAY** on page 68)

TALENT PARADE

A Presentation of Artists and Orchestras Whose Past Performances Warrant the Serious Consideration of
NEW YORK WORLD'S FAIR EXHIBITORS & CONCESSIONERS
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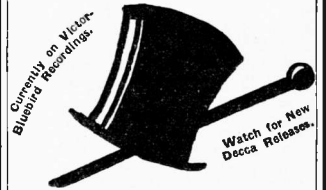
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 DEMANDS IN HIGH THRILL ACTS

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 Guaranteed 150 Ft. in Midair.
 THREE COMPLETE ACTS IN ONE

FEATURING **"UPSIDE-DOWN" JIMMY MILLETTE**

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NEVER BEFORE HAVE YOU BEEN OFFERED A HIGH
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"The Aristocrat
 of Magic"

Featured With
 FRANK FAY VAUDEVILLE

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 FORTY-FOURTH ST. THEATER
 New York

Meyers Framing Motorized Show

Will open early in April near Louisville—10 or 12 trucks to be used

AKRON, O., March 11.—A motorized circus will be launched by W. M. (Bill) Meyers, local horse dealer, opening about April 8 in a town near Louisville, Ky., he announced here this week. Show will move on 10 or 12 trucks and will carry a personnel of about 60, according to Meyers. He said he planned to make about 15 Ohio stands early in the season, then go into West Virginia, Virginia, the Carolinas, Louisiana and Texas.

Meyers left here last fall as part owner of the Newton Bros.' motorized circus, which was reorganized at Minerva, O., shortly after it closed at Willoughby, where it was hard hit by a rain and wind storm. The show continued thru Ohio and then south using several titles, the first Camel Show. Meyers is said to have invested money in the former Newton-controlled show. Much of the equipment of the original show was stored here following the closing in Willoughby.

Meyers continued on tour with the reorganized show thruout the fall and winter and returned to Akron recently to ready the No. 2 unit. He is reported to own the former Newton show big top, poles, seats and some props. He said he planned to remain here the remainder of the month to buy several jungle cats and other animals necessary to round out his menagerie, also other show property.

"The former Newton show is playing the smaller cities in Texas and will continue on tour of the Southern States," Meyers said. "We made money with the first show and that's why I am back in Akron to organize a second unit," he added.

Much Activity at Downie Quarters; Line-Up of Staff

MACON, Ga., March 11.—Work at the shops of Downie Bros.' Circus is going along at a brisk pace. Bennie Walsh is head painter and has seven assistants. George Engles is in charge of carpenter department and has a number of assistants. Slim Saunders and helpers are working on the rolling stock and Mickey O'Brien is looking after the wardrobe. Carlos Carreon has the menage and Liberty horses ready. Jack Fitzgerald and August Kelly are in charge of dining room. Color scheme of show will be orange and black. Plenty of new paper will be used. Albert Yarborough keeps the gilly car on the run from quarters to town.

The program will be almost entirely new. Among performers engaged are Carlos and Etta Carreon, Jeanette Wallace, Marion Shuford, Ruby Hoyt and Susie Kerwin. Buck Owens will have charge of the Wild West. Robert Spear will again be with the side show. Sam Crowell and Harry Nelson will have the concessions.

On the staff will be William M. Moore, manager; Charles Katz, assistant; Clint Shuford, treasurer; James Beach, general agent; Lee S. Conaroe, car manager; A. C. Bradley, legal adjuster; Art Miller, (See MUCH ACTIVITY on page 39)

Ingham's Indians in S. C.; Dot Shores Out as Agent

UNION, S. C., March 11.—Ingham's Congress of American Indians has been here the past two weeks working city and county schools, also in adjoining counties. Rex M. Ingham and Chief Frank Canoe were guests of the local Lions' Club February 25.

Mrs. Dot Shores is no longer piloting the organization, the advance being taken over by Ingham at Lancaster, S. C. Mr. and Mrs. Ingham recently visited Mr. and Mrs. Ernest Freeland at Charlotte, N. C. Freeland was Ingham's business associate at Rex's at Efffin, N. C., last year. While in Charlotte they also visited Miller's Museum. Texas Joe Clark was a recent visitor at Ruffin headquarters.



GEORGE L. MYERS, who will direct the program of the Parker & Watts Circus this season. He has been connected with indoor and outdoor shows for many years. He began his circus career with the Hagenbeck-Wallace show in 1917 and has been with Sells-Floto, 101 Ranch, Gentry Bros., Kay Bros., Rice Bros., Jack Horie and World Bros. shows.

Detroit Shrine Attendance 25% Over Last Year

DETROIT, March 11.—Attendance at the Shrine Circus here jumped about 25 per cent over last year, a preliminary check-up with Manager Tunis (Eddie) Stinson indicated. With crowds running about 32,000 to 38,000 daily—practically capacity, with about 3,000 extra seats placed in the ringside, attendance figures for the last few days were not yet available. Careful check of available figures indicated about 340,000-350,000 for this year, compared to 280,000 for last year.

This figure sets a 14-year record for the show, exceeded only by the pre-depression circus of 1925.

Tavlin Wins Suit Against Del Rios

CHICAGO, March 11.—Jack Tavlin, former manager of the Del Rio midgets, won a verdict for \$1,155 against Paulino and Martha Rodriguez, parents of the midgets, in Municipal Court here on Tuesday.

Tavlin claimed that altho he had a contract with the Del Rios that called for them to work seven days a week while traveling with a circus, they refused to perform on Sundays or sell (See TAVLIN WINS on page 39)

Anderson Will Feature Animals; Big Top To Be Air-Conditioned

EMPORIA, Kan., March 11.—"Every animal an actor—every actor an animal." This time-worn slogan will ring true again when the Bud E. Anderson Jungle Oddities and Three-Ring Circus opens this spring. A faint nostalgia is felt in the hearts of old-time circus folk here for the immortal Al G. Barnes by the presence of many of the old Barnes people and the framing of a wild animal circus.

Bert E. Rickman, equestrian director, in a recent interview, in part, stated: "Bud E. Anderson, with able assistance, is devising many of his own acts, which are daringly original and are radical innovations in the form of circus entertainment."

Outside operations at quarters were interrupted when a severe storm swept Central Kansas. The quarters were blanketed by two feet of snow. Inside work, however, went on, with 20 men building more wild animal cages, wagons and ring curbs. The carpenter shop finished two pole wagons this week and

Globe Gets R-B Paper

Is installing new plant equipment—Chi Ringling offices move

CHICAGO, March 11.—The Globe Poster Corp. has been awarded a large printing contract for season of 1939 by Ringling Bros. and Barnum & Bailey Combined Shows and is now turning out thousands of sheets of paper for the New York engagement of the Big One.

To take care of this and other business the firm is installing considerable new and up-to-date equipment, including several presses of latest design. It also has found it necessary to largely increase its space.

Since opening the plant here five years ago Globe has made remarkable progress. Starting with about 5,000 square feet of floor space, the firm has increased this to 20,000 square feet and has found it necessary to repeatedly add to the equipment.

For convenience in handling shipments of paper the Ringling offices are being moved to 633 Plymouth court. Modern air-conditioned offices adjoining those of Globe Poster Corp. are being prepared and will be occupied within the next few days.

An inspection of the paper being turned out for the Ringling show by Globe reveals some beautiful work.

Opens Early in April

NEW YORK, March 11.—Ringling-Barnum's 1939 season opens at Madison Square Garden here April 5, 6 or 7, dependent on termination of the usual hockey league playoffs, and closes Saturday, April 29, the day previous to the World's Fair opening. Show moves to Boston over Sunday, opening at the Garden there Monday, May 1 and closing May 6.

Route following Boston remains uncertain, the usual Brooklyn canvas date being still in the unsettled stage. Fact that the engagement would meet competition from the near-by World's Fair and lack of a suitable lot in that section of Long Island, has postponed definite action. If Brooklyn is dropped from the route this season, show will proceed either to Philadelphia or Washington. Contracting agents are also experiencing lot-finding difficulties in Washington and other cities thruout the East.

Will Move on 80 Cars

SARASOTA, Fla., March 11.—The Ringling-Barnum circus will pull out of quarters here March 31 or April 1 for New York. Reliable sources indicated last week that the show would move on 80 cars, thus more or less spiking the (See GLOBE GETS on page 43)

R-B Wild West at Fair

NEW YORK, March 11.—John Ringling North, president of the Ringling-Barnum circus interests, this week contracted to present an immense Wild West show and pageant as one of the feature attractions of the amusement zone of the New York World's Fair. For complete story see World's Fair department, this issue.

Conklin, Anderson Buy Property of The Tom Mix Show

EL PASO, Tex., March 11.—Disposal of property of the Tom Mix Circus was practically completed here this week.

J. W. (Patty) Conklin came in from the West Coast to meet Dall Turney, general manager of the Mix show, and purchased all chairs, seats, light plant, big top, menagerie top, poles and rigging. Equipment will be shipped to Canada. Conklin left for Chicago and Turney returned to the West Coast.

Bud E. Anderson was in town to purchase the show's stake driver, water wagon, cookhouse trailer and two semi-trailers from Karl Goodman, used-car dealer, who had purchased the rolling stock. Anderson was reported to have bought the p.-a. system and other equipment.

Meanwhile the show's trained horses and ponies remained under attachment by a court order on suit of Gladstone Shaw, former superintendent, for about \$600. Deputy sheriffs said they have been unable to serve Mix, cited as owner of the show. They said service may be sought by publication in time for trial of the suit by May 1.

Want Corporations Declared Bankrupt

SOUTH BEND, Ind., March 11.—Petitions to force two Rochester, Ind., circus corporations into bankruptcy were filed March 8 in the United States District Court here.

One, against the Robbins Bros. Circus, Inc., was filed by three persons who claim to be creditors of the circus by reason of sums owed them for work, labor and other services. The alleged creditors are Floyd King, who seeks a judgment of \$1,302.89; Eugene Scott, who claims \$141.41; John H. Smith, who asks \$306.06.

In the second suit Edward Rowe and Ford Johnson, doing business as the Johnson Dairy in Rochester, and Val Zimmerman, also of Rochester, claim to be creditors of the Indiana Circus Corp., Rochester. Merchandise for which the alleged debtor is said to have refused to pay was furnished by Rowe in the amount of \$386 and by Johnson in the sum of \$236. Zimmerman claims \$138.25 is due him for services.

Clyde Beatty, Wife Return To Rochester; Other Notes

ROCHESTER, Ind., March 11.—Clyde and Harriett Beatty, attaches, elephants and cats arrived from the Detroit Shrine date. Mervyn (Scotty) Cramer, cat man, clawed about his legs in Detroit, is recovering.

Joseph Becker is contracted as superintendent of pullmans. Edgar Howard is contracted with Becker.

Charles Luckey, superintendent of train and lot property, is busy with help in millwright department. Harold Nickolson, woodworker, is here from North Carolina winter stay.

It is stated that Frank Siegler, trainmaster of the McCoy show last season, will be superintendent of transportation of the Cole show.

Mike Tabor and Mike Malas, who worked winter dates on props, arrived and are waiting the Cole opening.

Eric Kessler and wife, who made winter shows, are here and stated they are contracted with Cole show. Kessler is a ticket seller and his wife an aerialist who also does menage.

Jorgen M. Christensen, horse trainer, received much press comment when he appeared as guest speaker before the civic club of Fulton, Ind., with theme, *The Circus and My Experiences Over the Globe*. Christensen and troupe will leave soon for the New York World's Fair, where contracted.


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Presents Its
3 RING CIRCUS
Featuring **CAPT. ENGERER'S**
FIGHTING LIONS

FOR SALE
4 YOUNG MALE LIONS, TRAINED
4 YOUNG LIONESS, TRAINED
Also 2 and 3 Months' Old Cubs
Must dispose of these animals at once.

Clyde Beatty Circus Unit, Inc.
Rochester, Indiana.

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YOU'LL BE SATISFIED WITH
RESULTS



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH, W. M. BUCKINGHAM, 716 Evans Bldg., Washington, D. C.
Secretary THAMES BANK, NORWICH, CONN.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., March 11.—Dr. David E. Reid, of Lebanon, Ore., writes: "Have returned from a wonderful week spent mostly at the Golden Gate International Exposition. While there renewed acquaintances with Jack and Martha Joyce and Capt. Rudy Wilhelm. Jack is working a January act, assisted by a clown and Mrs. Joyce. Captain Rudy is working his act of Jumbo and pals."

About 400 persons attended the two performances February 25 of the annual Pat Valdo Tent winter vest-pocket circus held in the Binghamton Recreation Hippodrome. Fans attending were English, Barlow, Scholderer, Georgia and Larkin. Back drop for stage was a 20-sheet Ringling interior big-top poster. A 15-foot ring was used on stage. Clayton Circus furnished the acts. John Telow, CFA of Peoria, was a White Tops visitor.

The sympathies of members of the CFA are extended to Charles Sparks in his bereavement. The Norwich, Conn., Tent is named in honor of him. Downie Bros.' Circus played that city a number of times. In 1934 the annual convention of the Fans was held in Norwich with the Downie circus as the convention show and Mr. and Mrs. Sparks as guests of honor.

Judge Frost Woodhull, who was president of the Alfredo Codona Tent, San Antonio, Tex., recently died in that city. Burial was in the Alamo Masonic Cemetery. Survivors are the widow, son, daughter, mother and sister.

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.

Circus Folks Attend Raising Of Nelson Tent

DETROIT, March 11.—Tent raising of the Robert Nelson Tent No. 28 was held March 2 at the Hotel Detroit, with many members of the Shrine Circus present to assist. The tent is named after the late Robert Nelson, brought to this country by P. T. Barnum in 1889, who made his home at Mount Clemens, Mich. Among those present were his son, Arthur; wife and their daughter, Theol, who was at the Shrine Circus, and their son, Paul Nelson, and his wife.

Frank W. Magin is president of the Tent but was absent, in Jamaica, and J. F. Lee Johnston, veteran trouper and now a Detroit publicist, presided, Henry Morgan, business associate of Magin's, spoke after Arthur Nelson officially pronounced the tent raised.

Fred L. Shaw, who headed the national CFA Save the Circus Committee last summer, spoke as secretary of the Tent. Impromptu entertainment, outside their professional routine, was put on by several, with Johnston as emcee. The Gretonas did a tap dance, assisted by Antoinette Concello; Orrin Davenport, an operatic baritone number; Emmett Kelly, story telling. Other circus people present included Mr. and Mrs. Edward Rooney, Mr. and Mrs. Merle Evans, Fred Bradna, Mrs. Davenport, Rudy Rudyhoff and Shorty Flemm.

CFA members and friends attending included Mr. and Mrs. Henry Morgan, Mr. and Mrs. Ivan Corcoran, Charles W. Brooke, Mr. and Mrs. John M. Bloom, Mr. and Mrs. Paul Weadock, Mr. and Mrs. Fred L. Shaw, Lewis Bredin, Mr. and Mrs. William F. Breuer and Don Smith. Smith, a collector of circus posters and articles, provided posters and decorations.

RAY STRAIN, who has been in the Eastern State Hospital, Ward 3, Knoxville, Tenn., for two years, would like to hear from acquaintances. He is a member of the Billers' Alliance, Local No. 8, Akron, O. Was on the advance of the Hagenbeck-Wallace Circus in 1920 and with the Ringling-Barnum opposition brigade, 1922-'23.



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NO
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THE EARTH'S NO. 1 AERIALIST
FLORESQUE

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Long Season. Give weight and height, etc. State what you can do.
BOX 944, Care The Billboard,
1564 Broadway, New York City.

Under the Marquee

By CIRCUS SOLLY

H. ALLEN BROWN will have the band on the Cole side show.

STAN REED, formerly with circuses, is now owner of the United Shows.

FRANK B. HUBIN pens that he will be on the front of a show at the New York World's Fair.

C. SCHROEDER cards that Flip and her pals played to very good biz in Joy's Strand Theater, New Orleans.

BERTHA BERTS' show, with Jimmie Hannigan as manager, is featured in side-show annex of Hayes Bros.' Circus.

A MAN'S REPUTATION is what his fellow men think of him.

MRS. INEZ TROUTMAN, of Butler, Pa., niece of Charles Sparks, accompanied him from East Brady, Pa., to Macon, Ga., and will spend several weeks there.

R. D. NEELY will be with the Richard Bros.' Circus. He and his wife were with the Marlow show last year.

THE RINGLING-BARNUM circus has been granted a permit to use the East Liberty circus grounds, Pittsburgh, June 5 and 6.

GEORGE HANNEFORD FAMILY was in Frank Fay's vaude show at the 44th Street Theater, New York, for two weeks. George says the show was a big hit.

EIGHT UYENOS, gymnasts, recently finished playing at the George Washington Hotel, Jacksonville, Fla. W. E. Christianson advises that they will sail for Europe March 16 to fill a four months' engagement.

FLOYD KING and Charles Katz were the only showmen who attended the funeral of Mrs. Charles Sparks at East Brady, Pa. King was in Cincinnati last week on business and called at *The Billboard* offices.

MAE JACKSON, of Leo and Mae Jackson, cyclists, who has been very ill at the Carney Hospital, South Boston, Mass., for past four weeks, is now doing nicely. Wants to thank friends for cards and flowers.

A SHORT HISTORY of circus days during the last 50 to 60 years has been given *The Daily Town Talk*, Alexandria, La., by C. E. Doble, showman of Jeffersonville, Ind. Doble is a friend of Hunter Jarreau, business manager of *The Town Talk*, and upon reading a recent account of a route book of the S. H. Barrett show, published in *The Town Talk*, he sent in the article.

ARTHUR BORELLA, who has been spending the winter in Los Angeles, presented the clown numbers with his trio, assisted by Carl Traynor, for Polack Bros.' Circus at Sacramento week of February 13. He also did publicity, being on the air and at service clubs. Says he expects to do publicity for Polack promotions at Portland, Seattle, Vancouver and Victoria.

IF YOU OWN a show you surely can afford letterheads. Circus business is a business.

WILLARD J. OAKLEY arrived in Sarasota, Fla., March 6 after 90 days in Miami. He visited the Rodeo and Hollywood Tropical Fiesta. Art Boden won a prize for trick riding and roping. He goes with the Big One, Barnett Bros.' Circus furnished the big top for the Roller Derby. Circus reserved seats were

used. Oakley attended the Pageant of Sara De Sota and Fair.

JAMES F. (JIM) O'CONNOR, assistant city clerk in the office of Frank A. Hass, Davenport, Ia., died of a heart attack March 4. In his office he contacted many circus and carnival agents and was well acquainted with their wants and requirements. He was ever willing to lend assistance and do his best for the cause of the showman—to give the agent the inside of what might be able to guide him in his endeavors.

WILLIAM M. MOORE, general managing director of Downie Bros.' Circus, states that Howard Y. Bary, for whom he worked on the Hagenbeck-Wallace Circus, has no connection with the Downie show. As mentioned in a recent issue, the circus is incorporated under the State laws of Georgia by the Southern Circus Corp., the incorporators being T. Leo Moore, H. A. Decker, W. M. Moore and Paul M. Conaway.

EVERYBODY KNOWS how to grumble a complaint, but few can express a graceful compliment. It's a matter of practice.

FROM BERT COLE: "Was shocked to read in *The Billboard* of the death of John O. Talbott. In 1901 he, Jerry Mugiwan, Tom Monahan and I joined the B. E. Wallace show. Of the four I am the only one remaining. Talbot and I were together for about 15 years with the Wallace, then the Hagenbeck-Wallace show. In all that time he never spoke an unkind word to me and was a gentleman at all times. I considered him the highest class legal adjuster I ever was with."

IN THE HOME of Doc Waddell at Chilliwothe, O., with a goodly number of showfolk from surroundings, he held a remembrance service for James Clendenin, who recently passed on at his home in Huntington, W. Va. He was managing editor of *The Daily Herald-Dispatch* there and one of the best known newspaper men to circus people and other showfolk, especially to the publicity purveyors. Waddell is now a member of the Chilliwothe Ministerial Association.

IF MANAGERS or department heads have occasion to call down their help, it should be done in a quiet and orderly manner. If you must rave, do it out in the country where the natives won't hear you.

Peru Pick-Ups

PERU, Ind., March 11.—A. Struble is here and stated he will be with Cole show. Perry Plank also is here. He made winter dates.

Mr. and Mrs. George Cutshall, Jimmy McGee and Red Ball returned here from the Detroit Shrine show. Cutshall and circus friends left for Houston, Tex.

A number of cars at circus railway sheds were dismantled past week and wood given to needy families of city.

Fred Torrence, with Robbins Bros. last year, now manager of a night club in Fort Wayne, Ind., visited here. John Bolcourt, electrician, is here.

Jack Cunningham, concessioner, who recently underwent a major operation here, following which he worked winter dates, was forced to close and cards he is Florida bound to regain his health.

Otto Griebling and wife, Hannah, working the Detroit date, were stricken with influenza and are back here. Griebling's parents, Mr. and Mrs. Carl Mueller, retired circus folks, are residing here.

Favorite Outdoor Performer Contest

Sponsor—THE BILLBOARD

DONORS: Circus Fans of America; Dexter Fellows Tent, GSSCA; National Showmen's Association. Types of awards will be announced during the year.

For ballot with detailed explanation send request postcard to Contest Editor, 1564 Broadway, New York. Only one ballot per voter allowed. Those desiring more than one ballot must furnish names and addresses of prospective voters.

ACTIVE PERFORMERS NOT ELIGIBLE TO VOTE.

Talent on Parade!

This issue contains a New York World's Fair section with its emphasis on talent. Where can you find a keener concentration of talent than is suggested by this contest for the "Pulitzer Prize" of outdoor performerdom?

The first 25 leaders are being listed this week after a lapse of several issues devoted to an excursion into other departments of *The Billboard* in which the artist is an important factor in operation. Note that several of those bracketed in the first 25 are the present leaders in their own sphere of artistry.

The leaders:

- 1. Flying Behrs..... 300
- 2. Mabel Stark..... 226
- 3. Flying Concellos..... 193
- 4. Blondin-Rellims..... 166
- 5. Clyde Beatty..... 154
- 6. DeKohl Troupe..... 118
- 7. Flying Behees..... 110
- 8. Cristiani Troupe..... 110
- 9. Mickey King..... 101
- 10. Con Colleano..... 93
- 11. Capt. Terrell M. Jacobs..... 84
- 12. Wallendas..... 79
- 13. Peerless Patters..... 78
- 14. Capt. Dalbeanic..... 75
- 15. Naittes..... 73
- 16. Otto Griebling..... 71
- 17. Billitti Troupe..... 69
- 18. Great Fussner..... 68
- 19. Jenny Rooney..... 67
- 20. Dorothy Herbert..... 68
- 21. Hal Silvers..... 67
- 22. Emmett Kelly..... 65
- 23. Yacopis..... 63
- 24. Maximo..... 63
- 25. Stratosphere Man..... 60

More than 200 other individuals and troupes have been nominated, but limited space prevents full listing. (This list appeared several weeks ago.)

Many ballot-casters have lost all but their first choice in the voting because they have singled out one performer for all 10 places on the ballot. We repeat here that a voter is permitted to name a maximum of 10 individual artists or (See FAVORITE OUTDOOR on page 57)

Excellent Biz For the WPA Show At Jamaica Arena

NEW YORK, March 11.—The WPA Federal Theater Circus closed its engagement at the Jamaica Arena night of March 5 to excellent business. Saturday and Sunday matinees were turnaways and capacity houses on Saturday and Sunday nights. Ernest Enger Jr., who took his father's place in the lion act when the latter was attacked and sent to the hospital by the beasts, is going over big. Publicity department has landed many features and pictures of the young star and a broadcast over a nation-wide hook-up. Regan McCrary, who does the "Only Human by Candle" feature in *The New York Daily Mirror*, devoted his entire column to young Enger.

A visitor here was Major Charlie Paterno, director of employment for Federal Project No. 1. He is a member of the staff of Paul Edwards, administrative officer of the Federal Arts Projects. Other visitors were Ralph Finney, traffic manager of the show, and Jerry Franken and a group of friends. Franken is on the local staff of *The Billboard*.

Managing Director Burns O'Sullivan will confer with his staff on final plans for the tenting season, reports Wendell J. Goodwin.

The Corral

By ROWDY WADDY

MRS. PEARL BIRON has signed to present her clown act with the G. V. Adams Rodeo.

TOM KING, of King Bros.' Rodeo Co., is playing theaters in Oklahoma and Arkansas with Al Doss.

LADIES' AUXILIARY of the Cowboy Turtles' Association, organized during the 1936 Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., will meet during this year's Fort Worth show to elect officers.

JOHN STRYKER, bound for Oklahoma City, recently boarded the first bus that came along in Seminole, Okla., and after sitting a while, an acquaintance asked him if he was going west. "Sure," was the reply. "Then you'd better get the bus that's pulling in because this one is bound for McAlester and Fort Smith."

PONY EXPRESS of 109 miles, re-enacting pioneer mail-carrying days, will be staged as ballyhoo for the annual Gatesville (Tex.) Rodeo this summer. Sixteen riders will cover the distance thru Central Texas, with invitation to attend the event from Governor W. Lee O'Daniel to mayors of each town on the circuit.

SEMINOLE ROUND-UP CLUB, of Seminole, Okla., will stage a three-day rodeo at the local ball park there this summer. Col. John Stryker, manager of the Seminole Club, has been signed to publicize and announce the event, making his third year there in the same capacity. American Legion will co-operate with the Round-Up Club to make the rodeo an annual event. Event, this year, will celebrate the 50th anniversary of the famous Oklahoma Run of 1889.

MRS. JEAN ARNOLD, of New York, scored on February 22 as the only woman rodeo producer in this country when she staged a one-afternoon amateur event in Eau Gallie, Fla., showing to over 4,000. Fifteen Florida cowgirls entered a beauty contest and Patsy Johnson, of Kissimmee, was named winner. Mary Parks, professional, rode bucking horses. Buddy Mefford was arena director. Stock was furnished by Chip Stewart, local cattle rancher. Events included dogging, calf roping and steer and bronk riding.

CHARLES A. SCHWARTZ scribes the following from Amarillo, Tex.: "With a desire to co-operate with contestants with proper livestock and ability, several managements of rodeos held in Arizona, New Mexico, Colorado, Nebraska, Kansas, Missouri, Texas, Oklahoma and Iowa held a meeting in Ft. Worth, Tex., during the week of March 10, while the Ft. Worth Rodeo Association and the Cowboy Turtles' Associations held their annual convention and election of officers. Object is to form a new managers' association, which will guarantee purses, use fair uniform rules, award titles and issue points. This will permit season's winners to receive some worthwhile cash purses and trophies. The proposed new organization will co-operate with the Turtles on all matters and endeavor to straighten out fairly and sensibly the points the RAA doesn't seem to be able to handle."

ATTENDANCE at the rodeo held in connection with the Houston Fat Stock Show, February 25-March 5, was 30 per cent above that of last year. About 160 (See CORRAL on page 57)

EDDY BROS. CIRCUS

WANTS FOR SEASON 1939

(Circus Acts of all kinds, especially Lady Acts. Versatile Family doing several acts strong enough to feature. Excellent Family, can use you. Clowns that are Clowns. Must have wardrobe and props. Musicians that are sober and can cut it. Freaks, Novelty and Working Acts for Side Show. White Cook and Waiters. Dan Steward, write in. For Advances, Billposters that can and will lithograph. Full particulars and lowest salary in first letter. Performers must do two or more acts. Address:

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ONLY last year's champions to hold their places in the 1939 Michigan State amateur roller figure-skating championships on March 2-5 in Fred Martin's Arena Gardens Rink, Detroit, were Lloyd Young and Virginia Mount, who again won the dance championship. In the men's figure-skating contest, competition ran high, the first five place skaters ending within a few points of one another. Walter Stokosa replaces H. I. Johnson, last year's champion, who was ineligible. Stokosa will enter the national championships to be held in Arena Gardens during April. Jane Holcombe replaced Helen Brundza as State champion, winning by a small margin. Both will enter the United States meet. Pair-skating contest showed excellent possibilities for Michigan skaters in the coming national championships, their work being praised by Harry Martin and Laura Jane Brown, Midwestern place winners and Wayne County ice-skating champions, who judged the meet. William Best and Eldora Andrews were winners. On the afternoon of March 4 junior and juvenile championship races were held under sanction of the Roller Skating

Rink Operators' Association of the United States. Winners were awarded medals.

M. S. LEWIS, operator of Rainbow Gardens Roller Rink, Mt. Morris, Mich., is vacationing in Miami, Fla., and visited many rinks on his trip south, officials report. He has been gone three weeks and plans to open his Crystal (Mich.) Rink shortly after his return. The Mt. Morris spot is under management of J. H. Spencer during absence of Mr. Lewis and sellouts were reported at a sweetheart party and milk-drinking contest. Clark's Honolulu Girls, an orchestra from a conservatory in Flint, Mich., were presented on March 5.

MAGIC FLYERS, George and Ann, figure, adagio and acrobatic roller skaters, appeared for three weeks in Jamestown, N. Y., they report, two weeks at the Gold Dollar and a week at Fairmount Grill. They are at Cafe Madrid, Buffalo, N. Y., for a three-week stay.

BILL PULLMAN, proprietor of 80 by 180-foot Skateland, Fort Worth, Tex., was a visitor at the skating desk on March 2 and reported business good. Parties have been booked for six weeks in advance. He attended the opening of Golden Gate Exposition, San Francisco, and while on the West Coast visited Culver City (Calif.) Rink and Hollywood Roller-bowl. Both rinks are doing business, he reported, the latter drawing 1,400 on the night he attended. He scheduled visits to Norwood Rink and Seferino's Roller-drome, Cincinnati, before leaving for Detroit.

S. R. STOUGHTON, proprietor of Stoughton's Beach and Roller Rink, Slippery Rock, Pa., will operate a new rink in Hookstown, Pa., reports John Boehm Jr. Stoughton is at present in Florida seeking a location for next winter.

ROYAL ROLLERS and Mickey report they were held over for a fifth week at Hotel George Washington, Jacksonville, Fla., closing on March 13.

RECENT and well-patronized innovation in Skateland, Cleveland, is the Health Harbor, a hot dog and milk stand independent of the ice cream parlor, reports Francis J. Baldwin.

DAMAGE estimated at \$50,000 was done by fire which destroyed Black Cat Casino and Roller Rink, seven miles south of Wilmington, Del., on February 25. Loss, partly covered by insurance, included a \$3,000 amplifying system, three pianos, several hundred tables and chairs and 400 pairs of skates, said Joseph Engle, operator.

HARRY SHIRK, who recently assumed management of the roller rink in Meyers Lake Park, Canton, O., and who reports membership in the roller club has passed the 300 mark, is planning an Oldtimers Night on March 25. Rink is operating nightly with Saturday and Sunday matinees.

FIVE-MAN roller-skating team of Dalton Rink, Canton, O., won at Lancaster, O., on March 2, East Liverpool finishing second. Other teams were from Pittsburgh; Youngstown, O., and New Castle, Pa.

PLAYLAND Roller Rink, which operates seven nights weekly in South Bend, Ind., has changed the name of its Skating Trip Club to Playland Travelers, reports Al Wish, proprietor. Eddie Robbins is manager and instructor.

OAKS Roller Rink, Portland, Ore., opened its 34th season on March 3 with an elaborate 10-act floor show and attendance of about 950, largest anniversary-day crowd in the rink's history. E. H. Bollinger is manager. A show was staged by Oaks Skating Club under direction of President Boyd Stoughton and featured 16 cakettes, led by Barbara Dentler and Lu Zell Whiting, who presented a revue. A torador and bull skate by Chuck MacFarlane, Don Jensen and Don Whitney drew applause. Other numbers were figure, military and double-jointed trick skating and spinning acts. An attractive 20-page souvenir program was distributed. During the three-day shutdown a bright rug and six oil paintings were added to give life to the foyer. Neon tubing outlin-

ing the organ was installed and the console was gilded. Indirect lighting was added to restrooms and refreshment stand. Lumi-line lights were added for floor lights. Ceiling and walls were painted in white, yellow, buff and tan with gold stripes as decoration and rails were coated silver. Reserve mechanical checkroom, which may be cranked up and out of the way, was built. Containers fixed to sleepers have almost eliminated the chewing gum problem. Skates were repaired and new ones added. Bob Bollinger, assistant manager, reported business good.

NEW Salisbury Roller Rink in a former garage in downtown Salt Lake City opened to a fair crowd on February 28 under management of Ernest Salisbury, well known to Western roller-skating people. He will be assisted by Evan Williams and Fred Lindsay. Opening was advertised with window cards. Rink has a 50 by 135-foot maple floor and is not quite completed. Sound equipment will be added and walls are to be improved to better acoustics.

PENNSYLVANIA State championships in roller-skate dancing will be held in Lexington Rink, Pittsburgh, on April 11-13 under sanction of the Roller Skating Rink Operators' Association of the United States, reports Manager H. D. Ruhlman. Competition will be open to amateurs whose applications are filled out in duplicate and filed with the holding rink five days prior to April 11. Should participants be under 21 years of age, a parent or guardian must countersign the application. Local skaters (those living within 50 miles of Pittsburgh) will compete on the first two nights for the finals, three winners to be picked each night. Distant skaters will compete in finals and may be champions of their home rinks or not more than two couples from each city and approved by home rink managers. Gold medals will be awarded champions; silver medals, second place, and bronze medals, third place. Dance competition will include circle waltz, open and closed; old-style two-step, American promenade and chicken scratch. Finalists will be eligible to enter the national championships in Mineola (L. I.) Rink on April 27-29.

ROBERT WARE, vice-president of Chicago Roller Skate Co., is touring Florida with a party of friends for a month or so. He writes that he is enjoying some very good fishing. Ralph Ware, treasurer of the company, will leave soon for a combined business and pleasure trip thru the Carolinas and points on the Southern seaboard.

BUSINESS is holding up at Fred Leiser's Chicago Armory Roller Rink during Lent and many parties are being booked, reports Bill Henning. Stage is being erected for a public wedding on March 22 and many gifts have been donated, including pairs of shoe skates from the Chicago Skate Co. and a gift from Mr. and Mrs. Sid Kean, rink concessioners. Joe Laury is skating in the Chicago Roller Derby. Floyd Bauler is new doorman.

OWEN WILLIAMS, manager of the roller rink at Waverly Beach, Beloit, Wis., last summer, has leased the pavilion in Bluff View Park near Erodhead, Wis., and opened on March 4 with roller skating nightly and on Sunday afternoons.

Current Comment

By CYRIL BEASTALL

DERBY, England.—Two errors were recently noted in a publication, mention being made that Secretary Provencher, Canadian Association, had informed that a team from Canada might represent that country in the second "world" championship for roller hockey in London, England, this year. I can state that official information says that the championship will definitely take place at Easter in Montreux, Switzerland. London never was considered as venue.

Mention also was made of there being 300 rinks in this country and that they were opening week by week. Fact is that there are less than half that number of roller rinks here, actual figures being 148; also very few new rinks have been in evidence this season.

Latest rink to open over here is Assembly Rooms, Belper, Derbyshire, seven miles out of Derby. Operator is William Holt, who also owns the New Theater, Belper. Assembly Rooms opened on February 13 to capacity and so well patronized has it been that Mr. Holt immediately converted his New Theater, closed temporarily, into a larger rink for opening on February 23. Albert Hambleton, hockey exponent, is floor manager, his second pro engagement. Music is by an orchestra.

MUCH ACTIVITY

(Continued from page 36)

director of publicity; Harry Mack, press agent back; Bert Wallace, equestrian director; James (Waxo) Salter, 24-hour man.

E. J. McKnight, Fan, spent several days here, accompanied by Jerome T. Harriman. Jimmie Bagwell, formerly in concession department of the Downie show, was here en route to Sarasota. Paul M. Conway is busy with many clients in his office. He directed the Police Circus here, having an excellent program. Ray Grove was ill for several weeks. Eddie Jackson is still in Akron, O.

The passing of Mrs. Charles Sparks cast a spell of sadness over the circus colony.

Miller To Direct Publicity

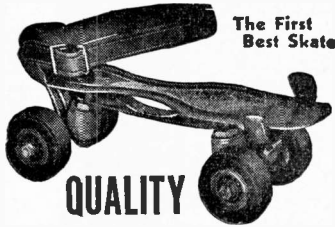
MEMPHIS, March 11.—Arthur W. (Art) Miller has been signed by William M. Moore as general director of publicity for Downie Bros.' Circus. He was contracting agent after the reopening of that show last season. Prior to that he was with the Lindemann brothers for several years as general agent of the Sells-Sterling Circus. Miller has been operating a roller rink in Arkansas and Missouri this winter. Business has been satisfactory.

TAVLIN WINS

(Continued from page 36)

postcards of themselves unless paid extra. Tarvlin said he was paying the trio \$150 a week and \$75 a week extra for their chaperon. In order that the show might go on he paid them the extra money demanded under protest. Tavlin stated. A jury in Judge Lambert Hayes' court found for Tavlin after an hour's deliberation.

During the 1937 season Tavlin presented the Del Rios in the "concert" of the Al C. Barnes Circus. Since then they have gone under other management and early last season appeared at Million-Dollar Pier, Atlantic City. For the past few weeks they have been appearing in the after-show with Orrin Davenport's winter circus.



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Tramlik Self-Locking Sectional Floors
Can and are being used in buildings as well as under tents. Need 10 cents for information on our sectional floors and self-locking rinks. They are getting the money every where. Have built portable floors over 25 years.
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WRITE FOR PRICES ON SKATING RINK TENTS
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PORTABLE ROLLER SKATING RINK
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Must have full equipment. Plenty of space.
Rental—Percentage basis.
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NOTICE! Bring Your Portable Skating Rink to Chillicothe. Am anxious to contact someone having complete Portable Skating Rink, including tent, floor, skates and all equipment. Will rent or lease this money-making location in Chillicothe, with plenty of parking space. Would prefer owner operating his own rink on percentage arrangement. Give full details in first letter.
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TEXAS SHOWS TILT FIGURES

Houston Gets Its Best Gate

Fat stock expo's all-time high nearly 200,000—more State-wide support noted

HOUSTON, March 11.—Attendance was near the 200,000 mark at Houston Fat Stock Show and Live-Stock Exposition on February 25-March 5, about 40,000 over that of 1938 and established an all-time high despite several wet days. Attendance on Texas Independence Day, March 2, was given as 20,000, largest of any day, compared with 10,000 on the same day in 1938. Over 5,000 kids from charity institutions attended Friday afternoon. Awards totaled \$20,000 of which \$7,000 went to rodeo performers.

"Better State-wide support was noted and this attributed more than anything else to the success," said President J. W. Sartwell. "We will be forced to enlarge the site for the next year's show."

President Sartwell; W. C. Cox, secretary-manager, and others of the board of directors were planning the 1940 show while this show was in progress. Exhibits doubled those of last year with more than twice as many entries in competition in live stock and poultry, while industrial and commercial exhibits numbered about three to one as against last year. Private and auction sales of live stock and poultry by exhibitors were heaviest ever known in South Texas.

In the horse show there were nearly 200 animals making up 45 classes of large fields and competition was keen. George Lee, Mexico, Mo., nationally known horse-show judge, presided. Sales were also heavy in this division.

Joe D. Hughes, Houston, was chairman of the horse show; Pauline Sternberg, manager; Mrs. Chester Gifford, secretary, and Edwin Young, announcer. Nat D. Rodgers was superintendent of admissions and ticket sales, and W. A. Lee, chairman of the publicity committee, with Jack McCully and Fog Horn Clancy handling the press. More than 50 school bands from towns and cities in South Texas were guests of the expo.

Oregon Passes Grounds Bill

SALEM, Ore., March 11.—A bill thwarting attempts by cities, towns and counties to gain new revenues at expense of county fairs has been passed by the Legislature and signed by the governor. It provides that "any shows, carnivals, circuses, dances, entertainment or public gatherings held on fairgrounds and so licensed or permitted by a county fair board (so that fairgrounds and buildings may be utilized to the fullest extent) shall not be required to pay license to any city or county other than to the county fair board." It was introduced by Herman H. Chindgren, president of Oregon Fairs Association and member of the Legislature.

Lewistown Staff Continues Under Supervision of Hamid

LEWISTOWN, Pa., March 11.—The 1939 Mifflin County Fair here will be under general direction of George A. Hamid, it was announced at a meeting of Mifflin County Horticultural and Agricultural Association. The late Samuel B. Russell was general manager and moving spirit of the fair many years.

Local officers and directors will be active in operation. Staff is composed of the following, all of whom have previously been connected with the fair:

Admissions, Jack Morgan; horticulture and agriculture, Leroy Leach; speed, Jesse Groninger; assistant, William Brindley; poultry, Walter Wilson; live stock, Robert McCoy; lights, Leslie Bailey; amplification, Ralph McCook; schools, Professor Sipes; entertainment, Harold D. Cohen; publicity, Richard Ruble; concessions, Carl E. Friese; secretary-treasurer, J. C. Shatzer.



ERNEST RAUGHLEY, secretary of Delaware's only fair, the Kent and Sussex annual in Harrington, which will have a \$10,000 State building for display of Delaware products if the Legislature passes a pending bill. Two other proposed measures ask the solons to make appropriations of \$14,000 for premiums for two years and awards for special exhibits.

Mich. Audit Shows Revenue Variations

DETROIT, March 11.—Significant figures in a comparison of 1937 and 1938 Michigan State Fairs here, given in an audit submitted last week by William L. Stewart, show: Net profit, 1937, \$29,906; 1938, \$31,208; revenue, 1937, \$273,232; 1938, \$376,635; gate admissions 1937, \$119,639; 1938, \$247,391; rentals and concessions, 1937, \$124,967; 1938, \$108,520; expenses, 1937, \$243,329; 1938, \$345,426.

It is noted that the 1938 fair showed a big increase in gate revenue and a decrease in revenue from exhibits and concessions. Present plant value is figured as: Land, \$551,993; buildings, \$1,212,826; equipment, \$231,290; total, \$1,996,109.

About \$619,000 was written off plant value in 1937, the audit shows, chiefly for elimination of the subway under the race track and some older buildings. Subsequent improvements brought the figures up to the present values.

Young Repeats in Jackson

CHICAGO, March 11.—Ernie Young's office here closed contracts this week for grand-stand shows at the 1939 West Tennessee District Fair, Jackson; Interstate Fair, Chattanooga, Tenn., and Van Buren County Fair, Hartford, Mich. This will be the fourth year for Young presentations in Jackson.

Modify Laws on Concessions

By ANNA JANE PEARSON

Address of the owner-manager of the Pearson Shows before the annual meeting of Illinois Association of Agricultural Fairs in the St. Nicholas Hotel, Springfield, on February 1.

Anyone who apologizes to people he must contact for being with a carnival not only betrays his profession but is a knocker for his profession he represents. The word "carnival" has been in use for generations. Perhaps a glance at its history will give us an angle for meeting our present troubles. During the so-called dark ages carnivals played in churchyards under auspices of local priests. But their carnivals had only concessions. Who would think of a midway without rides? Especially the Eli Wheel and the Merry-Go-Round, Tilt-a-Whirl and other rides, for they are the carnival.

The shows and concessions, historically the older and in many ways the more important to the successful carnival, have been so merchandised that the traveling show in America today is primarily the outgrowth of the Chicago

Hearing Deferred On Hennies-Detroit Suit Over Contract

DETROIT, March 11.—Hearing on a suit of Orville W. Hennies against Michigan State Fair management was postponed twice this week in U. S. District Court here. Hennies seeks to enforce an implied contract for the midway at the 1939 fair for Hennies Bros.' Shows. Dr. Linwood W. Snow, new fair manager, gave a contract instead to the Beckmann & Gerety Shows. Manager Snow said this week that the midway contract will go to either Hennies or Beckmann & Gerety, dependent upon outcome of the suit. Hearing is set now for March 14.

The suit was brought in Federal Court inasmuch as Hennies brothers are citizens of Louisiana, so bringing suit in Michigan rather than because a State agency is being sued, it was indicated by George Kayes, Hennies' attorney. No damages are claimed at present, but should the court determine that the Hennies brothers are entitled to the contract but indicate settlement for damages rather than performance of contract as the solution, a claim for \$50,000 to \$100,000 damages will be entered, it is said. An oral contract is claimed, Kayes said, rather than a written one. Former Fair Manager Frank N. Isbey and other officials are to be called as witnesses for the plaintiff.

State Building Fund Asked for Harrington

DOVER, Del., March 11.—Three bills providing prize money and authorizing an appropriation for erection of a State building at Kent and Sussex Fair, Harrington, have been introduced in the House of the Legislature in session here by Representative Fred S. Balley, Harrington.

One of the measures would authorize an appropriation of \$10,000 to the fair for a State building for display of Delaware products.

Another would authorize \$7,000 a year for two years for premiums and a third would authorize an appropriation for awards for Delaware exhibits of agriculture and home economic work. Kent and Sussex is Delaware's only fair.

Frank Wirth Adds Three

NEW YORK, March 11.—Frank Wirth Booking Association announced grand-stand contracts with Stoneboro, Pa.; Dresden, Ont., and Cortland, N. Y. Also booked Six Antaleks, Ringling-Barnum perch act, with George Wirth Bros.' Circus, Australia, opening in Melbourne in October. George Hanneford riding act in Frank Pay's local vaude show also sold by Wirth office for two weeks and option.

Special Days At Ft. Worth

Big awards await exhibitors—Whiteman is playing at S. E. Expo Round-Up

FORT WORTH, Tex., March 11.—The 43d annual Southwestern Exposition and Fat Stock Show and Rodeo here on March 10-19 opened yesterday with a downtown parade at 4 p.m., and grounds were opened at the same time. Parade was headed by Paul Whiteman, whose All-American Band is playing for the rodeo events and floor show and dancing at the Roundup, new night spot on the grounds, and Amos Carter, local publisher and show official.

Show prizes total about \$78,000, with \$40,000 going to exhibitors of prize winning cattle and sheep. About \$30,000 is said to be prize money for rodeo events and \$8,000 for horse show winners. Special days and events for many cities, towns and organizations are slated to swell attendance. Largest delegations will be Future Farmers of America and 4-H Clubs of this section. John M. Hendrix is handling all special events for the second year. Mrs. Franklin D. Roosevelt is scheduled to attend the rodeo on Sunday while visiting her son here.

Turf Catering Co. has the catering concession here for the fourth consecutive year. Biggest spot it has is the Roundup, which has been enlarged until it seats 1,300. J. D. Wolkin is in charge for the Turf Co. Bill H. Hames Shows are again on the midway. Free act on the midway features Burma, the elephant. Fern and Candy Groseclose, who have had candy floss and ice cream concessions here many years, have added guess-your-age and guess-your-weight. Dave Bloom again has the novelty concession contract.

Mass. Solons Hear Pros and Cons About Racing Law Clause

BOSTON, March 11.—Appearing before the legal affairs committee of the Legislature, prominent members of Massachusetts (See MASS. SOLONS on opposite page)



HARRY KAHN, secretary of Auglaize County Fair, Wapakoneta, O., a pioneer in presenting daily changes of grand-stand programs, has set attractions for the 1939 fair to continue this policy, which has greatly increased attendance there. Rapid strides have been made by this once decadent annual and much improvement work has been done this year, including new fencing and modernizing gateways and art hall.

On Tough Contracts

The unfair concession and the immoral amusement must go. Give the public what it wants. Every time a carnival burns up a town it is biting the hand that feeds it. Even the animals in our side shows know better than to bite the hand that feeds them. Too many towns have already been closed to carnivals (See MODIFY LAWS on opposite page)

Kahn To Present Changed Programs for Wapa Again

WAPAKONETA, O., March 11.—Daily change of program, which proved popular with patrons of six-day Auglaize County Fair here last year, will again be in effect, reports Harry Kahn, secretary. Attractions booked include Renfro Valley Barn Dance; *Bits of Broadway Revue* and *Mirth and Melody Revue*, Henry H. Luaders attractions; *Pine Ridge Follies* and Barker Bros.' Circus, booked thru Gus Sun Agency, and Jimmy Katz's 28-piece NBC orchestra, booked thru Consolidated Radio Artists, Inc.

Membership ticket campaign, which broke records last year when 2,710 tickets sold for \$1 each, will again be staged. Gate admission will be 25 cents. Grandstand admission will be 35 cents.

R. A. Jolly rides will be on the midway. Thompson's lunch concession has been contracted and Andrews Concession Co. will have candy and frozen products on the midway. Harness races and jumping contests will be held three days.

Considerable improvement work has been done. New fencing surrounds grounds, gateways have been widened and the art hall has been revamped.

Attractions Set for P. A.

PRINCE ALBERT, Sask., March 11.—Midway attraction for 56th annual five-day Prince Albert Fair, member of Canada Midwest Circuit, will be Zimdars' Greater Shows, reports J. P. Curror, manager. Barnes-Carruthers will furnish free acts and *Manhattan Jamboree Revue* will be an attraction. Jimmie Lynch's Death Dodgers have been signed for Thrill Day. Children's, Citizens', Farmers' and Travelers' Days are planned, and harness racing will be staged three days, with \$2,900 in purses. Boy and girl farm camps will be held two days and there will be a program for junior farmers.

Fair Grounds

LOUISVILLE, Miss.—Winston County Legion Fair, a consolidation of Winston County and American Legion fairs, was launched at a meeting here on February 22, reports Mrs. Maude Boydston, secretary. Fair will be sponsored by Business Men's Club and American Legion Post. Grounds will be in State Legion Park, where a number of buildings, formerly occupied by a CCC camp, are available.

NEW WINDSOR, Ill.—New Windsor Fair and Horse Show, formerly New Windsor Home-Coming and Horse Show, will open its two-day program with musical and sports events, and a nominal admission will be charged to give concessionaires a break, reports Secretary E. Thomas. Prospective State aid for payment of premiums is expected to strengthen the fair's financial position.

BELLEFONTAINE, O.—Annual meeting, banquet and entertainment of the Horse-Pulling Association of Ohio will be held in the K. of C. Hall here on March 21, said Secretary Ray Hennesey, of this city. The association will again this year sponsor heavy and lightweight horse-pulling contests at Ohio fairs.

CALGARY, Alta.—This year's parade, opening Calgary Exhibition and Stampede, will have a special section known as the Pageant of Empire, with about 17 floats representing different parts of the empire. Directors approved a report of the racing committee, increasing purses by \$1,550 over last year's.

NEWPORT, Ore.—County Court has accepted a deed from the city for six acres adjoining the city's athletic field as a permanent site for Lincoln County Fair. A WPA application, calling for construction of buildings, landscaping and bleachers is being prepared. Grounds are planned to accommodate a rodeo, with corrals and a small race track. W. P. McBee, Toledo, president; Andrew Kent, Waldport, and E. E. Colvin, Siletz, make up the fair board.

FREMONT, O.—Sandusky County Fair directors plan erection of a \$6,000 livestock coliseum.

REGINA, Sask.—Estimates of expenditure for Regina Exhibition board this year, totaling \$54,930, were approved by city council. Total is \$4,930 more than last year's estimate and \$3,135 more than last year's expenditure. Apart from debenture charges, the board pays its own and last year paid to the city more than \$16,000. Attractions this

year will cost \$7,800 and many thousands of dollars will be given in premiums. Cars will be given away again.

Grand-Stand Shows

WAGNER'S Concert Band has been contracted to furnish grand-stand music at the 1939 fairs in Marlinton, W. Va.; Emporia, Va., and Asheboro, Rutherford County, North Wilkesboro and Wilson, N. C., reports Bandmaster A. J. Wagner, Mount Airy, N. C.

PEARL FERN and Company, now playing night clubs in Ohio, will play fairs and celebrations in the Northwest the coming season under the Williams & Lee banner.

FLASH WILLIAMS and his Thrill Drivers will appear in Regina, Sask., on May 24, the day prior to arrival of the king and queen, on the exhibition grounds. The thrill show will be sponsored by exhibition boards in Regina and Saskatoon, Sask., and Edmonton, Alta., on the day before the king and queen arrive in those cities.

WEYBURN, Sask.—At the 1939 Weyburn Fair among grand-stand attractions will be a Pageant of Empire with a cast of 130. Attractions will cost \$430 more than last year. Grand-stand contract has been let to the Hamilton Booking Agency, Wallace Bros.' Shows will be on the midway. New directors added are Florence Mullen and Alva Adolphe.

MODIFY LAWS

(Continued from opposite page)
nity because of bad shows. It is the duty of a carnival manager to see that his show is legitimate business. It is his lifework to provide amusement. If an owner or manager cannot control his personnel, he is not to be classed as a show-owning executive, save in name only. I disagree with those who say that such behavior traces indirectly to the kind of contracts entered into between the show and the fair and between the show and concessioners. Contracts so tough that unpleasantness becomes necessary could be avoided by using good common sense. A contract is sacred, or should be. And if the intentions are to meet it but to counteract its affirmed unfairness by illegal means, it is both bad business and bad publicity.

The entertainment business, being essentially a matter of novelty, fairs often would like to have a different show each year. Often they receive from unknown shows bids far in excess of real value. They put pressure on the fair committee in favor of the unknown. But as long as so many shows are still playing on a no-return basis, the wise fair committee will take the show in whose manager it has established confidence, trusting him to be showman enough to provide something new and different each year and to be judge enough of people as well as shows to have only reliable, responsible people with him. A small financial sacrifice today may save a severe headache later. Another proof of this is to be seen every time a show plays a new town. First the critics come. They are suspicious, they look us over. When it is noised about that the show is good, that the acts are clean, that the concessioners are on the level, then and not until then do the fathers bring their families and mothers let their children come to the amusement zone alone. I know from my own experience that if we will clean house and operate a show that fills a real public demand we will find friends in the most unexpected places.

Laws Kill Variety

Mr. Fair Secretary, your problems are about the same as the carnivals, with one addition, "Does not the operation of a questionable concession reflect on your home community?" Fair officials should consider that the carnival is a part of their fair. Just as much as horses, cows, sheep, 4-H Club, or any other division of the fair. I urge that fair officials should give carnivals their moral support and visit them and be sure that the carnival is clean and inviting. The fair, as a whole, should be entertaining as well as educational. "Dishonest concessioners, booking agents that do not fill contracts, and operators of immoral shows should be blacklisted in the State of Indiana," declared U. C. Brouse, who is in charge of concessions at Indiana State Fair. Mr. Brouse tried to conduct a round-table discussion with showmen and concessioners at the Indiana fair meeting January 3, but few were present. He urged honest concessioners and showmen to co-operate with fair officials, eliminating undesirables. I, for one, would like to have the laws

or rules governing the kinds of games at county fairs changed or modified. I believe the law was intended to eliminate all forms of vicious gambling; this law, if properly enforced, is the best thing that could happen for all concerned but as it is now it only works a hardship. You go on a fairgrounds and you see nothing but ball games, cockhouses, pitch-till-you-wins, dart games and a very few other kinds of concessions. This variety is not enough to keep the public amused. I advocate at least two special days at a fair that you can build up and get a great deal of publicity and good will without much cost. Opening day could be 4-H Club or Children's Day. You could mail vocational teachers and county agents in every county enough complimentary tickets to take care of every boy and girl who has earned recognition in some phase of club work and also to all boys and girls under 12 years old. Of course papa and mama have to come along to the fair, this creates a great deal of word-of-mouth publicity. Educational Day—the State superintendent of public instruction will co-operate with you on this day. Every school child under 12 who comes to the fair in a school bus or truck in charge of a teacher is admitted free. You could have a big school parade with children in it, interspersed with school bands. Again papa and mama come, pay admission at the gate and go to the shows, drink pop, eat hot dogs and pay to go to the grand stand, so both the grand stand and concessioners are happy.

How To Be Repeater

Mr. Fair Official, you are a showman as long as you are connected with your fair. You are trying to please the public; there is a fascination and when the next year rolls around you are ready and willing to do your part. The aim of a real showman is always to please the public, to conduct his business affairs in a dignified manner and to offer clean amusement and fun, and it is this type of showman who values highly the indorsement by the public and press, especially a voluntarily written testimonial on the quality of his show. A show that gives just a little more than advertised can't be anything but a repeater. Always treat your customer right; a carnival is a good customer to a town, to all the merchants. We spend plenty of our own money with them and they benefit with the money spent by the neighboring territory, only a part of which is spent on our midway.

The carnival midway as a rule is the biggest thing a fair has to offer the public. It does its own advertising and is generally billed as heavily as the fair. It is one of the best money-makers for the fair board. The carnival manager must do the job with the co-operation of every true trouper who wants to continue in wholesome amusement for fairs and this source of revenue. Isn't it possible that any show could cater to a better class of people who have more money to spend if the questionable features are eliminated? "Crawford County Fair, Meadville, Pa., was abandoned permanently at a recent meeting of directors. Fair operated as an educational institution with no racing or midway revenue, depending on State and county appropriations and sale of advertising in the premium list, and rapid growth of vocational fairs eligible to receive appropriations left insufficient funds to operate. The midway is one of the financial stand-bys of any fair. By giving the midway a break, a big break is also given the fairgoers."

Some fairs find that rain insurance is too expensive; it always rains at the wrong time. So to overcome this they sell several thousand dollars' worth of season tickets. In my remarks I have not wanted to dictate to or criticize any person or fair, but I, for one carnival owner, would like to see a change in concessions. Let us turn our eyes to the season of 1939 with the determination that we will not repeat the mistakes of the past and that we will all co-operate to make it the biggest and most profitable of all.

MASS. SOLONS

(Continued from opposite page)
chusetts Agricultural Fairs Association opposed a proposal to eliminate from the statutes a provision which requires race

tracks in the State to close between August 14 and October 1.

When the pari-mutuels bill was passed this provision was made part of the State racing laws in an effort to give protection to fairs. Only two or three fairs have availed themselves of the privilege of conducting pari-mutuels during that period, notably Marshfield and Great Barrington, both of which have successfully conducted meetings under the rule. But managements of larger fairs, such as Eastern States Exposition, Springfield; Brockton Fair, Topsfield Fair and others, oppose removal of the section on the ground that it would enable Suffolk Downs or other race tracks to run in opposition to fairs during that period. Assistant General Manager Milton Danziger, ESB, Secretary Frank H. Klingman, Brockton, and others from fairs appeared in opposition to passage of proposed legislation.

Representatives of horse and dog tracks argued that since a majority of fairs had not installed pari-mutuels betting and had not taken advantage of the law there could be no valid reason for opposition to race tracks continuing meets thru summer. At present racing under pari-mutuels may begin in spring and continue until August 14 and then may again begin on October 1. However, only 90 days of horse racing are permitted.

DAYTON, O.—One of the heaviest schedules of national championship auto racing by Central States Racing Association is indicated for the coming season, said Norman Witte, executive secretary. Calendar includes many new speedway locations and fair dates. Sam Nunis, well-known Southern and Eastern auto-race man, will handle narration for Montgomery-Ward on majority of major CSRA programs at fairs and still dates. He joins Jack Story in this field.

HACKETTSTOWN, N. J. — Hackettstown Fair and Amusement Association, Inc., elected E. J. Wildrick, president; Ralph B. McConnell, secretary.

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Work Launched in Charlotte

Park Features In New Project

Officials lay out \$100,000 site for a fair and other events and attractions

CHARLOTTE, N. C., March 11.—Work was launched on the \$100,000 amusement park to be built here by Southern States Exposition, Inc., this week when officials of the company came and filed deed to the site and certificate of incorporation and laid out construction for the 100-acre site, about one mile north of here.

First event slated is a Southeastern fair next fall. Stockholders, officials and others present for the meeting were George A. Hamid and Lucky Teter; Dr. J. S. Dorton, Shelby, president; Harold Powell, local representative, and engineers and designers.

While here the group laid out a race track, grand stand, exhibit buildings, skating rink, swimming pool and other facilities. Mr. Hamid said all buildings would be permanent. Grand stand will seat 5,000, he said. He declared the group planned to make the park one of the outstanding of its kind in the South. In addition to the annual fair, other events and attractions will be presented in the park. The Southern States group recently bought assets and equipment of Charlotte Agricultural Fair, which operated here for the past two seasons.

Paris Luna Forced Out by City Action

PARIS, March 2.—Luna Park, only outdoor amusement spot in Paris, is on the way out. It was established in 1902 on city-owned property at the Porte Maillot, which then was on the outskirts of the city and is now part of automobile row on the Ave la Grande Armee. Embracing 100 acres leased by M. Voltaire, president of Luna Park Co., it has always been considered a money-maker.

A suit was won several years ago by the city for repossession of the land. On appeal Voltaire asked that the verdict be set aside and for \$700,000 damages. Latest verdict gave the company three months to vacate and allowed no damages.

Always looking for good attractions, Luna has shown some of the world's best.



JAKE SCHWARZ, veteran showman, who will re-enter park business in Houston, Tex., having, with an associate, acquired a 30-acre tract near city limits. A large-scale park is projected, to be in operation by the spring of 1940. More than 75 years old, he has directed 50 years in show biz been connected with opera, drama, vaude, fairs, parks, carnivals and circuses.

Influx in A. C. Set at 250,000 Easter Visitors

By MALL DODSON

ATLANTIC CITY, March 13.—The resort is laying plans to entertain an expected influx of 250,000 Easter visitors. Steel Pier, dark since fall with exception of Christmas week, will reopen with Harry James, Benny Goodman and Gene Krupa slated for the big band honors. Hamid's Million-Dollar Pier plans a week-end reopening on Easter.

Press-Union's application for a radio station was accepted, paper being given two months in which to file plans with the FCC. Strong opposition to Mayor C. D. White's proposed beach-front remodeling plan may kill the enabling legislation in committee, main argument against the plan being that the "man in the street" fears the strand will be too high hat for the little fellow. With Ice Follies definitely signed for, San Francisco, Manager Phil Thompson of the Auditorium is hunting around for another ice show. He plans to run four week-ends of midget auto racing in the hall when ice hockey bows out on March 25.

Eddy Morgan, favorite local maestro,

Salvaged Rockaway Equipment Finds Its Way to Other States

By ALFRED FRIEDMAN

FAR ROCKAWAY, L. I., March 11.—Of the many thousands of dollars in amusement properties razed in a mile and one-half area at Rockaway to make room for the shore road, virtually all of the rides and assorted equipment have found their way to new locations. Few have been scrapped. Local amusement entrepreneurs did not purchase much of the salvaged paraphernalia. Instead the vast majority has found its way to resorts in New Jersey, Pennsylvania and Massachusetts.

The Rockaway razing project was the largest demolition of amusement property carried out on the Eastern seaboard, or for that matter perhaps anywhere. Several million dollars in awards will compensate owners of property confiscated to make room for the road that will eventually extend another two miles, thereby requiring an additional leveling from what remains of amusement properties. The giant Thunderbolt and Playland's Whirlwind Roller Coaster,

because of the nature of their construction, had to be virtually junked.

The law is putting a stop to "backyard zoo exhibitors" locally, declaring that "these aspiring Frank Bucks are imperiling public safety by allowing dangerous animals to be displayed under conditions that constitute a menace to the neighborhood."

Frank Wirth's annual circus in Jamaica assembles most of the Island's amusement group, who come both for the purpose of patronage and to discourse on their respective spring and summer schemes.

It is interesting to see the clever exploitation that local department stores plan to employ in developing sales in bathing attire for World's Fair visitors who hope to take advantage of the Island's surfing facilities. Show people could profit from studying the thoughtful ingenuity of storekeepers who are streaking their methods with real showmanship.

Guesters Set By N. E. Ops

Merney and Smith to talk W. F. at Boston meeting—gale damage to the fore

BOSTON, March 11.—President Wallace St. C. Jones expects a big attendance and invites everyone interested in outdoor amusement business to attend the 11th annual convention of New England Section, National Association of Amusements Parks, Pools and Beaches, in the Manger Hotel here on March 21. Conventions of the New England body are noted for family spirit in discussions and constructive suggestions.

Guest speaker at the banquet at night will be Maurice Merney, head of the department of exhibits and concessions of the New York World's Fair. Other speakers will include Ernest J. Dean, Massachusetts commissioner of conservation, who will talk on State parks and their relation to public recreation, and George P. Smith Jr., of the concession department of the New York World's Fair.

There will be addresses on parks' recovery after the hurricane of last September and the refinancing of them. An impromptu symposium will be conducted on the value of trailer and cabin camps in amusement parks. Registration will begin at 10 a.m.

will be co-featured with name bands in Million-Dollar Pier Ballroom next summer, having been signed for the fifth consecutive year. Murray Rosenblatt has leased land at Albion place and the Walk for an outdoor archery range, table tennis and miniature golf. He will open his Million-Dollar Pier roller rink on April 8. Charles Seel, back from a disappointing venture with his mice in Key West, Fla., will reopen his mouse game at his old stand opposite Hamid's Pier. Steve Troth has signed a lease on a Boardwalk spot for a Pennyland. C. W. (Whitey) Mathis has taken over Bel Port Inn, buying out Charlie Henkelman, who pulled stakes for the West Coast.

Convention Bureau Manager Al Skean reports a greater number of small conventions than ever before, but few big ones. The picture for 1940-'41 is bright, he reports, with several of the biggest slated during the next two years.

OMAHA.—A petition in district court here for a legal permit to build a Roller Coaster in Krug Park has been denied. Park has been without a Coaster since 1930.

Inspection and Spring Clean-Up Of Pools Timely

By PAUL H. HUEDEPOHL

Manager Jantzen Swimming Association, Portland, Ore.

When we think of spring we naturally think of increased swimming activities. What about some thoughts on spring clean-up? Perhaps we have written on this subject before, but a good thought bears repetition. We therefore take liberty to make a few suggestions. First of all, appoint yourself a committee of one and make a thoro inspection of your plant—from roof to cellar—make notes on the condition of the entire plant.

Inspect your locker room. Are the lockers in good condition? Are all locks and doors in working condition? Hinges may need a little oil, enamel may be chipped, requiring new paint. Cement floor may need repairing in spots. Drains may need a good clean-out job. Benches may need a new coat of paint. Mirrors may need replacement. Windows and skylights cleaned—broken panes replaced. Shower heads and fixture valves may need some attention; loss of water can be checked by replacing worn-out washers. Shower-room walls always need attention—what about yours? All hardware should be checked thoroly.

Now your mechanical plant—investigate the condition of filters, check all valves, gauges, chemical pots, pumps, chlorinators, etc. The filtering media (sand and gravel) should be inspected. Perhaps you have lost some sand thru over-rapid backwashing, thereby making the "free-board area" too large. The addition of a few sacks of filter sand may be necessary to have your filters function efficiently.

What about your pool? If it is tiled perhaps you have some broken and cracked spots that require attention. If the pool is cement finished it may need a new coat of paint. Thoro inspection of all pipes, drains, etc., should be made. Check over your diving board and standards very carefully.

Jersey Coast

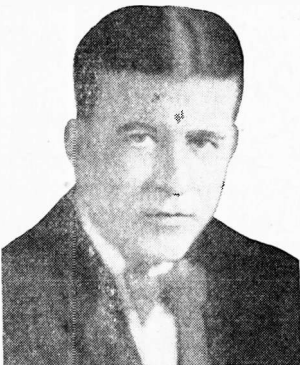
By SAM ABBOTT

LONG BRANCH, N. J., March 11.—Jersey coast concessioners got bad news when Central of Jersey announced that it would not put the S. S. Monmouth in service this year on the Sandy Hook route from Atlantic Highlands to New York's Battery. Passengers will be handled by the S. S. Sandy Hook. Rumor regarding lapse of service came several weeks ago when Sea Bright mayor and council aired the situation. Several days later the railroad made its announcement. The matter, however, may not be settled.

Railroad's announcement from Walter V. Shipley, passenger traffic manager, said service from the Jersey shore to Gotham would be provided in four round trips on week days and three on Sundays until June 25, when an additional daily round trip would be added. S. S. Sandy Hook will begin its trips May 21. Resolutions urging the railroad to continue the Monmouth have been drafted. County officials are bearing down to keep the boat in service. Freeholder J. Russell Woolley, West Long Branch, prepared to submit a resolution to his board calling upon the railroad to reconsider its decision. Howard W. Roberts, county counsel, enlisted aid of U. S. Senator W. Warren Barbour as a county resident to help straighten out this transportation problem. Mr. Woolley said he would ask for appointment of a committee by the board to wait on railroad officials to work out some plan.

It is the general belief that the S. S. Sandy Hook will prove inadequate in transporting metropolitan crowds to the shore. Crowds expected at the shore will be larger than ever because of the World's Fair.

Asbury Park beach squabble continues, as a demand for an additional \$30,000 in legal fees sought by ousted Asbury Park beach commission was reported rejected at Trenton by the local government department on the ground that the city lacked legal budgetary appropriations for payment of the sum.



LAWRENCE JONES, who has been named manager of Tolchester Beach, Md., operated by Tolchester Lines, Inc., Baltimore, plans to feature water events. He formerly was manager of Mackinaw Delis Park, Congersville, Ill. His brother, Reese H. Jones, connected with the same company in Washington, D. C., formerly was associated with him in Mackinaw Delis and later was on the staffs of Forest Park, Dayton, O., and River-view Park, Des Moines, Ia.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Indoor Pools Co-Op

Two Eastern inclosed natatoriums last week staged a dual swim meet and netted much free publicity. Broadwood pool, Philly, sent a men's team to New York to compete against the male Dragon Club contingent, representing St. George indoor tank, Brooklyn, in the latter pool.

Events included 100-yard free style, 220-yard free style, 200-yard breast stroke, 150-yard back stroke, 300-yard medley relay, 400-yard free-style relay and low board diving.

We understand this is to be a home-and-home series, with both tanks splitting expenses. More indoor and outdoor aquadromes should go in for this biz of dual meets. Main objection to it in the past has been that pool operators felt that if they had a losing team it would create bad will, which, of course, is childish. No patron will think any less of a tank because its team loses a tourney against another plunge. Patrons will, however, think more of a pool if it provides extra entertainment, such as dual meets.

High-School Tank

Some time ago reference was made here in Grant Union High School, North Sacramento, Calif. Beauty of the scholastic plunge was described in general, but a promise was made that in the near future the department would devote more space to this modern tank. J. R. Horak, manager of Grant Union tank, reports that a beautiful new cafeteria and student stores, opening on to the pool, have been completed. The California school pool was started in 1932 and opened in the early summer of 1934. Natatorium was designed under AAU regulations with the aid of a machinery company of San Francisco and its architect and also a filter company. These men designed layout for the tank and installed the filtration plant. Pool is 120 feet long by 50 feet wide. It is operated as a school pool for students during high-school year and at completion of each semester in June it is turned over to the Student Body Association which operates the plunge commercially during summer, with receipts going towards management of the school. There are ordinarily no tuition fees, etc., for the school, so the only revenue to pay for operation is thru money made at the pool in summer and proceeds from athletic contests, such as football, baseball and basket ball. The tank was paid for at completion of the 1936 season. Proceeds prior to 1937 were used for maintaining it as well as paying off indebtedness. Tank was constructed thru co-operation of county road construction fund, Civil Works Administration, State Emergency Relief Fund and National Youth Administration. Thus cost to the student body was slight, mainly cost of filtering and locker room housing equipment. Admission for patrons is 25 cents for adults, which includes suit and towel. It is open from 10 a.m. to 10 p.m. thruout summer. For amusements around the pool there are table tennis, horseshoe courts, tennis, badminton and softball. These games are open to public without charge. Some other highlights during summer are an annual water carnival, consisting of clowns, stunts, wrestling by headline wrestlers on a floating ring in the middle of the pool, diving and swimming exhibitions by AAU champions and other features. Concerts are given on a big outdoor electric organ, and a new pipe organ is being installed in the new restaurant. Radio broadcasts are given direct from the pool in many different forms. Outstanding last season was an underwater broadcast

done thru means of a diving helmet and numerous microphones.

We Told Yuh So!

As exclusively reported here three months ago, Trudy Ederle, of English Channel fame, will be one of the water performers at Billy Rose's show at the New York World's Fair. Rose is using Park Central indoor tank and Women's Swimming Association pool, New York City, for tryouts for his Aquacade.

American Recreational Equipment Association

By R. S. UZZELL

That irrepressible Cy Bond, sales manager for the Dodgem Corp., sent a clipping from a Boston paper giving an account of a hearing before the Boston licensing board on a seasonal beer license for People's Grove in West Roxbury at which it was contended that there could be no picnic without good cold beer. Bond does not tell us what kind of a picnic is expected. Some very profitable school picnics in many localities could not be had if a general distribution of beer should prevail. On the other hand, there are some large fraternal or club picnics which could not be had without beer. Procedure—Do not have conflicting picnics on the same day, then everybody will be happy. An outing of the Women's Christian Temperance Union should be held the day before a beer picnic. Bond does not need this advice. When it comes to picnics he knows his onions.

Seek W. and H. Ruling

The odds offered by Lloyds that the San Francisco exposition would not open on time went wrong. If they have not entirely withdrawn the odds that the New York World's Fair will not open they had better do so because there will be no great war in 1939 and the fair in New York will open on April 30.

Richard F. Lusse is now an amusement park proprietor. Tho not actively identified with the management of Lusse Bros., he will continue to sell their products. George H. Cramer, president of the Spillman Engineering Corp., says they are still on their toes, more so than they were two or three months ago. Orders are pouring in, he says, and it is now just a matter of when they can make deliveries.

In New York City it has been the warmest February in seven years and the wettest in 19 years. Will someone tell us what this presages, if anything, for our summer weather for 1939?

Of first consideration to AREA members just now is to get a ruling on wages and hours from the department of labor. Our application is in, but each of our members should contact his regional director and show him why we want an exception for our highly specialized industry for our short rush period of 14 weeks to work more than 44 hours per week without penalty. Gerhart, of Philadelphia Toboggan Co., is co-operating excellently with your secretary.

Storm Tales in Boston

Annual meeting of New England park men in the Manger Hotel, Boston, on March 21 promises to be as interesting and helpful as any meeting they have ever had. Those astounding reports we heard at our Chicago meeting of storm damage to New England will be more than confirmed at the meeting in Boston by those who took the brunt of the storm and saw much of their property wiped away. Danny Bauer, of New Bedford, Mass., Mrs. E. R. Egrean, of Lake Pearl, Wrentham, Mass., Paul Haney, of Rocky Point, Providence, and Frank Terrill, of Savin Rock, New Haven, Conn., can relate experiences that will become history. Wallace St. Clair Jones, president of the New England Association, has driven over the pathway of the storm and speaks convincingly of the necessity for disaster loans from the government.

These men will talk about *The World That Was*, while George P. Smith Jr. and Maurice Mermey will be there to talk about *The World of Tomorrow*. Things are beginning to move over at the New York World's Fair. There is still a lot of talk about obtaining money, but surely some of it has been obtained because work continues. We all know that union labor does not work long unless pay is forthcoming regularly. These fellows backing some of the costly attractions deserve to make money and naturally are expecting that they will.

With the Zoos

CINCINNATI.—Lorenz Hagenbeck, of the famed German family which operates Hagenbeck Zoo at Stellingen, was a visitor at the zoo here on March 5. Accompanying him during his inspection were Joseph A. Stephan, general superintendent; Dr. Sol G. Stephan, veterinarian; Sol A. Stephan, general superintendent emeritus; Walter A. Draper, trustee, and John F. Heusser, executive director. Hagenbeck is making a survey tour of American zoos and has already been to New York and Boston. He plans to visit St. Louis, Chicago, Detroit and Florida before returning to Germany the latter part of March.

COLUMBUS, O.—Two giant kangaroos have been presented to Columbus Zoo by Tom Jones, proprietor of Arabia night club here. They will arrive about April 15 and will be the first kangaroos exhibited in the park. They will be housed in a barn until an animal house is built, said Superintendent Bill Smyth.

DETROIT.—Jefferson Beach Amusement Park will open late in May and Jack Stevens will be park manager again.

GLOBE GETS

(Continued from page 38)

rumor that it would be materially smaller than last year. The show moved in 88 cars last year.

Roland Butler stated that the big top definitely would be air-conditioned. Negotiations for the purchase of equipment are under way, Butler said, indicating that they probably would take some time, inasmuch as the size of the top will present a new problem in air-conditioning engineering.

Only one circus, and that a small show, has been successfully air-conditioned to date. That show used a single unit, located outside the tent. It is believed that the Ringling equipment will consist of a number of units so built as to operate beneath the grand stands.

Mrs. Terrell M. Jacobs has returned to her home with her twin babies born recently.

Larry Hogan, Ringling horse trainer, swept the sulky events at the annual Tampa Horse Show.

Complete resources of R-B were placed at the disposition of the Sarasota Junior Chamber of Commerce today for the annual circus parade feature of the Pageant of Sara de Sota. Henry Ringling North served as grand marshal of the procession, which passed along a downtown route illuminated by floodlights.

The annual St. Martha Circus, benefit performance staged by Ringling talent for the local Catholic church, will be held March 16.

Tax Claim Disputed

WASHINGTON, March 11.—The Ringling Bros. and Barnum & Bailey Combined Shows, Inc., of Wilmington, Del.,

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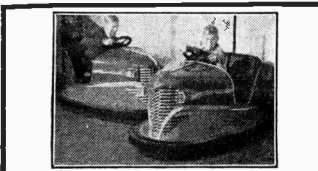
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 and EARN BIG PROFITS for your Park, Resort or Travelling Show.
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 Write for Catalogue.

and New York have disputed a government claim that taxes and penalties totaling \$117,433 were owed. It was stated by the commissioner of internal revenue that the organization owed \$62,687 income and excess profits taxes from 1932 to 1936. Penalties were fixed at \$34,746. In a petition to the Board of Tax Appeals February 28, the corporation contended the commissioner overestimated profits from the sale of assets.

USED SKOOTER CARS FOR SALE
 26 Used Cars in excellent running condition.
 H. BERGEN, Coney Island Board Walk & 20th St., Brooklyn, N. Y.
 Telephone: Esplanade 2-7081.

WANTED
 Merry-Go-Round and all kinds of Rides, in the newly forming Park on the Shore of Lake Ontario, one mile from city. Write
WHITE HORSE HOTEL
 Oswego, N. Y.

Revolving Banner Towers, Other Unique Features Seen in Freak Show Framed for Best by RAS

TAMPA, Fla., March 11.—A remarkable layout of freak-show equipment for portable operation is nearing completion in the Royal American Shows' winter quarters here, and Elmer C. Velare, executive director, was so enthusiastic about it he ordered release of the news today. Outfit is being built for E. Richard (Dick) Best, who has operated oddity attractions with the Royal American for about a decade. Unique in annals of such attractions are two 30-foot towers, each with a battery of six revolving banners. The rotators move at a speed governed by the talker, who constantly has control of their action. The revolving towers are posted at each end of the bally platform. Between them hangs a huge neon decorated chromium-festooned "Freaks" title.

The pit has been eliminated. All acts will take place on a centrally situated stage, public being held at a convenient distance by iron railings. From railing to extreme ends of the top there are elevations permitting spectators to look over the heads of crowds in front in order to see all details of a performance. There are 20 elevation platforms, each equipped with three levels upon which spectators can stand. The tent is an innovation in pit-show attractions, according to Director Velare. It will be about 100 feet in length and 60 feet in width, oval in construction with 16-foot side walls.

No Blow-Offs or Pitches

All illumination will be centered on

the stage, which is elevated about three feet above the ground to aid spectators high up in the bleacher-like stand platforms. The front stretches 150 feet in length, with banners reaching 22 feet above ground. All panels are separated by heavy wood frames decorated in chrome metal and illuminated by neon. Front is so constructed that when bally and side panels have been erected the show can open. The rotary towers can (See REVOLVING BANNER on page 47)

PCSA Preview Party Scores

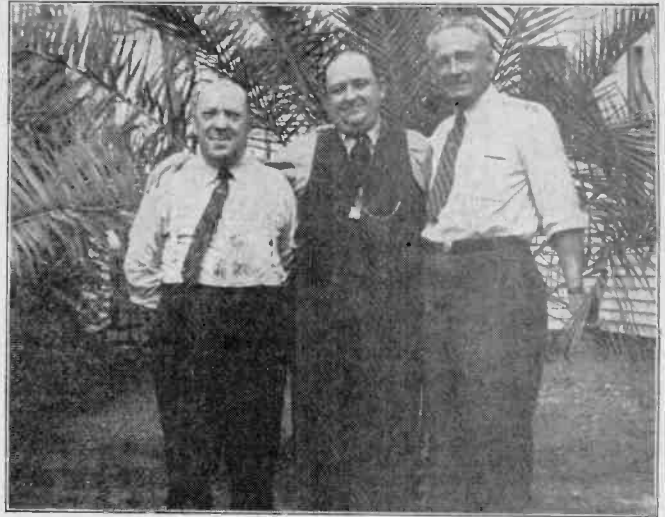
About 350 members and friends attend—floor show, lunch and dancing

LOS ANGELES, March 11.—Formal preview and housewarming staged here on March 6 by the Pacific Coast Showmen's Association in celebration of the club's entrance into new quarters at Grand and Wilshire boulevard proved a gala affair. About 350 attended. Members of the Ladies' Auxiliary were guests and entertainment included a floor show and dancing which lasted until early in the morning.

Rooms were decorated under direction of Nina Rogers and Edith Bullock and assistants and Moe Levine's crew converted the meeting hall into a veritable flower garden. Club's regular meeting proved a formality, with President Harry Hargraves giving a brief resume of the (See PCSA PREVIEW on page 47)

Conklin To Add New Rides And Light Towers to Show

CHICAGO, March 11.—Conklin Shows' midway will be more brilliantly lighted this season than in the past. J. W. (Patty) Conklin, who returned from the West Coast, made a trip to Mt. Vernon, Ill., before going on to his home in Hamilton, Ont., and purchased six light towers for use on his show. Conklin also has purchased from Abner K. Kline, of Eyerly Aircraft Corp., a new Rolloplane and is negotiating for purchase of the first 16-seat Octopus.



THREE PAST PRESIDENTS of the Heart of America Showmen's Club, Kansas City, Mo., are shown here. Quite a photographic feat, getting them at one time. Left to right, Dave Lachman, Cliff Liles and Abner K. Kline. Picture was taken while Mr. and Mrs. Kline were recent visitors at the Liles home in Lake Charles, La.

Dee Lang Opening At Cotton Palace, Waco, Satisfactory

WACO, Tex., March 11.—Despite intermittent rain and cold nights, Dee Lang's Famous Shows wound up the first four days of an 11-day opening stand at the Cotton Palace grounds here on March 4, under American Legion Post auspices, to satisfactory business, reports Carl F. Armstrong. Participating in the opening ceremonies on March 1 were Mayor George A. Jones, who cut the ribbon stretched across the front gate (See DEE LANG on page 47)

Hilderbrand Gets Off to Good Start In Inglewood Bow

INGLEWOOD, Calif., March 11.—O. H. Hilderbrand's United Shows opened the season on a downtown location here on March 4 to good weather and crowds, reports General Manager E. W. (George) Coe. Paid attendance on Saturday totaled 4,287, while good business pre- (See HILDERBRAND GETS on page 47)

Marks Experiments In Air Conditioning For Carnival Tops

RICHMOND, Va., March 11.—Air-conditioned show tops on a carnival midway will be assured if plans of John H. Marks, general manager and owner of the Marks Shows, Inc., are successful within the next six weeks. Owner Marks is conferring with officials of the Richmond Air Equipment Corp. regarding the idea and will install an experimental unit during the show's opening week here in the Chez Paree girl-show tent theater, operated by Mrs. Gertrude Miller.

The tent utilized by this attraction on (See MARKS EXPERIMENTS page 57)

Endy's Homestead, Fla., Stand Is on Par With 1938 Biz

HOMESTEAD, Fla., March 11.—Endy Bros.' Shows concluded a week's stand here last Saturday at Redlands Fruit Festival, with shows and rides doing about the same business as a year ago. Show will play a few more Florida spots (See ENDY'S HOMESTEAD on page 57)

Showmen's League To Stage A St. Patrick's Day Party

CHICAGO, March 11.—Showmen's League of America will stage a St. Patrick's party next Thursday night at the League's clubrooms. A corned beef and cabbage dinner will be the piece de resistance, and there will be plenty of entertainment.



FIRST INSTALLATION DINNER of National Showmen's Association's Ladies' Auxiliary, held on February 27 in the Piccadilly Hotel, New York, original headquarters of the association. Dorothy Puckman (in white dress afront auxiliary colors) was re-elected president.

—Photo by Standard Flashlight.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Swan Song, Fla.

Week ended March 11, 1939.

Dear Mixer:

The past week can be marked up as seeing the greatest round-table conference in carnival history. Immediately after the midway was open on Monday night President Pete Ballyhoo called a meeting of all stockholders, namely, First Vice-President Jake Ballyhoo, Second Vice-President Herman Ballyhoo, Third Vice-President Hank Ballyhoo, Fourth Vice-President Bill Ballyhoo and General Agent Lem Trucklow. The six famous and seasoned showmen met in the G top for a five-day confab, the sole object of the meeting being to work out a plan relative to uplifting the show personnel's morale without lifting the salaries.

On Tuesday the first piece of business regarding feeding the help was quickly

finished. With food prices soaring daily, they all voted to serve less food in the cookhouse and to make up the shortage by issuing a more elaborate and embossed meal ticket. They further agreed to recognize six punched-out meal tickets for the past week as train checks, allowing the holders first-class passage on any car that they chose to ride with the exception of the coaches.

Wednesday found the confab at a fever heat. Every man, woman and child with the show surrounded the G top and all were on the "earie." So hot became the arguments within that Pete invited Jake outside. Lem Trucklow resigned as general agent and threatened to leave for Chicago at once. Hank and Bill Ballyhoo came to blows and it was not until some neighbor turned in a riot call that they quieted down and continued with their "knittin'."

On Thursday the bosses gave the show world the greatest news scoop of the day, all deciding on the subject 100 per cent. They voted to put out a No. 2 show that would not be affiliated with this show in any manner. They are putting the No. 2 show out because they know they have been carrying an unlimited number of knockers, agitators and disorganizers who have spent the best years of their lives on our midway. But not wanting to throw them off cold, Ballyhoo brothers are giving them enough equipment to open a carnival of their own. Those who have never been satisfied with locations, those who would always do it another way and those who have been continually cursing the office are eligible to join and prove their convictions.

The new show has been titled Heel & Fink's Great Lament Shows. The bosses have decided to let other show managers in on the deal and expect many people from other shows to join with donated equipment. Carnival managers thruout the United States and Canada are invited to unload the millstones from around their necks or to hold the threat over their disgruntled employees' heads that "I'll send you to the Heel & Fink Shows." The thing that most worries the office is that should the operators on the No. 2 show grow and prosper and give the mother show opposition, then we will know that they were right. MAJOR PRIVILEGE.

GRUBERG'S WORLD'S EXPOSITION SHOWS, INCORPORATED

Show Opens April 8. Our Winter Quarters at New Bern, N. C. We Hold Contracts for the Following Big Circuit of Fairs:

NEW YORK STATE FAIR, SYRACUSE, N. Y., for Fifteen Days

LUMBERTON, N. C. FAIR	DURHAM, N. C. FAIR
CLINTON, N. C. FAIR	GEORGETOWN, S. C. FAIR
CONCORD, N. C. FAIR	BEAUFORT, N. C. FAIR
TARBORO, N. C. FAIR	WILMINGTON, N. C. FAIR

NOTE — We will announce in The Billboard soon four more Northern Fairs. Our celebration and still dates will be the best this year.

WILL BUY FOR CASH, OR BOOK THE FOLLOWING RIDES: OCTOPUS, ROLLOPLANE, NO. 5 FERRIS WHEEL, AND ANY OTHER NEW RIDE THAT DOESN'T CONFLICT.

WANTED—Press Agent. One who has had Circus or Carnival experience. No drunkards.

WANTED—Snake Show. Interested in party that has his own Snakes, and has had Snake Show experience. We will furnish a complete new outfit.

WANTED—Manager who has had Life Show experience to take complete charge of Life Show. We have a beautifully framed show with plenty of specimens.

WANTED—Party with experience to take complete charge of Fun House.

WANTED—Party to take complete charge of beautifully framed Wax Show. Someone with Wax Show experience only.

WANTED—Few more Fat People for our Fat Show. Salary paid out of office.

WANTED—Man to take complete charge of beautifully framed Monkey Show. We have a chimp and monkeys. Captain Dawson wife.

HAVE FOR SALE—Twelve-Car Lindy-Loop, as good as new, cheap.

WANTED—Bill Poster. Must have own car or truck, and must have Circus or Carnival experience. Sober and reliable at all times. Will give you long season.

WANTED—Ride Help, Whip Foreman, Tilt Foreman, Merry-Go-Round Foreman, and Second Man for all Rides.

WANTED—Talkers and Grinders and Working Men for all departments.

WANTED—Concessions. Legitimate only: Pitch-Till-You-Win, Fishpond, Bowling Alley, Long Range Shooting Gallery, Photo Machine, Scales, or any other 10¢ Grind Store.

WANTED SCENIC ARTIST TO JOIN IMMEDIATELY, ALSO TRAINMASTER.

James Sakobie wants to hear from several capable Concession Agents of all kinds. Henry Boykin wire me at once. JAMES SAKOBIE, New Bern, N. C., care of Show.

Rose Gruberg wants Concession Agents for Corn Game and Ball Games. H. Van get in touch with me; very important. Write or wire

MAX GRUBERG, New Bern, N. C.

"MARQUEES"
THE
ENTRANCE FLASH
BAKER BOLD COLORS.
Blue and Yellow, Red and Green, Khaki and Red, Red and Yellow.
Colorful Trimmings
What Size Do You Require?
Write—Wire—Phone
BAKER - LOCKWOOD
171h & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Eastern Representative—A. E. CAMPFIELD,
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SHOW and TRAILER CANOPIES
TENTS
Fulton Bag & Cotton Mill
Manufacturers Since 1870
MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, MO.

Important Announcement
Now 1939 Chevrolet Trucks and Passenger Cars available for immediate delivery.
CHAS. T. GOSS
With STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

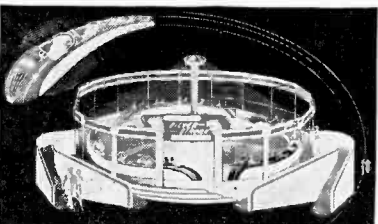
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Buy Insurance of World's Largest Insurance Organization Thru
CHARLES A. LENZ
"The Showman's Insurance Man."
(The Only Agency in U. S. Insuring Show People Exclusively). Easy Weekly or Monthly Payments.
A738 Insurance Exchange, Chicago.
Tel.: Wab. 3033.

UNITED STATES TENT AND AWNING CO. GEO. JOHNSON, V. P.
S. T. JESSOP, Pres.
OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."
701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.


BUSHAY AMUSEMENT CO.
OPENING LAST OF APRIL - 40 MILES FROM BOSTON
PLAYING UNDER ALL STRONG AUSPICES AND CHURCHES
Want Ball Games, Small Cook House, Penny Pitches, Fishpond, Pitch-Till-You-Win, Lead and Cork Galleries, Photos, Candy Apples, Bingo and other Legitimate Concessions. Want Foreman for Ferris Wheel and Chair-O-Plane. Will place Merry-Go-Round, Venetian Swings and Kiddie Ride. Great De Mairo (Contortionist) write: also Whity Boris. No racket.
HENRY BUSHAY, 20 Haviland St., Boston, Mass.

HELP WANTED
Man and Wife to operate Four-for-a-Dime Photo Gallery. Sober, reliable Man to operate Platform Scales on a percentage basis.
Good proposition to responsible people.
SAM GORDON, Manager Concessions
RUBIN & CHERRY EXPOSITION Mobile, Ala.

"THE RIDE OF TOMORROW"
SILVER STREAK
GIVES YOU COLOR APPEAL - CAPACITY - DAZZLING SPEED - TANDEM SEATING - THREE MECHANICALLY B A N K E D TRAINS - THE MODERN STREAMLINED PROFIT PLUS RIDE FOR 1939.
LIGHT TOWERS PORTABLE STAGES AUTO SPEEDWAY HI-DE-HO RIDE-O
SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES



BOOMERANG
The Famous Ride Sensation
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TILT-A-WHIRL
Flashy --- Reliable --- Money Getter
For Particulars, Price and Terms Write
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22 Bullet Shaped Stainless Steel Cars, Seats 80 Adults, 120 Children Per Trip. Complete Center Dome Revolves in Opposite Direction of the Speeding, Weaving Trains or Rockets. Thrilling! Safe! Prevent Modern!
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FAIR AT HOME SHOWS, Inc.

Combined With
Traver Chautauqua Shows, Inc.

15 RIDES 2 FREE ACTS

ANNOUNCES

Show will open April 22 in New Jersey, and play the pick of cities throughout New England which our years of experience and reputation gives advantage.

WANT

Can place good Ten-in-One, Motordrome or any Show that does not conflict. Will furnish outfit to reliable Showmen. Also want organized Wrestling Troupe. We have new complete outfit. Have few Legitimate Concessions open. Write to March 25th.

GEORGE W. TRAVER

945 13th Avenue, So. ST. PETERSBURG, FLA.

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NEW AND BIGGER MONEY MAKER FOR CONCESSIONAIRES

Millions of Social Security Plates will be sold this year. Use our

FAMOUS DEBOSSING MACHINE

to supply this demand. FULLY GUARANTEED. Enormous money-making opportunity. World's Fair and San Francisco Exposition Plates as well as complete line of other plates. WRITE FOR FULL DETAILS AND PRICE LIST

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Dept. C, 3611 14th Ave., Brooklyn, N. Y.

WANTED FOR CONKLIN GREAT SIDE SHOW

One more Freak feature. Also Glass Joint for end. Flash must be in keeping with standard of this beautiful show. Remember, we play Toronto.

ACTS

If you have anything of merit we offer 25 weeks of full pay and pleasant working conditions. No chiseling. Pay out of office. This is an office show. Let me hear from Bob Wallace, Wallie White, James Amock, Medusa, Christina, Prince Dennis and Ethel, Joe Allen, Lupe Zarret, John and Zola Williams.

All reply to
JACK HALLIGAN, Mgr., Marquette Apt., 1211 No. LaSalle St., CHICAGO.

LAST CALL LAST CALL

REYNOLDS & WELLS UNITED SHOWS

OPENING APRIL 8th

All people contracted acknowledge this and come on. Can use Athletic Show Manager with talent. Monkey and Crime Show with own outfits and transportation. Account disappoinment, can use Motordrome and Funhouse; must have plenty flash. Can place Pitch-Till-U-Win, Watch-La, Fishpond, all 10c Stores, also Snow Cone and Candy Apples and Novelties. Show playing Wisconsin, Minnesota, Iowa, Missouri and Arkansas. Route furnished to interested parties. Address WINTER QUARTERS, Wentworth, Mo.

S and S SHOWS WANT

Shows and Legitimate Concessions. Will give X on Cookhouse, Corn Games and Photo Gallery. Have our own rides, except Chairplane; will book same, with or without transportation, after joining. Open Winter, G.I., April 1. Two Saturdays, downtown lot. Free Acts booked. Ride Men, Geneva Liberti and Tiger Jack Seibert, get in touch. Address all communications to

EDYTHE SIEGRIST, Box 424, West Palm Beach, Fla.

SMITH'S GREATER ATLANTIC SHOWS

Opening March 25th, two Saturdays, 7 showing days, Raleigh, N. C. Auspices American Legion Post No. 157. (Colonel L. M. Warner, Bus. Mgr. Committee.) Wants Concessions of all kind, except Bingo and Pop Corn which is sold. Bill Penny wants Agents, Bubbles Carson wants Girl Show Dancers, Ann King wants Musicians and Performers for Jig Show. Ride Help wanted for Kiddie Chairplane, Merry-Go-Round, Eli Wheel and Whirlplane. Talkers and Grinders needed. Will book any Flat Ride not conflicting with the above. K. F. Smith Jr. wants Freaks and other attractions for Side Show, also good Griddle Man for Cookhouse. Would like to contact a good reliable Second Man, one that can and will put out paper. All holding contracts acknowledge this call.

K. F. (BROWNIE) SMITH, Box No. 304, Apex, N. C.

CALL "GROW WITH US" BANTLY'S SHOWS CALL

Can place for long season of choice still dates, bona fide Celebrations and Fairs, Illusion Show, Fat People, or any other new and novel show with or without outfit. Bud Reilly, let us hear from you at once. Good opening for Funhouse. Cliff Patton wants Freaks, Novelty Acts, Magicians and other working acts of all kinds for most beautiful Side Show on the road. "The Four American Pages" our Free Act this year. CONCESSIONS: Opening for Legitimate Grind Stores, including Fishpond, Knife Rack, Photo Gallery, Custard, Long-Range Gallery, Candy Floss. POSITIVELY NO GRIFT. OPEN DU BOIS, PA., SATURDAY, APRIL 29th. Address: REYNOLDSVILLE, PA.

O. Henry Tent Is Ordered By Conklin for Danceland

CHICAGO, March 11.—O. Henry Tent and Awning Co. has been awarded contract for a 120 by 270-foot top for J. W. (Patty) Conklin's Danceland at Canadian National Exhibition, Toronto. Spe-

cial color scheme and trimmings will make it exceptionally attractive. O. Henry company also is building a huge top for Dyche Stadium, Northwestern University, which will convert the stadium into a canvas-covered theater. The tent, which will contain more than 75,000 square feet of canvas, will have a depth of 200 feet; front width, 108 feet; width across rear, 288 feet; rear height, 86 feet, and front height, 27 feet.



Palace Theater Building, New York.

NEW YORK, March 11.—While we number indoor show people on our roster, there seems to be a mistaken idea that we are primarily an outdoor showmen's organization. Such is not the case, as has been emphasized by President Hamid on various occasions. Therefore an indoor show people's committee has been appointed and its duties are to interest artists of the legitimate and variety stage, as well as night club entertainers, in the organization. Chairman and vice-chairman, respectively, are Sam Shayon and Jesse Kaye. Others are Joseph Ceida, Andre Dumont, Sam Grisman, Edward M. Fay, Harry Howard, Herbert L. Levens, Fred Phillips, Elias E. Sugarman, Leonard Traube and Max Sharp.

Other committees are: Cemetery and Burial Fund, Joseph A. McKee, chairman; Arthur Campfield, Arthur L. Hill, Aaron Hymes, Art Lewis, George W. Traver. Hospitalization, Dr. Jacob Cohen, chairman; J. L. Greenspoon, Max Hofmann, Phil Isser, Joseph McKee, Clem Schmitz, Elias E. Sugarman. House, Sam Rothstein, chairman; William Bloch, Arthur Campfield, Louis Faber, Mack Harris, Jules Lasures, Charles Lawrence, Jack Lichter, Jack Linderman, Al McKee, Jerry Peshkin, Fred Phillips, Adolph Schwartz, Paul Spitzer and Ike Weinberg. Troupers' Home, Max Linderman, chairman; Oscar C. Buck, Arthur Campfield, Max Goodman, Sam Lawrence, Art Lewis, Charles A. Somma and Harry G. Travers. Finance, Herbert H. Levens, chairman; Harry Sussman, Harry Shepard, Irving Rosenthal, Max Schaffer. Entertainment, Billy Rose, chairman; Jesse Kaye, vice-chairman; H. Blumenfeld, Fred Phillips, George Bernert, A. E. Dumont, Sam Grisman, James Corcoran, Jack Lichter.

Members not paid up to July 15, 1939, will receive notice of their delinquency from Executive Secretary Liddy within the next few days. If you are not paid up you are not entitled to the privileges and protection of the club—and the next meeting scheduled for March 15 will find Sergeant-at-Arms Weinberg instructed to bar members who are in arrears.

There will be a joint meeting of the membership, benefit fund, burial and hospitalization committees at 7 p.m. on (See NATIONAL SHOWMEN'S page 65)



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., March 11.—Regular weekly meeting on March 3 was called to order by First Vice-President Art Brainerd, who presided in the absence of President Mellor. Brother Harry Altshuler, treasurer, filled in for Brother G. C. McGinnis, who was out of the city on a fishing trip. Two banners, one from the Pacific Coast Showmen's Association and the other an emblem of the club, presented by Baker-Lockwood Co., adorn the clubroom walls.

Reading of the minutes of the last meeting were approved and several communications as well as the routine business were disposed of. Members then adjourned to partake of a buffet luncheon, the first under the new ruling that the expense of these luncheons be borne by members. It was well attended, and the auxiliary joined following close of its meeting. Brother Morris Peitman, concessioner from Minneapolis, was a welcome visitor.

Brother Chester Levin, Midwest Merchandise Co., told of his trip and visit with J. L. Landes in Chapman, Kan., last Sunday. He reported an enjoyable time.

Much discussion is going on regarding the mix-up in the date of the annual (See HEART OF AMERICA on page 60)

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged\$22,385.00
Received This Week 150.00
HARRY W. HENNIES, General Chairman
Drive for Funds.

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Worthy of Your Co-Operation

PAN-AMERICAN SHOWS

NOW CONTRACTING ATTRACTIONS, RIDES, SHOWS, CONCESSIONS FOR 1939 SEASON
Address: 411 Broadway, Johnston City, Ill.

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NOW CONTRACTING SHOWS AND CONCESSIONS FOR SEASON 1939
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CRYSTAL EXPOSITION SHOWS

OPENING APRIL 17 IN NORTH CAROLINA.
Now Booking Shows and Concessions. Address all mail W. J. BUNTS, Crystal River, Fla.

COLEMAN BROS.' SHOWS WANT

First-class Truck and Auto Mechanic to travel. Must be sober and reliable.
THOS. J. COLEMAN
508 Main Street. Middletown, Conn.

HELP WANTED

For Electric Custard Machine. Experienced, must be good salesman. State experience, etc.
MRS. W. GLICK
817 St. Paul St., Baltimore, Md.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, March 11.—Past President Sam J. Levy handled the gavel at the March 9 meeting. Secretary Joe Streibich was the only officer present. George W. Johnson is making extensive plans for the big spring party April 10. Ticket sale is good and reservations are coming in nicely. Chairmen Bernie Mendelson and Frank Ehlenz of the entertainment and house committees promise the boys a corn beef and cabbage lunch for the March 16 meeting in honor of St. Patrick's Day. Relief committee reports Brothers Owens and Vollmer are still confined. Reports have not been received on Brothers Joe Palmer and Ray Balzer. Nat Green is getting some good publicity for the spring party, and Jack Auslet is donating the advertising posters. Ned Torti is contacting members of his membership committee and promises real results this summer.

Brother Fred Kressman is out of town on business but will give attention to the purchase of the new bonds ere leaving for the West. Brothers Emmet Hennessy, Ephraim Glosser and M. K. Brody were with us for their first meetings. President J. C. McCaffery is off on a business trip to the South. Beverly White is marking time until opening. J. W. (Patty) Conklin is back to attend to some shipments to his quarters. Everyone is expecting Vice-President Frank R. Conklin in for the spring party.

Opening announcements were received from Crafts 20 Big and Wallace Bros. (See SHOWMEN'S LEAGUE on page 60)

PCSA PREVIEW

(Continued from page 44)

club's history and adding his prophecy as to what the future has in store.

Following the brief meeting festivities got under way, with Goldronida Spanish Orchestra furnishing the dance rhythms and music for the floor show, which included Arbona and Pasquale, El Mejicana Troupe, Senorita Paula Cordova, Ramara Lopez and Nita Quinnett. Patrick Armstrong, benefactor of the organization, was introduced and received a huge round of applause. A lunch, including 350 tamales, chili and enchiladas, was served by Nina Rogers and Edith Bullock and assistants from the Ladies' Auxiliary.

Ladies' Auxiliary

Designated as "Housewarming" night, only a brief business session prevailed at the March 6 meeting, presided over by President Mario LeFors, First Vice-President Mora Bagby and Secretary-Treasurer Edith Bullock. All present attended the party staged by the men's club in their spacious clubrooms. President Harry Hargraves of the PCSA was received in the auxiliary and introduced Brother Pat Armstrong, who was given a standing vote of thanks for his many donations to the auxiliary as well as the PCSA. President Hargraves thanked the club for its co-operation and stressed on the amiable relations between the auxiliary and the parent club in the past years. He was loudly applauded for his interest. After a standing vote of thanks was given Hargraves and Armstrong, President LeFors personally thanked them in behalf of the organization. Meeting was then called to order and business resumed. Many visitors were on hand and a number of old members were in for the festivities. They included Mabel Stark, absent almost a year because of her work; Gladys Forrest, back after a recent illness; Addie Butler; Tillie Palmater, back after spending a few weeks in San Bernardino, Calif.; Mother Fisher, back after two weeks in the mountains as the guest of Past President Peggy Forstall.

Weekly award went to Gladys Forrest. Secretary Bullock is getting compliments each meeting for her executive ability. President LeFors graciously gave the chair to First Vice-President Bagby to conclude the meeting and Mora carried on in fine style. Members joined the men in their clubrooms for the party at adjournment.

DEE LANG

(Continued from page 44)

signaling opening; Tex Cohn, Legion Post commander; Dr. F. M. Cooke, Owner Dee Lang and Dr. E. McCann.

Altho engagement marked the earliest opening in the organization's history, all rides and shows were ready. Orphans, 475 in number, from the Methodist Home and State Orphanage were guests of the shows over the week-end, while drum and bugle corps of the local squadron of Sons of the Legion and veterans of the U. S. Hospital were guests on opening night. Orphans were provided with ice cream and pop corn by Barney Williams and Red Kelly.

Legion, Chamber of Commerce officials and newspapers co-operated and complimented Owner Dee Lang on the shows' appearance. Shows' staff includes Dee Lang, owner-manager; Mrs. Norma Lang, treasurer; Mrs. Patricia Williams, secretary; M. D. (Bill) McLean, general representative; C. F. Armstrong, publicity; Howell Adams, special agent; Barney Williams, electrician; Ralph Hatton, mechanic; Ted Reed, scenic artist, assisted by E. Silvers, and F. R. Shoulitz, watchman.

Line-Up

Shows: Side Show, Mickey Mansion; Follies and Bolero, Cecil Price; Crimo, Louis Sorenson; Athletic, Irish McKee and Ray McCabe; Toots and Pals, A. C. Wilkins; Minstrel, Ted Reed; Snake, Wesley LaPearl and George Thell; Monkey, L. E. Blondon, H. H. Browning, Frank Moore, Karo McElroy and L. Holmes, and Penny Arcade, Orville Williams.

Rides: No. 1 Ferris Wheel, Earl Putney, superintendent; H. McKenzie, helper. No. 2 Ferris Wheel, Lloyd Schemel, superintendent; E. Nichols, helper. Caterpillar, Virgil Stalter, superintendent; Alva Ridgeway, Wesley Clow and William Phelan, helpers. Chairplane, Bob Kelley, superintendent; Lowell Knowlton, helper. Loop-o-Plane, H. Mulvaney, superintendent; M. Anderson, helper. Kiddie Auto and Pony Rides, Roy Rose, superintendent; Bill Suggs, helper. Doggem, Lloyd Stalter, superintendent; Rex Richmond, Junior McKin-

ney and Lonnie Hicks, helpers. Octopus, Kenneth Ritchie, superintendent; Ho Waites, helper.

Concessions: John Sweeny, bingo; Eddie Simpson and Leo Kiger, helpers. B. Obermark and Elgin Galvan, custard. Lou Finch, long-range gallery; Thomas Reese, helper. Dad Pfeiffer, huckley buck. James Flannigan, Coca-Cola. Kid Murphy, over and under. A. Alford, scales. Barney Williams, pop corn. Harold Fortner, cane rack. Ralph Hatton, slum spindie. Barney Williams, photo gallery. Ruby and Florence Cobb, cigaret gallery and ball game. Mr. and Mrs. C. Forster, hoopla. Benny Merritt, penny pitch. Rosie Jones, palmistry. Mr. and Mrs. Earl Richardson, cook-house. Billie McClean, mouse game. Orville Williams, diggers.

HILDERBRAND GETS

(Continued from page 44)

valled on Sunday. Show has been enlarged considerably and noticeable is the flash on all equipment, especially eight semi-trailers. A new sound truck and trailer, with a battery of 36-inch klieg lights, have been added. Free attractions include Hustrai Troupe, Four Rockets and the Soderbergs, high dive.

Staff includes O. H. Hilderbrand, owner; E. W. (George) Coe, general manager; Pierre Oulette, general agent; Margaret Hilderbrand, treasurer; Walton de Pellaton, cashier-secretary; R. L. Standler, auditor; George L. Morgan, special representative; Bob Clarke, special agent; Fred Stewart, chief electrician; James Heller, assistant electrician; George Arnold, lot superintendent; Burt Warren, watchman. In the marquee Mrs. E. W. (George) Coe, tickets, and Clarence Rhinehart, ticket taker.

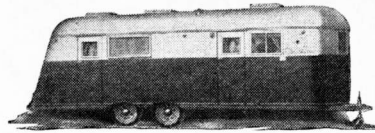
Line-Up

Shows: Nudist Colony, Don Harmon and H. G. Stewart. Kongolas, Frank Smith, Charles Lewis, J. Perazzo, M. Hermosa and H. Strickland. Circus Side Show, J. E. Henry, front; H. H. Edwards, inside; Al Johnson, George DeGonno and Irving Seiff work monkey group. Athletic: Wildcat McCann, owner; Mike Grant, front; Big Jack Gorman, Patsy Killifer, Norsk Seberg, wrestlers and boxers; Mrs. T. F. Little, tickets. French Casho, Claude Barie, manager; Leona Barie, featured dancer and producer; Jack Lepley, front; Fay Smith, Yvonne Gilson, Madge Ordrey, Kittle Summers and Leta Bayes, performers, and Buck Ritchie's Orchestra. Mickey Mouse, F. Stewart and Ed Golns, inside; Nita Royer, tickets. Temple of Mystery, Manfred Stewart, owner; Ernest Houston, manager; Tommy Wiggins, inside; Jimmie Hurd, electrical wizard; Isabelle Mitchell, illusionist and bally; Rita Davis Barcelona, torture illusion; Maude Keller and Georgie Kinsel, illusions; Harry Wong, Oriental magician; Mrs. T. Fayles, tickets. Monsters Alive, Bob Perry, owner; Mrs. Bob Perry, tickets; George Pearsley and Johnny Blanton, inside.

Concessions: Cookhouse, Mr. and Mrs. Ed J. Lahey, owners; Mrs. E. Jefferies, chef; Agnes Turley, fry cook; Otis Schalk, assistant; Agnes Hobart, cashier. Leonard Goedell and Slim Loerenz, counter. Outside lunch, Billie Huston and Mike Gradison. Pop corn and floss, Hazel Fisher, owner; Verna Seeberg and Alice Duley, agents. Ball game, Art Anderson, owner; Bob Braun and Charley Mitten, agents. Novelities, Bud Crew and George Holmes, agents. Balloon game, Johnny Cardwell, owner; Ray Gene Johnson and Martie Sellers, agents. Bowling alley, Kent Clemens and Oessie Keys. Shoot-till-win, Carl Perry and Charles Hanson. Trading post, Mr. and Mrs. Johnny Hicks. Knick Sam's teeth out, Joe and Nancy Gonzello. Ball game, Bill Reid and Tommy Graves. No. 2 lunch, Maurice Lahey, Everett Bayer and Charles Bowers. Dipper store, Joe Daniels and Eddie Mason. Ham and bacon, Ernie Powers and Jack Bourne, agents. Long-range lead gallery, Sig Sarstand and Buddie Kuntz. Hoop-la, Tommy Pierson, owner; Rita Miller, Virginia Lewis and Ann Wharton, agents. Pennyville, Bob Perry, owner; Johnny Hall, John Garzelli and Manuel Vesqual, String game, Bell James and Joe Cotter. Clothespins, Matt Gorey, Eddie Standish and Mike Cool.

Rides: Merry-Go-Round, Dave Pennington, foreman; Clifton Blanness, platform; Joe Boone, assistant; Mrs. E. Garrity, tickets. Ferris Wheel, Dan McGonigle, foreman; Chester Barker and Jim Miles, assistants; Mrs. Clarence Rhinehart, tickets. Pony Ride, J. E. Henry, owner; Sim Cline and Harry Bur-

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**COMFORTABLE!
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Take along a new 1939 Schult Trailer when you join your show this season. More and more artists, operators and concession men find this the most comfortable, economical way to travel. Many well-known names in show business are listed among Schult customers. Learn about the advantages of owning your own trailer. There are 10 Schult models from which to choose. Most

modern features and home-like conveniences and comfort. New insulation, 10 times more efficient than before, gives proven all-year comfort.

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WORLD'S LARGEST MANUFACTURERS OF HOUSE TRAILERS

WANTED GOODING GREATER SHOWS

Opening Date April 20th

SIDE SHOW PEOPLE—Good Freak to Feature. WANT strong Bally Act that can hold attention of crowds. CAN PLACE beautifully Pateced Man or Woman, also Glass Blower. Carl write. Need strong Attraction for ANNEX, nothing immoral considered. Would like to contact some other Acts that are different. Show operated on fine. Salaries sure every week. Fine treatment. Address **PUNCH ALLEN**, Ohio Vista, Florida. Do not wire.

We desire first-class Minstrel Troupe. Must be sober and reliable. "Kid Tally" and Diamond Tooth Billy Artes communicate with us at once. We have complete outfit except wardrobe. CAN USE Flashy Motordrome, must have your own transportation. A real opportunity; majority of our largest Fairs have not had Motordrome for over five years.

Need Manager for new Hi-De-Ho Fun House, built on trailer. Unless you have real ability to turn people and are sober, reliable and efficient, in every way do not reply. Steve Kutney answer quick. Would like to buy Plate Glass 1/2 inch thick for Crystal Maze.

Will consider first-class Cook House that will cater to show people, especially workmen, as well as the public. Plenty of meal tickets will be used by show. CAN USE many other legitimate Concessions, including Frozen Custard, Guess-Your-Age, and Weight Scales, Cotton Candy, Candy Apples, Waffles, High Striker, Penny Pitch, Hoop-La, Slice Ball Amuses, Kegs or Tile Game, Cigarette Shooting Gallery.

WANTED AMERICAN EXPOSITION SHOWS

Opening Date April 20th

WILL BOOK Octopus, Super-Tollopiane, Silver Streak, Rocket, Flying Skooter or Dipsy Doodle Rides. Have opening for first-class Girl Show that will operate legitimate. Will book or buy good Crime Show. Need Monkey Circus, Glass House, Illusion, Animal and other Shows. Also will book good Motordrome. CONCESSIONS, legitimate only: Cook House, Frozen Custard, Guess-Your-Age and Weight Scales, Pennants, Photograph, Ball Games, Cotton Candy, Candy Apples, Waffles, High Striker, Penny Pitch, Slice Ball, Tile or Keg Games, and many others open.

Over 50 Fairs booked, fine Carnival routes, good publicity, excellent Free Attractions. Address inquiries for both Shows to **THE F. E. GOODING AMUSEMENT CO.**, Box 386, Columbus, O. Tel. Kingswood 5716.

DODSON'S WORLD'S FAIR SHOWS

OPENING 1939 SEASON, HUNTINGTON, W. VA., APRIL 22

Will Book First-Class Monkey Show with own outfit, or will build complete outfit for Monkey Show that can get money. Will also book Life or Unborn Show, Midget Show, Illusion Show, one good Grind Show, or will finance any new and novel Show of merit. Will book Silver Streak Ride or any Ride that does not conflict with what we have. Will furnish wagons for same. Will place any legitimate Concession and can use a few good Acts for Office Concessions, Piano (White) Player doubling Brass, Colored Performers and Musicians for Minstrel Show. Can use two more Girls that can entertain for Girl Show, Girls for Posing Show. Must be young and nice looking. Salaries paid out of our office. Can place for Office Side Show, one outstanding Freak to feature, Mind Act that can get money, Lecturer that does Magic, Big Snake Act (must have two or more Snakes), young and have flashy wardrobe, or any other good working Act. Cook for Side Show, first-class Carnival or Circus Black-colored Performers and Musicians for Minstrel Show. Side Show people address **RAY CRAMER**, Manager Side Show, care The Billboard, Cincinnati, Ohio. Concession Agents address **DAVE FINEMAN**, care Fifth Ave. Hotel, Huntington, W. Va. All others address **DODSON'S WORLD'S FAIR SHOWS**, Fifth Ave. Hotel, Huntington, W. Va.

ton, assistants. Loop-o-Plane, Bill Oster, foreman; George Taylor and Mrs. George Ames, tickets. Kiddie Auto Ride, John Gonzello and Florence Maestro. Octopus, Fred Thumberg, manager; M. Gracey and E. Toerley, assistants. Put Ride, Joe Barlow and Eddie Haynes.

Investment About \$20,000

REVOLVING BANNER

(Continued from page 44)

be erected after the attraction is in operation. Each back-stay and banner-line post is arranged to allow one sixteenth of an inch adjustment on each section reaching the ground to speed up leveling the equipment. All back braces are equipped with base plates with four openings for stakes. Additional minute adjustments can be made in the up-rights and back-stays to speed up operations and leveling.

Director Velare said the pit-less "pit show" will operate entirely without blow-offs or pitches. He added that the break-show roster of performers is nearly complete six weeks prior to opening of

the season. "In past years it has taken most of the spring season to get performers together for the fairs. Under the circumstances it looks like the big expositions have helped rather than hindered our activities."

He revealed that Best's new equipment will represent an investment of about \$20,000. The entire layout of equipment built new for Best's 1938 tour will be allocated for the 1939 season on the Rubin & Chery Exposition, which with the Royal American Shows and Beckmann & Gerety Shows make up the Amusement Corp. of America, in charge of Tom Rankine, former emcee for Best. Most of the performers will accompany the equipment.

Following close of the Florida circuit at Sarasota the Royal American Shows will return to Tampa, where the entire mechanical organization is rushing Best's equipment to completion to clear the way for construction of new facilities for various other new attractions booked for 1939. Reported by Jack Dadsell.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

ALL roads lead to w. q.

ANOTHER oldtimer passes: George S. Kogman.

BOB FOX reports from Tupelo, Miss., that he will be special agent with Fuz-zell's United Shows this season.

WEATHER MAN frowned on some all-too-early openings.

JEFF COLEY pens that he again will be with Cliff Barnhart's cafe on the West Bros' Shows.

HARRY W. LAMON writes from Natchez, Miss., that he has accepted the post of legal adjuster with the Buckeye State Shows.

FAMOUS last words: "No, we do not serve watermelons here."

AFTER a brief vacation, Mrs. Dorothy O'Hara, formerly Dorothy Turner, of the Keystone Shows, is working at the Roxy Theater, Cleveland.

CY AMMONS, veteran trouper, who is in Veterans' Hospital, Legion, Tex., writes that he would appreciate reading letters from friends.

A MANAGER convinced against his will is of the same opinion still.

RAY HAWKINS and L. R. Lewis card from West Palm Beach, Fla., that they worked their clothespin concession at the colored fair there to good results.

HAVING COMPLETED a successful winter with the United Shows in Georgia, B. (Whitey) Peley pencils he will be heading north soon.

MANAGER of the Great Pin Head Shows announced he will have no place in his organization for "carrier pigeons" this season.

NICK FRANCIS, clown, who is wintering in Marshall, Mo., scribes that his wife is ill there and would like to read letters from friends.

FRIENDS OF W. R. (DICK) HARRIS, owner of the Model Shows, have induced him to accept a nomination for councilman at large for St. Petersburg, Fla., at the May election, reports Dick Collins.

WHEN early openings bring box-office paralysis, remember that outdoor amusements are dependent upon weather.

MRS. JOSEPHINE GALLER has returned to the Buckeye State Shows' quarters in Natchez, Miss., after a six-week course of baths in Hot Springs, Ark. Says she feels fine.

LEAVING the Greater United Shows in Del Rio, Tex., Ralph H. Bliss drove to North Little Rock, Ark., where he plans to remain several weeks. He visited Dee Lang's Famous Shows in Waco, Tex.

HARD-TO-PLEASE concessioners: Why not tell the boss you know more about routing the show than the g. a. does? This is sure to make a big hit with him.

The Way I Heard It

"Ladies and gentlemen, this is a game for ladies and gentlemen, operated by ladies and gentlemen, and you must conduct yourselves as ladies and gentlemen and play the game as ladies and gentlemen and take your hands off the counters or get to hell away from here."

"We have the show if you have the time and price of admission."

"We carry no immoral shows, tolerate no gambling devices and have engaged Joe Patch to do the mending. Come on, boys; a winter's bank roll awaits you."

"We can't sell that drink for 5 cents; costs too much to ice it."

Manager to ride help: "Never mind cleaning up. Get the tickets and get in the ticket box. No one will see you."

"Am sure I cannot understand how your little girl got her dress all graced up on our Merry-Go-Round."

Now that we have motorized carnivals, do the advertising agents who formerly put all the paper and cards around the railroad depot put it all on the highway over which the show moves into town so that the show-folk will know that the town is well billed?—THE BOY FROM TALLAPOOSA.

trip in New Orleans, where he obtained stock for his concessions.

ART CONVERSESE again has been signed to handle the Ten-in-One show with one of the F. E. Gooding Amusement Co.'s units, marking his seventh season under the Gooding banner.

SOME smart boys tried wintering in the North this year. Florida had more than the shows could support and local jobs were scarce down thataway.

BOBBIE, tattooed lady, pens from San Francisco that she has opened a tattoo shop on Market street there. Her son, Charles All, is associated with the Ripley show at the Golden Gate Exposition.

HAVING SPENT the winter in Bethel, Me., after working New England territory last summer, W. A. (Tiny) Tibbetts, corn-game caller, says his feet have begun to itch and he'll be on the road again soon.

ANY ride attendants and ticket sellers who save all their passes for four weeks so that they can "swallow" a night's receipts are fooling no one but themselves.—Whitey Cooks.

COMPLETELY rested after their brief vacation in Louisiana, General Agent E. A. and Mrs. Murray rambled into Bullock Amusement Co. quarters in Sumter, S. C., and found a crew working and everyone optimistic.

AFTER A FIVE-DAY illness William G. Plack, with Dodson's World's Fair

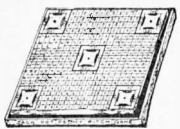
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LOOP-O-PLANE OCTOPUS ROLLOPLANE

Developed and produced by one manufacturer in less than 5 years.

Write for descriptive literature. Place your order for spring delivery NOW. EYERLY RIDES GUARANTEE BIG PROFITS

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PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 4 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price\$12.00

BINGO GAMES
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SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.
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Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers, Each .30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC F. T. CARDS. Pack35c
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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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Instant delivery. Send for Wholesale Prices.

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1939 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, 1-47 and 85-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts, Crystals, Most comprehensive line of Apparatus and Supplies in the World. 158-Page Illustrated Catalogue 300
NELSON ENTERPRISES
198 S. Third St., Columbus, O.

PENN STATE SHOWS

Wants for 1939 Season
Side Show, Minstrel, Drome, Hawaiian or Revue, Life, Monkey, Merry-Go-Round, Octopus, Whip, Ball Games, Cookhouse, Lead Gallery, Slum Stores, Atomic Wheels, Banner and Banner Man. Committees write for open dates. STEWART WACHTER, R. D. 1, Berwick, Pa.

WANT RIDES

Ferris Wheel, Chairplane, Merry-Go-Round, Pit Shows, Custard and Apple Pies to let. POB SALES—2 Lions, 150 Two-People Benches, \$1.00 Each; 80x170 Tent, Poles and Ropes, like new, \$800.00. We play 3-day stands. Open May 8. No graft. Open in Illinois. **BUCKEYE AMUSEMENT CO.** Care Curtiss Show Print, Continental, Ohio.

AGENTS WANTED

A large manufacturer of fare collecting equipment desires representation in the South, in the Middle West (Chicago area), on the Pacific Coast, in Central and South America and in Canada. A favorable sales contract is offered to the person or company who can produce ill-edged references as to integrity and stability. This involves the sale and lease of the above mentioned equipment and compensation is on a straight commission basis. BOX D-475, care The Billboard, Cincinnati, O.



TWO SETS OF TWINS are shown in this view of a portion of West Bros' Shows' midway. Twin Eli Wheels and twin Octopus rides attracted much attention during the 1938 season and Manager J. W. Laughlin, of the shows, makes the claim that it is the only midway in the world to own and operate double twin rides. The feature has been the source of considerable favorable publicity.

GETTUS PUGH pens from Decatur, Ind., that his wife has booked her ball game with the A. W. Gooding Amusement Co. and will open in April.

AN INDEPENDENT spirit now and then isn't a bad trait for a staff to exhibit.

FRANCES BAGGOT has returned to Natchez, Miss., to join her husband, Foots, Ferris Wheel foreman at the Buckeye State Shows.

BOB BOVEY, aerialist, has been re-engaged by the Crystal Exposition Shows until the fair season, when he will go out under the Sidney Belmont banner.

SOME winter quarters might be termed Temples of Discard.

ELSIENA APPLIGATE, who has been spending the winter playing club dates, cards that she does not expect to return to the road this year.

AFTER AN ABSENCE of several years from the road, Henry J. Blake letters from San Francisco that he plans to return to outdoor show business in 1939.

TWO shows in one town the same week are exactly ONE too many.

MRS. QUEENIE STARBUCK has been re-elected president of the Buckeye State Shows' unique Women's Protective Order for 1939, Ted Johnson reports.

"AM ABLE to be up and around again," letters James Anderson from Fairmont, W. Va. "Plan to return to the P. H. Bee Shows if I can get in shape to travel."

PAT BROWN, in addition to remodeling Buckeye State Shows' equipment, has rebuilt his long-range shooting gallery, which he has signed with the shows, marking its sixth consecutive season.

OPINIONS of a general agent who has spent practically his life in the business should be respected equally by management and personnel.

BERTHA BERT, for the past several seasons associated with carnivals, will return to the circus field, having signed her side-show annex on Hayes Bros' Circus.

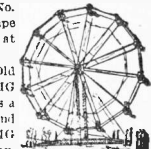
A. B. CUNDIFF left Miami, Fla., March 12 for quarters of the W. A. Gibbs Shows in Erie, Kan., to renew his duties as special agent for the organization, marking his fourth season there.

BEANS may have great food value and contain vitamins essential to health, but who wants to be paid off with vitamins?—Oscar, the Ham.

HARRY STARBUCK, auditor of the Buckeye State Shows, has returned to Natchez (Miss.) quarters from a buying

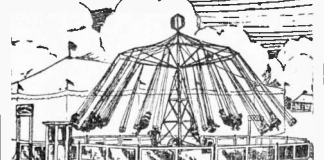
A. L. Mansfield writes:

"My BIG ELI No. 12 is in good shape and a sure winner at every spot."
Invest in the "Old Reliable" Model BIG ELI Wheel. Always a good ride to own, and never a liability. BIG ELI pays its own way.



ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

THE NEW CHAIRPLANE



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 24 seats can also be hung on the outside if preferred.
SMITH & SMITH, Springfield, Erie Co., N. Y.

Shows in 1937-'38, has been released from a Michigan City (Ind.) hospital. He went to Gary, Ind., where he will remain about a week.

E. LAWRENCE PHILLIPS once said: "Regardless of who he is or what he looks like, meet him in a friendly spirit and give him an audience. He may have ideas that are more valuable than ours."

ANYONE knowing the whereabouts of Tommy Bruno, supposedly associated with a carnival is asked to have him contact Evangeline Gravis immediately at 866 Ocean avenue, Brooklyn. She reports that Bruno's father is dying.

MR. AND MRS. ROY GOLDSTONE, owner-manager of concessions on Fuzzell's United Shows, left Hot Springs, Ark., last week for the shows' quarters in North Little Rock, where they will begin painting their equipment.

SOME city officials who ban sound trucks from streets may be followed by neighbors living close to lots, who will demand the same thing unless the noise is toned down.—Mrs. Upshaw.

FORMERLY with the De Luxe Shows of America and the W. C. Kaus Shows, Walter J. Rusch has signed to manage James Franco's bingo stand on the Model Shows. This season marks Rusch's 11th in outdoor show circles.

MR. AND MRS. FLOYD R. HETH left Chicago recently and arrived in the Funland Shows' quarters in Marietta, Ga., on March 15 to put finishing touches on their rides and funhouse, reports Ted C. Taylor.

JUST met one of those front-door talkers who featured every act as "in the nude," and he claims that he wound up the same way. Also wanted to know whether there was a nudist colony close by that was taking all comers.—Muggin' Machine Mazie (Still four for a dime).

FORMERLY ASSOCIATED with Tilley's Amusement Co., Allena Jackson, cookhouse operator, is ill at her home in Parkersburg, W. Va., reports George E. Moon, and she would appreciate reading letters from friends.

GEORGE LAROSE, cookhouse operator, formerly with the Melville-Reiss, Francis Ferrari, T. A. Wolfe and Bernard Greater shows, is in a critical condition in General Hospital, Buffalo, where physicians were forced to amputate his left leg on March 3.

CAPT. E. C. ANDREWS, forced to leave the Byers Greater Shows last May due to illness and who has been in Veterans' Hospital, Dayton, O., since, has recovered sufficiently to return to the road as talker on the side show with the Blue Ribbon Shows.

WHY moan about wasted opportunities? Each night before retiring I go broke and wake up next morning the same way. Waking up is invigorating and makes one feel like a new-born babe starting life anew.—Cousin Peleg.

MR. AND MRS. C. C. BURKETT letter from Forrest City, Ark., that they exhibited their freak cow there recently to good results, despite considerable rain. They add they had a downtown location

Who Helped Create Chain Concessioners?

SOME SMALLER independent concessioners bemoan that "the big fellows have almost pushed us out" by tying up carnival midways with exclusive privileges or that some carnivals are carrying nothing except office-owned stands at still dates as well as at some choice fairs. These indie complain, "It is almost impossible for us to book or to make a living."

Whether this be considered right or wrong depends upon which side of the fence one is on, and opinions on the subject naturally are biased as to where one is sitting. Past actions of small operators probably have brought about present conditions. The chain concessioner has been created largely by the fly-by-night operator who disappears between two days without making a full payoff after getting in a big day. Also by the op who strings along thru the bad ones, falling behind more and more each week until he sees no out and believes that the best way to clean the slate is not to appear in the next town, forgetting that the show has to pay off to committees and fair concession managers.

Chain operators who book from 15 to 20 concessions for an entire season (win, lose or draw), putting cash deposits in show offices to guarantee privileges and appearances, have developed a safe, solid business proposition. Under this system privileges are guaranteed, operators' investments are protected for current and future seasons and a fair deal can be given to both show owners and patrons. The unscrupulous hit-and-run operator has helped to bring chain men to the front.

and that sheriff and city officials co-operated.

C. J. FRANCO, general agent of the Model Shows, has booked a route that will take his organization from Georgia to the Canadian border this year, and the longest jump will be considerably less than 300 miles. That's working for the boss, not the railroads.

FUNLAND SHOW notes by Ted C. Taylor: General Agent James Dewey back on the job again after a two-week illness. Tige Hale's men arrived in Marietta (Ga.) quarters to begin band rehearsals. Harry Froboess' free acts are expected in quarters soon.

PUSH-NOTE FREDERICK, well-known ticket seller of the Gate & Banner Minstrel Show, declared before a large throng in Dinty's flophouse: "That of 1938 was the biggest season in my long and unbroken career. I closed owning my personal ticket-box umbrella."

NOW AN ADDED attraction at the Band Box night club, Wheeling, W. Va., Claudine-Claude will leave soon for North Carolina to open with the Keystone Shows for the sixth consecutive season. James Arpur will leave for the New York World's Fair.

MERRITT S. ANDERSON is in the U. S. Naval Hospital, Chelsea, Mass., recovering from a recent gallstone operation. He writes that he will have to undergo another operation as soon as his conditions warrants it, but expects to be out in front of his show when the season opens.

FEATURING his new dog, Frost King, Doc Cowan, well-known dog trainer, is playing Virginia territory to satisfactory results, pencils Billie Taylor. Roster also includes Robyat, magic and escapes the Allens' whippersnappers; Dick Courtney, Funch and Judy; Tootsie, clown dog, and Bobby Bordeaux's Low County Cavaliers.

THOSE midnight raiders who drive hundreds of miles weekly going from one show to another to steal people would get much better results and talent from a \$10 ad. would build a better name for themselves and find it a lot cheaper than the wear and tear on their cars and rubber, gas and oil expense.—Milo (Not So) McGoofer.

AFTER CLOSING with Dick Best's Odditorium in Orlando, Fla., Tex Putegnant presented his attraction, Louise Logsdon with a three-diamond dinner ring as a token for their most successful winter. Tex says Best is a wonderful fellow to work for and will return to the organization next winter.

EMMA JEAN RATNEY, daughter of Mr. and Mrs. Fred Ratney, bingo operators on the Buckeye State Shows, and Maxine Frear, daughter of Mr. and Mrs. Roy Frear, cookhouse operators with the same shows, will enter St. Mary's of the Pines School in Chatawa, Miss., when the Buckeye organization leaves quarters in Natchez, Miss., where the girls have been attending Cathedral School. Emma Jean was side-show mascot last summer.

WHILE passing thru North Little Rock, Ark., en route to the Coast, George Sansdowne Jr. visited Fuzzell's United Shows' quarters there. He says work is progressing rapidly and it looks as tho the organization will be an asset to outdoor show business. Owner-General Manager Tom Fuzzell and Roy Goldstone, owner and operator of all concessions, says George, are young and progressive and deserve much credit.

YOU may be just as funny looking to them as they are to you, so why crack smart about patrons from whom you get your bread and butter? Many workmen in their work clothes, farmers in town with stock or other produce and those who are physically afflicted that come on the lots just as they are perhaps have wardrobes as big as yours. Offensive jests about them help to kill the carnival spirit.—Colonel Patch.

ARTHUR WHITE and his side-show troupe are playing theater, school and night club dates in New Orleans, where they will remain until about April 1, when they leave for Worcester, Mass., to join Dick's Faramount Shows. Line-up includes Sea-Tiny, human mermaid; Fred Gilbreath, Popeye; Frances Irvin, Pee Wee, midget lady; Peggy Ann, lady fire-eater; Tom Smith, strong man; Bob Martin, human pincushion.

SOUNDS HEARD at Fisher's Camp, Tampa, Fla.: Mr. Lundell's cheerful "Good Morning" . . . Curly Fisher's "I caught the big one last night" . . . Cars being repaired . . . Rube Nixon's "Turn off that hot water out there so I can finish my shower" . . . Tex Putegnant's asking, "Is the coffee pot on?" . . . Guy White's "Are you goin' fishing tonight?" . . . Trailers being remodeled . . . Hum of Charlie Odar's hair clippers . . . Mrs. Lundell's "You're wanted on the phone" . . . Buzz of Capt. Dave Francis' electric welding machine . . . Alton Meyer's "I'm gonna stay out tonight until I catch one" . . . Mom George's pleasant "What will you have?" . . . Monkeys' chattering . . . Lil White's "It won't be long now" . . . Mrs. Judy's "I'm gonna bet on dog No. 3" . . . Chimes over Mrs. Harris' loud-speaker . . . Louis-Louise Logsdon's "Carry On" at the bunco parties . . . Irene Harris' (fat girl) "Put this nickel in the machine and let's dance" . . . It must be *Old Man Mose*, tho' . . . Scrape of the shuffle board . . . "Peggy Fisher's" "Bring me back a coke" . . . Harry Winter's "Til return next year" . . . La Goldie's "Thanks for the booby prize" . . . Mrs. Meyer's "Don't forget the minnow bucket" . . . Tap dancing of Betty Jane and Skeeter Bancroft at the community hall. Everybody saying "Good night."

MIGHTY SHEESLEY MIDWAY notes by E. C. May: Charles H. Pounds, Al Renton and the writer enjoyed a bit of fishermen's luck on March 4 when they annexed 39 of the finny tribe from the channel that runs into the Gulf of Mexico. . . . Clarence Pounds, formerly assistant secretary, writes from Glendale, (See *MIDWAY CONFAB* on page 57)

EVANS
MONEY MAKERS
Rely on Evans 48 Years' Experience for Latest and Best Amusement Equipment.



SHOOTING GALLERIES
IMMEDIATE DELIVERY
Evans Shooting Galleries have proved practical and successful for hundreds of satisfied users. Every Gallery is assembled and tested before shipping. Easy to set up. See catalog for complete line of Supplies and Parts for all make of Shooting Galleries.

FREE CATALOG
Wheels of every type. Everything for the Midway. Write today.

H. C. EVANS & CO.
1520-30 W. Adams St., Chicago, Ill.

MAKE \$50.00 A DAY ON CANDY FLOSS



Our New **SUPER WIZARD** with a heavy double head and larger spindle. We have sold this machine to the Concession for the World's Fair. Spins Candy Floss **FASTER and FINER**. For full details write or order **ELECTRIC CANDY FLOSS MACHINE CO.**, 220 Twelfth Ave., S., Nashville, Tenn.

FEDERAL STATE SHOWS

No Gate
Opening April 1, Ardmore, Tenn.; Palucki, Tenn.; to follow. Want Free Act. Book Chiropractor and Kiddy Cars. Shows—Monkeyland, Snake Show, Geek Show, Girl Show, Frank Strouble write. Will buy used tops, 28x40—18x30. Concessions, playing proven money spots. Cookhouses, Bingo, Photos, Mitt Camp, Fishpond, Hoopla, Pitch-Till-U-Win, Cork Gallery, Knite Rack, Bunper, Ball Games, Leat Gallery, all stock concessions. Privilege right. No coupon or flat stores wanted. Harrison, Tommy Cook, Eltrymie write. All people contacted 29. Has your wires, may miss. On lot March 29.

RAY D. JONES, Ardmore, Tenn.

SECOND-HAND SHOW PROPERTY FOR SALE
Genuine Shrunken Head with history, glass case, \$49 cheap.
\$1.65 pair, 300 pairs Richardson Rink Skates.
\$40.00 Hundred used Govt. Code Flags; list. \$28.00 Horned Lady, Wax Head showing growth on forehead.
\$8.50 Hot Dog and Roll Electric Machine, cost \$25.00.
We Will Buy No. 5 Eil Ferris Wheel and Four for a Dime Camera.
WELL'S CURIOSITY SHOP, Philadelphia, Pa.
20 S. Second St.

BRIGHT LIGHTS EXPO. SHOWS

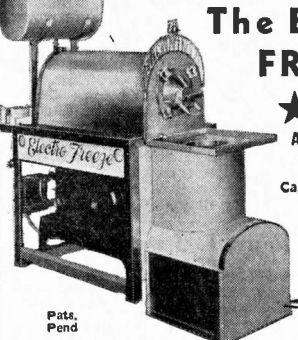
Working North Now.
Wants for balances of winter and spring opening, April 10 in Virginia—Rides not conflicting with Ferris Wheel. Will furnish outfits for Shows. Concessions, no racks. Minstrel People come on. Write or wire **JOHN GEOMA**, Olar, S. C., this week.



LOUIS T. RILEY, owner-general manager of the Dizie Belle Shows, and his dogs, Dr. Rubel and Madame Queen, which he purchased recently while on a tour of Florida. Owner Riley plans to raise a stable of dogs for racing purposes after the season for operating his shows is over. Photo was snapped in the rear of the Riley residence in Owensboro, Ky.

The ELECTRO-FREEZE FROZEN CUSTARD MACHINE

Air-Cooled Compressor. No Ice. No Salt. No Water
(Saves the Cost of Machine in One Season)
Cleaned and Sterilized in 5 Minutes.
Capacity, 10 Gallons per Hour—50 to 60% Overrun.



This year in addition to our machine with attached front cabinet, we are featuring a new model with the individual front storage cabinet—automatically operated and entirely detached from the front of machine. This storage cabinet insures a uniform product at all times. Machine may be purchased without cabinet. Our new sterilizing unit and machine meets the approval of Health Boards.

Place Your Order Now for Early Delivery.

PORT MORRIS MACHINE & TOOL WORKS,
712 East 135th Street, NEW YORK CITY.

Fuzzell's United

NORTH LITTLE ROCK, Ark., March 11.—Joe Galler, Sid Crane, Mr. and Mrs. Curly Vernon, Mr. and Mrs. Reynolds, Izzy Wells, Mr. and Mrs. J. T. McClellon, Charles T. Goss, Steve Lee and Mr. Roadbaugh, of Baker-Lockwood Co., were among recent visitors here. A new semi-trailer has been purchased. Bob Fox left for the North to take care of advance publicity. W. J. Dunne will feature the headless wonder alive in his Museum of Oddities. Mrs. F. W. Pratt tendered women members of the organization who are wintering in Hot Springs, Ark., a luncheon recently. Painting of fronts is almost finished, and a new office is being built under Manager Fuzzell's supervision. Reported by F. W. Pratt.

Winters Attractions

CLARKSVILLE, Va., March 11.—Quarters work here got under way last week. Owner Harry and Mrs. Winters tendered about 300 showfolk and tourists a party in Lundell's Fisher Camp in Tampa, Fla., before leaving for quarters here. All seemed to enjoy the old-time square dancing and modern dances. Rube Nixon

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS.
Black on white, postal card thickness. (Can be retained or discarded. 3,000, size 5x7, per 100. \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker. Real Class . . . \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
Lightweight Lapcards, 6x16. Per 10050
Stapling Bingo cards, or sheets on same, extra50

3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25, Per M 1.50

Postage extra on these orders.
Bingo Card Markers, in strips, 25,000 for . . 1.60
Dice boards and pads, warlike checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

W. E. WEST
MOTORIZED CARNIVAL

OPEN APRIL 8, NEODESHA, KAN.

WANT Side Show Manager that can put something in a New Top, and Banners Shows and Concessions that don't conflict; Compton and Stock Store Agents, also Man for Corn Game; Girls for Dancing Show. Managers with talent, Grinders and Openers for Ticket Booths. Cookhouse oven, privilege reasonable. No Tickets. Ride Help for Mix-Up and Loop-o-Plane. Johnnie Howard, Humpie Ratcliff, Joe McKenzie, Jimmie and Sugg Lewis write. Babe Emmswiler that connected with show. BOX 175, Cherryvale, Kan., for all correspondence.

TILLEY SHOWS
WANT

FOR SEASON OF 1939:

Arcade. C. A. Berg write us. Ex. Photos for asle. Melodrome with transportation, flashy Mechanical Show. Illusion Show, or any meritorious Attraction, with or without own outfit. WANT for Midway Theatre, Piano Player who doubles Calliope, two Guitar Players, Western style, also Drummer. Girls who can sing, Rope Act, Vern (Les) Rogers and Kerlie Family write. People with own transportation given preference. Salaries sure. Address, MAX WILSON, Box 247, North Little Rock, Ark.

GIRLS WANTED

Singers, Dancers, Chorus Girls, Specialties People for Review. Betty Miller and Girls who worked for me before, come on. Can place Musicians: Accordion Player, Saxophone, Trumpet and Drummer. Others write. Salaries sure. Address, MAX WILSON, Box 247, North Little Rock, Ark.

LOOP-O-PLANES

FOR LEASE OR SALE IN U. S. ON PERCENTAGE BASIS
WILL EXPORT TO FOREIGN EXHIBITORS,
Minimum Freight Guaranteed.
ROBIN REED
Box 666, Salem, Oregon.

SUNSET
AMUSEMENT CO.

No Pay Gate.
OPENING DOWNTOWN KEOKUK, IA.,
APRIL 15.
WANT LEGITIMATE CONCESSIONS. SHOWS
22 N. Third St., Keokuk, Ia.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

was emcee. Lil White, Mack Stark and Dutch Henry furnished the music, and about 20 gallons of ice cream and cake were served. Stopping in Augusta, Ga., for a few days, the Winters enjoyed visits and renewed acquaintances with friends on the Johnny J. Jones Exposition. Among them were General Manager Tom, Allen, Business Manager Breese, Arthur Atherton and Starr DeBelle. They also met John Gecoma, of the Bright Light Exposition Shows, in Cottageville, S. C. Reported by Carl O. Bartels.

H. C. Swisher

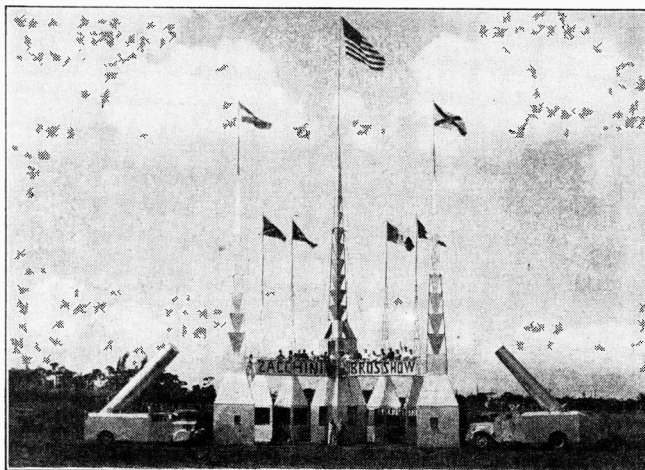
JOPLIN, Mo., March 11.—Quarters here are a scene of activity, with everyone renewing, repainting and renovating equipment. A new cookhouse and marquee have been added and all rides and concessions have been reconditioned. Most of the rebuilding and overhauling of trucks has been completed and management expects to have everything in readiness for opening. With only a few more weeks to complete their work all help has arrived. Recent visitors were Curly Reynolds, Reynolds & Wells Shows; Abner K. Kline, Eyerly Aircraft Corp.; Tony Carrisio, organ repairman of Leavenworth, Kan., and K. G. Clapp, K. G. Amusement Shows. Reported by Armand J. Schaub Sr.

shops this week, and typical Augusta weather again prevails after the recent cold spell. Tops and rides again are springing up outdoors around the buildings. Wilson family are fast becoming fun-house magnates. Harvey recently added a new Glass House.

Mrs. Johnny J. Jones came up from Orlando, Fla., for a visit. Johnny Jr. is making good progress at school there. Ride Foreman Fred Maurice and Charles Larkin are recent additions and both have been giving their rides a last-minute brushing up. Eddie Jamelson arrived this week to begin casting his Minstrel Show. Starr DeBelle has completed supervising additions to the press wagon. Trainmaster George Shannon and crew are nearing the last of the minor car repairs. Mr. and Mrs. Rube Nixon rambled in last week from a vacation in Florida. Reported by Ralph Lockett.

Art Lewis

NORFOLK, Va., March 11.—After vacationing in Florida, Manager Art Lewis returned here and made final arrangements for the shows to inaugurate the season here in conjunction with the first visit in years of the United States Navy Fleet. City has given the shows permission to exhibit their attractions on city-



NEW ENTRANCE which the Zacchini Bros., of cannon-act note, will use on their recently framed Zacchini Bros' Shows. It comprises three 80-foot towers, with a stage over the doorway where daily band concerts will be presented. Officials estimate that when illuminated the front will consume 25,000 watts of electricity every hour.

Great Lakes Expo

TOLEDO, March 11.—Finishing touches are being made in quarters here. Scenic work and sign painting are almost completed, and shows' new bingo is being built by James R. Shipman. Owners C. D. (Jack) Clark and Al Wagner advise they have booked a desirable string of still dates and fairs. J. B. Hendershot, recently signed as general agent, also reports some favorable contracts. Johnny Rea letters he has added a Minstrel Show to his group. He will have seven shows. Recent visitors included Oscar Mallory, H. H. McMillen, Jimmy Williams, Benny Friedman and Dolly Garland. Clarence Pence letters from Hamilton, Ind., that he will arrive in time for opening. New canvas, including a marquee front, arrived this week from Baker-Lockwood Co. Show will open under local American Legion auspices here on April 15. Reported by Charles C. Huntley.

Johnny J. Jones

AUGUSTA, Ga., March 11.—With the opening here a little more than three weeks away, quarters activity has settled to a pace which sees much progress accomplished daily. Owner E. Lawrence Phillips is supervising the winter program. He announces he has not completed selection of his executive staff, despite reports to the contrary. Advertising Car Manager Dave Traugott's advance truck rolled out of the paint

McLaughlin writes from quarters that everything is set for opening. Visitors included Cy Auriello. Jimmy Dowdy has booked four concessions and writes from Melbourne, Fla., that he will start north soon. Euster Gordon and his family have been under the weather from heavy colds. Euster announces the cannon and water acts are ready. Doc Cann and Ross Manning were entertained by W. J. Giroud and family over the week-end. Reported by Ross Manning.

Tilley's

LADD, Ill., March 11.—Quarters crew comprises 12. Recent arrivals were Carl Jarvis, swing foreman, and Leonard Kalamankas, chairplane foreman. Mr. Leo made a short trip to his home in Chicago to see his father, who is ill. Mr. Bunting spent several days at his home in Calumet City, Ill., last week. Trucks are stored in Princeton, Ill., and the boys are having plenty of grief getting them off the fairgrounds. Painters have the swing ride to go, and all rides have new fronts and ticket booths. All rides will be rebuilt and redecorated. Bud Arlington booked his Midway Theater. Mose Smith will return after a three-year absence. Concessioners booked are E. J. Barry's country store; William R. Barry, high striker; C. G. Turner, G. F. Litts, Ed Horton, Jack Thomas, Joe Wright, H. Hampton, E. C. Bell, Ralph Green and Miller Valdo. Reported by George E. Moon.

John H. Marks

RICHMOND, Va., March 11.—New transformer unit came out of the shops this week, the last of the 37 transportation units. Main entrance arch is finished and ready for opening. It was designed by George Griswold. Bert and Stella Britt arrived from Tampa, Fla., where they vacationed. Bert is supervising the overhauling of the electrical department. Max and Blanche Glynn, cookhouse operators, also arrived from Florida and began rebuilding the mid-way cafeteria. Happy and Mickey Hawkins are expected soon from Florida.

Paul and Billy Lane, for many years with the shows, write they will arrive about March 15. John Caldwell, head waiter of the Glynn cookhouse, is here, awaiting opening. William M. Breese, business manager of the Johnny J. Jones Exposition, was a welcome visitor last week. He renewed acquaintances with former pals. W. C. Kaus, manager of the Kaus Shows, also visited. New advertising trailer, in charge of Thomas W. Rice, is ready for the tour. Charles A. Abbott, general agent, is back here for a conference with Owner Marks regarding the season's tour. T. A. Ricci, father of Mrs. John H. Marks, is convalescing after a serious illness. Reported by Walter D. Nealand.

John R. Ward

BATON ROUGE, La., March 11.—Crew of 30, under direction of General Manager John R. Ward, have been painting and decorating shows and rides since January 1. All rolling equipment is being overhauled and new seats have been built and painted for the Ferris Wheels. A new Minstrel Show front and several other fronts are being built; a Rolloplane will be added. Light towers also are being purchased. Show was scheduled to open March 4, but it was postponed until tomorrow.

Jimmie Boyd, former agent, is ill here and has been in the Lady of the Lake Hospital since Christmas. Manager Ward has recovered from a heavy cold. Jeffie Jean Ward is attending Louisiana State University, while Joy and Julia Ward are attending school here. General Agent Elmer Brown is busy booking dates. Organization has been signed to play Ozark Jubilee at Poplar Bluff, Mo. Recent visitors were Charles A. Lenz, Charles T. Goss, Mr. and Mrs. Orla Lashbrook and Mr. and Mrs. Abner K. Kline. Reported by C. R. Newcomb.

Eric B. Hyde

WINSTON-SALEM, N. C., March 11.—Exchange of visits with other nearby showmen is dividing time with the hustle and bustle of quarters here. Manager Hyde returned last week after a business trip and complimented Charlie Eichhorn on the work accomplished in quarters. Pete Williams arrived from Richmond and has the new fronts under way. Local office was in charge of General Agent James E. Tiernan while the writer made a hurried trip to the Richmond office, which will be closed soon. Thomas H.

owned property in the downtown sector. Clint Meyers has returned from the Tampa (Fla.) Fair and is awaiting the arrival of his new Rolloplane. W. E. Stokes, special agent, arrived last week from Florida and is outlining his work for the coming season.

Sam Serlein came in from Baltimore and is getting his concessions in shape. Jim Hodges infos from Salisbury, N. C., that his show will be new thruout. At a recent meeting of the board of directors at the Hotel Fairfax here, Mrs. Alynne Potter Morency was given the post of official *Billboard* representative, as well as official mall lady. Contract for Mifflin County Fair, Lewistown, Pa., has been awarded the shows. Reported by F. Percy Morency.

New England

NEW YORK, March 11.—W. J. Giroud, general manager, has purchased a new office truck, which will be delivered in time for opening at Clifton, N. J. Roland Mudd writes from Anderson, Ind., that the Loop-o-Plane has been overhauled and painted. Paul Faun infos from Largo, Fla., that the Funhouse has been renovated and painted and he will arrive about April 10. Tommy Carson, legal adjuster, has started working his way north, playing several fairs on the way up. Mr. Fitzgerald's Wild Animal Exhibit has been overhauled.

General Manager Giroud has purchased three new transformers which are being mounted on a new truck. P. S.

Ray's Motordrome has been signed and will move in about March 15. Charlie Elchhorn will be in charge of the Ferris Wheels, assisted by his son, while E. C. Fierstone will have charge of the electrical equipment. Latter is supervising construction of a new transformer truck body. Fierstone's children, Virginia and Kenneth, have enrolled in local schools. Recent arrivals are Jack and Mrs. Firpo. He will have charge of the transportation department, while Mrs. Firpo will look after the front gate.

New equipment is arriving daily and is rapidly being whipped into shape for the opening here for the American Legion. Claude Belton, of the newly formed B. & B. Amusement Co., and his manager, John E. Lampton, are daily visitors, as is Tom Blum, general manager of the Forsyth County Fair. Visits are exchanged almost daily with members of the Cetlin & Wilson Shows, wintering at Greensboro, N. C.

Mrs. Hyde has been one of the busiest persons here, having taken over supervision of the cookhouse. Reported by Carleton Collins.

Zimdars

NORTH LITTLE ROCK, Ark., March 11.—Construction work is nearing completion with the building of the Midget Show front. Sailor Harris and assistant, Roy Menge, have completed painting and lettering all fronts except the one now under construction. Recent visitors included Mr. and Mrs. Earl Tyree and Mr. and Mrs. Lee Moss, Walter Savage, and Tiger Mack and James Carley, owner-manager and assistant respectively of the bingo concession. Among recent arrivals were Mr. and Mrs. Frank Waldron, Mr. and Mrs. Otis Hackman, Mr. and Mrs. Carl Bohn, Mr. and Mrs. Frank Campbell and General Agent Al Fine. Charles Ross, of the Newton Bros. Circus, has been engaged as mechanic. Mrs. Carl Bohn's Temple of Knowledge, featuring Koran Ben Ali, has been booked. Bill Salo and the writer have completed a house trailer, while Mac McLangley has his trailer under construction. Rex Bell, cowboy star, returned after playing theater dates this winter. Reported by Buddy Munn.

Blue Ribbon

PHENIX CITY, Ala., March 11.—Work is progressing nicely here and preparations are well advanced for the shows' opening. Manager and Mrs. L. E. Roth have returned from an extended Florida trip where they attended the Tampa Fair and also visited the West Shows at Sanford, Fla., and Mr. and Mrs. C. E. Barfield, of Barfield's Cosmopolitan Shows, at Dothan, Ala. Chief Mechanic Happy Sumrall is getting the rolling stock in shape and repainting and construction work is going forward. Crew includes K. P. Chester, Charles Wells, Doc Newton, Jimmie Paden and Lamor Morgan. Pat Brady, electrician, is building new light towers. New Penny Arcade, which Art Alexander will manage, has arrived. Irvin Lewis, who will have Big Apple Revue and Posing Show, has ar-

rived, as have Capt. and Mrs. Harry Seidler with their concessions. Capt. Seidler again will manage the Showboat. Sonny Page's Orchestra is still filling night club engagements. Carpenter Chester is building a new style front gate ticket box.

John and Ann Galligan with corn game are expected soon. Manager Roth celebrated his 47th birthday anniversary March 1 at a dinner tendered him by friends in the Columbus Lodge of Masons. He received many wires and letters of congratulations. Art and Mary Ann Alexander are getting their concessions ready, and Frankie Self and agents have arrived with their string of concessions. L. K. and Mrs. Stringfellow are painting and repairing their photo galleries. Roy Woods' Hell Riders are here and E. K. Johnson is on a booking trip. Mrs. Irene Chester is plenty busy in the dining hall. The writer, who is secretary to Mr. and Mrs. Roth, has been assisting Mrs. Roth in the office wagon. Reported by Lee Newton.

Dodson

HUNTINGTON, W. Va., March 11.—Quarters work is progressing nicely and Trainmaster Bill Harvey and crew have just completed construction of six wagons. Two new fronts are being built under direction of Earl B. Walsh, one for the Girl Revue and the other for the Posing Show. During the recent flood threat in the Ohio Valley all paraphernalia were moved to high land. No damage was done to equipment, however. Jack Ballie, who had the corn game with the show from 1934 to 1936, again has signed that concession. Dave Fineman has been booked to handle the office concessions. Melvin Dodson Jr., who worked as one of the agents ahead of the show last season, will handle all of the agents' work this year.

Roy B. Jones, publicity director, reports he will come to quarters soon. Sam Jack Evans, for many years assistant secretary of the Cotton Palace, Waco, Tex., has been signed as secretary and will arrive here about April 1. Harry Smith, who will pilot the organization, is on a booking tour. Johnny Hoffman and wife again will be with it and arrive here early in April. DePhil and DePhil, high act, has been signed as one of the free attractions. Show opens here on April 22. Reported by Charles A. Clark.

Motor City

DETROIT, March 11.—Everything has been put in first-class shape for opening April 1. Activities at quarters here are about concluded and all rides have been repainted. Crew of 12 has been here since November 15 under direction of Joe Rocco. Vic Horwitz, owner-manager, reports he is pleased with results. All are anxiously awaiting opening. E. A. Howard, who has the Funhouse and Penny Arcade, is building two new shows, and B. Miller, who has three concessions, writes from Miami Beach, Fla., that he will arrive soon. E. J. Gordon, who has the pop corn and duck pond,

Immediate Shipment
WIRE ROPE
FOR RIDING DEVICES
 Whip—Caterpillar—Hey-Dey
 Lindy Loop—Tilt-A-Whirl
All Work by Expert Splicers

Broderick & Bascom Rope Co.
 4203 N. Union Blvd. St. Louis, Mo. 68 Washington St. New York City Airport Way at Edmunds St. Seattle, Wash.

Or Order Broderick & Bascom Wire Rope from Your Ride Manufacturer

JUICE STANDS --- ICE BALL STANDS

Send for our new 1939 Price List on Fruit Concentrates and Supplies. GOLD MEDAL CONCENTRATES have been the leader in their field for years. Finest Flavors, Lowest Prices. Tie up with the leader this year and do more business with a larger profit. Send for your Price List Today.

GOLD MEDAL PRODUCTS COMPANY
 138 East Pearl Street, CINCINNATI, O.

FOR SALE
DUAL LOOP-O-PLANE AND MANGELS KIDDIE WHIP
 Both in perfect condition. Duty paid in Canada. Can be inspected at Gray's Shows, Winter Quarters, London, Ont., Fair Grounds. \$2,000.00 takes both.

ALLAN HERSCHELL CO., INC.
 NORTH TONAWANDA, N. Y.

CETLIN & WILSON SHOWS, INC.

OPENING SATURDAY, APRIL 15TH, SPRING FAIR & FLOWER SHOW, HIGH POINT, N. C.

Also Several Outstanding Celebrations During Still Date Season.

Fairs will start July 17th and end November 4th. Positively playing all bona fide Fairs during this route. List furnished to interested persons.

Have complete Hall of Science or Unborn Show equipment complete without specimens. Dr. Ralph Garfield or Dr. Fisher please answer.

Want worthwhile Grind Shows. Have beautiful Platform Show with Midget Banners, etc. complete. Duke Jeannette wants attractions to feature in 10-in-1.

Want 28 Girls for two Girl Reviews. Must be young and have some talent, as these are not coochie shows and the salary is guaranteed by this office. Send photo in costume, which will be returned immediately.

Want Workmen in all departments to join at Winter Quarters April 10th. All our old boys come home at that time.

All Address: P. O. BOX 787, GREENSBORO, N. C.

FOR SALE

Complete Side Show with top, front and annex proscenium which was built for Pete Kortez last season. Also two 45x90 tops; two 30x60 tops; one beautiful hand-carved wagon front 52 feet long. All these in excellent condition. One motordrome complete with front and top. Will sell motordrome or will contract with capable party to operate with us this season.

Terms to responsible parties.

The above may be inspected in our winter quarters in Mobile, Alabama.

RUBIN & CHERRY EXPOSITION
 MOBILE, ALABAMA

LAST CALL — WEST BROS. SHOWS — LAST CALL
 OPENING CITY PARK, CAPE GIRARDEAU, MO., MARCH 23 (TWO SATURDAYS). CONCESSIONS THAT WORK FOR STOCK ONLY.

SHOWS—Want Motordromes. Will book or buy Portable Fun House. Vernard McArdle come to Winter Quarters March 18, sure.

RIDE HELP—Those with Truck and Semi-Trailer experience preferred. White Dill come on. Have Now Tilt-a-Whirl.

WILL BOOK OR BUY SCOOTER RIDE.

FOR SALE—Octopus Ride, Chair-o-Plane and Loop-o-Plane. York Custard Machine mounted on Trailer, \$75.00; Corn Game Top, 14x24, \$25.00.

WE HAVE A BIGGER AND BETTER SHOW THIS YEAR, CARRYING 12 RIDES, 12 SHOWS, 5 LIGHT TOWERS. FAIR SECRETARIES, LOOK US OVER—HAVE A FEW OPEN DATES.

Address: WEST BROS. SHOWS, Box 67, Morley, Mo.

SIMS' GREATER SHOWS
 CANADA'S FINEST MIDWAY.

Show will consist of 6 Rides, 4 Shows and about 25 Concessions.

WANT Shows with worth-while Attractions, such as Side Show, Fat Girl, Jungle-Land, Illusion, etc. Will supply Tents and Wiring for same. Correspondence invited.

FRED W. SIMS
 P. O. Box 85, Toronto, Ontario, Canada.



CEREMONIES MARKED the Dee Lang's Famous Shows' opening in Waco, Tex., on March 1. Pictured with Mayor George Jones, as he cut the ribbon signaling the opening of the new season are, left to right, Dr. Ezelle McCann, Mayor Jones; Dr. F. M. Cook, of the Veterans' Hospital, whose released patients were the shows' special guests; Owner Dee Lang, and Tex Cohn, commander of the American Legion Post, sponsor, which is celebrating its 20th anniversary. Dee Lang organization was quartered in Waco this winter. Photo by C. F. Armstrong.

IMPERIAL MOTORIZED SHOWS

WANT FOR THE OPENING DATE, HANNIBAL, MO., APRIL 15, ONE MORE HIGH SENSATIONAL FREE ACT, MOTORCROWE, FUN HOUSE, MECHANICAL, CRIME, ILLUSION, MIDGET OR MONKEY SHOW.

Have complete Set-up for Big Snake or Reptile Show, Doc Warren write. Tom Davenport wants Talent For Athletic Arena. Johnson can use Side Show Attractions.

RIDES—RIDEE-O, OCTOPUS, ROLLOPLANE, PONY TRACK, CONCESSIONS—PENNY ARCADE, LEAD GALLERY, CUSTARD, PALMISTRY, COTTON CANDY, FISH POND, HOOP-LEA, STRING GAME, FITCH-POUNCE.

Reasonable rates, choice spots and real treatment. RIDE HELP! THAT DRIVE SEMIS, Tilt Foreman and Assistants on other Rides. Concession Agents for Grind Concessions.

A. HOFFMAN, Windsor Hotel, Hannibal, Mo.

WANTED J. R. EDWARDS SHOWS WANTED

Opening Mansfield, O., May 27th, Two Saturdays, Playing Ohio's Best Territory Tilt-a-Whirl, Rolo Plane, Shows with or without own outfit capable of making money. Can still place a few more Legitimate Concessions. Have for sale several almost new Side-Show Banners. All mail and wires to

J. R. EDWARDS SHOWS, 233 N. Buckeye St., WOOSTER, O.

WANTED! HARRY LEWISTON WANTED! UNUSUAL SIDE SHOW ATTRACTIONS

FOR TWO SHOWS:

STRATES SHOWS, Inc., Mgr. Rose Lewiston. Opens April 13—Jacksonville, Fla., Fair.

IDEAL EXPO. (Wm. Gillick); Opens Charlotte, N. C., April 2.

45 weeks' work guaranteed. Salary sure. Meals included.

Also Man who can handle Big Snakes, and Gask for Snake Show (Strates).

Write or Wire 3234 Grenshaw St., Chicago, Ill.

WANT — WORLD OF FUN SHOWS — WANT

OPENING APRIL 8.

RIDES—Can place the following: Octopus, Tilt-a-Whirl, Loop-o-Plane and Kiddie Rides, or any other

Ride not conflicting with what we have.

SHOWS—On account of disappointment, can place Ten-in-One. Have complete outfit for same. Can also place one or two more Grind Shows. Girls for Girl Revue.

CONCESSIONS—Any legitimate Concessions that can work for ten cents. Bowling Alley, Fish Pond, Cigarette Shooting Gallery, Fitch-Tilt-You-Win, Custard, Ball Games, Photos, and any other legitimate

Concessions. Good opening for small, clean Cook House; privilege in tickets. Address all mail and wires to

J. E. STEBLAR, World of Fun Shows, 17 Norwood Place, Greenville, S. C.

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Largest Sheet on hand, immediate delivery. Samples free.

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READY MARCH 15

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YOU'LL WANT IT

Other great Walk-Thru Shows, new and used. Our new list of Crime and Social Hygiene Photos is ready for the asking. Write or wire for Free Information on KEYHOLE at once. Also have Crime, Nudist and War Shows.

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World's Premier High Diver
At liberty for 1939. This is no stow-away act. Write for particulars care LOWES CAMP, St. Petersburg, Fla.

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE

Department

THIS WEEK and EVERY WEEK

End your correspondence to advertisers by mentioning The Billboard.

O'Brien continues to hold the crowds. Ike Chapman will wind up his business in Florida soon and be back in time for opening. Mrs. Curl is in good health and ready for the task of show's secretary.

O. C. Buck

PORTSMOUTH, Va., March 11.—Front for the musical revue show came out of the shop this week. Front for the Posing Show was immediately started. Artist Ernie McGee arrived and found plenty of work. He is expected to continue with show thruout the season and will work nights in James Thompson's Illusion Show. Fronts for Freddie Munn's Dog and Monkey Circus and Jack Huber's Side Show also are under way, as is the front for William Gull's Deep Sea and Alligator Show. Chief Electrician and Mrs. Jack Wells left for Chicago for few days' visit with Mrs. Wells' parents.

New transformer truck has arrived. Switchboards and other equipment were previously assembled and only have to be installed. Upon their return from New York Manager O. C. and Mrs. Buck are expected to remain for the winter. Nate Roth is building new concessions. E. C. (Humpty) Evans letters he has the penny arcade and concessions ready and is awaiting opening. Will move in here next week. Visitors included Art Lewis, Percy Morency and Sam Serlin, of Art Lewis Shows; Jack Pearl, merchandise salesman; H. W. Jones, bingo operator, and Arthur Campfield, of Baker-Lockwood Co. Reported by R. F. McLendon.

Model

ST. PETERSBURG, Fla., March 11.—Word from quarters indicates the staff there awaits the arrival of Manager Dick Harris. Jack Kennedy is repainting and improving his cookhouse. Edward Harris, of the Wise & Sutton Shows, wrote he will be in quarters soon with a snake show. Dick Harris paid another visit to Tampa with Mrs. Margaret Harris to see Harline Barkoot and Frank Rupp about the Dipsey Doodle ride. Harry and Rose Kahn are expected from Springfield, Mass., with their line of concessions. C. J. Franco, general agent, is en route to quarters. Charles Sutton, of the Wise & Sutton Shows, who will be the legal adjuster this year, wires he will be in soon. Carl Mack visited quarters and will return with the Funhouse. Doris Lord, Virginia Dorsay, Corinne and Harry Edwards are here awaiting the opening. Mike Bassett is busy on improved electrical apparatus.

William and Mrs. Cowan may have four concessions and will arrive from Savannah soon. Dick Harris' Greyhound Night Club is clicking under management of Jimmy Yates, assisted by Larry Parker and Harry Edwards. Reported by Dick Collins.

Weyls

PAINESVILLE, O., March 11.—Quarter activities are getting under way in Greensburg, Pa., under supervision of Owner-Manager Ed Weyls, who will remain there until opening. Joe Longmore and Frank Neister have booked their Kiddie Ride and penny pitch concession. Mr. and Mrs. Al Williams and son, Erwin, with a crew of agents, will have the bingo, rolldown, photos, big six and two ball game concessions. W. A. Thomas and brother, Fred, will have the lead gallery and blower concessions, and Eddie Young has booked his ham and bacon. Mr. and Mrs. Stuart M. Nock will have the pop corn, peanuts and caramel cone concessions. Eddie Ferrarri letters he will be in quarters soon to build new light effects for his Girl Revue. George Madden is expected in Greensburg soon. He will frame a new cookhouse. Owner Weyls signed Sky-High Alcides, free act. Reported by R. L. Overstreet.

Buffalo

BUFFALO, March 11.—Writer recently brought in some promising looking contracts. Doc Travis again will have the sound truck and p.-a. system. Mrs. A. Travis has booked her cigar shooting gallery for the second season. M. S. Earl has contracted his string of stores, and Putney Bros. have signed with their concessions. William Abelt is adding a photo machine to his line-up of games. Walter Malmberg again will work out of the office and be general stock and merchandise man. An auditor will shortly be added to the office staff. Reported by Howard Potter.

Elite Exposition

INDEPENDENCE, Kan., March 11.—Skiatook Smith, ride superintendent and builder, has been in quarters here since last October rebuilding rides. Tilt-a-Whirl and the Merry-Go-Round have been rebuilt and all other rides have been reconditioned. Smith has reported all rides. General Agent C. A. Buton has an impressive route contracted.

Donna and Charles Keffer will be in charge of the pit show. Larry Reed is returning with his Mechanical Farm and Blackie Pike will manage the Jungle Monsters. Aerial Bouers, high act, has been signed for the free act. Writer again has signed as lot superintendent, making his third year in that capacity. F. C. Bogle, special agent, visited last Sunday. He will furnish a sound system this season. Bert Banty has contracted his cookhouse and Charles Elliott will return with his diggers. Manager Charles Rotolo recently purchased a new top for the corn game. Quarters will open April 1, with the show opening the third week in April. Reported by Don Faltz.

Stella Barker

CHARLESTON, Mo., March 11.—C. S. Reed returned from a booking trip and found a number of people preparing for the opening here April 8. Mr. and Mrs. George Campbell arrived from Kansas City in their new house trailer and car. They have the diggers. Mrs. Campbell has her watch-la booked. Jimmie Winters and his crew arrived from St. Louis and at once rented a workshop to start building and painting on his new corn game, hoopla and under and over. Eugene Cook added two men to his crew building fronts and painting. Eugene is secretary and in charge of the building and painting. Mr. O'Malley, who has the Ten-in-One, is wintering here and a regular visitor. Reported by C. S. Reed.

Zacchini Bros.

TAMPA, Fla., March 11.—New entrance front has been completed and consists of three 80-foot towers with a stage over the doorway where daily band concerts will be presented. Four other towers will be placed at different locations on the midway. Two transformers have been installed in the transformer truck and two others are expected this week. Three trailers are finished. Curtis L. Bockus, business manager of the shows, arrived Sunday, and after a conference with Hugo Zacchini, director general, left on a business trip. Bob Coleman has booked six concessions. Show will open May 1 in St. Louis.

Construction of new fronts will be rushed. Contrary to some reports, the double cannon act will positively be featured with this show. The single cannon act has been contracted by the Cetlin & Wilson Shows. Upon Business Manager Bockus' return here new details will be worked out as to the route. Bob Coleman writes he will leave Key West, Fla., next week. Reported by Bill Eaton.

Sam Spencer

BROOKVILLE, Pa., March 11.—Two men working are in quarters here doing the painting, while George Mettler is overhauling motors. Sam McMasters, ride superintendent, has reported. Recent concession bookings include Mr. and Mrs. E. W. Goss, cookhouse and custard; J. F. Elswick, 2; J. W. Scribner, 2; E. H. Shepard, bingo, and Ben Chapelle, bowling alley. Contracts have been signed with George Lanning for the Sensational Royals' act. Reported by R. S. Mettler.

Burdick's All-Texas

HOUSTON, March 11.—About 22 are working in downtown quarters here. L. C. and Gail Wade have finished their new dining emporium. Ira Burdick Jr. has proved a popular asset to the theatrical-minded citizens here. General Manager Ira Burdick looks in on quarters' activities between trips in (See WINTER QUARTERS on page 56)

Sol's Liberty Shows

NOW BOOKING FOR SEASON 1939
Box 223, CARUTHERSVILLE, MO.

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ANDERSON'S ENTERTAINER'S BOOK NO. 7—12 Unbeatable Monologues, Stump Speech, 100 Original Jokes, Funny Stories, Rhymes, Monobits, Parodies. Complete Comedian and Clown Course. All \$1.00. A. C. ANDERSON, 1909 Pleasant, Des Moines, Ia.

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AGENTS AND DISTRIBUTORS WANTED

ABOUT 100 MEN OR WOMEN WANTED—interested in collecting. No selling. For descriptive literature write **RODDERS**, 637 Eighth, Portsmouth, O.

AGENTS, DEMONSTRATORS—RUG GUIDES, Darners, Embroidery Guides, Threaders. Good sellers. Samples, 2 for 25c. **COLBERT**, Box 494, Santa Monica, Calif.

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ATTENTION, SUBSCRIPTION SALESPERSONS—If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago.

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EVERY HOME A PROSPECT—SELLS FOR 25 cents; costs you seven cents, postpaid. Sample free. B. GEIGER, 6538 N. Maplewood, Chicago, Ill. x

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NEW 1939 COOK BOOK DEAL—AGENTS wanted everywhere. Make big money with best book ever published: 1,000 pages, 230 illustrations, thumb indexed. Two pay, full pay magazine deals that sell on sight. Big margin. **PUBLISHERS' CIRCULATION SERVICE, Inc.**, 407 S. Dearborn, Chicago. x

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MONKEYS, MACAWS, TAME KINKAJOU, Marmosets, Arriving March 20th from Singapore. Pythons, Sun Bears, Mynahs. Write for complete list. **BIRD EXCHANGE**, Box 7, Bell, Calif. mh25

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SPRING SPECIAL

issue of

The Billboard

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DERBY DAY CONSOLES, \$24.50; SEABISCUIT (Thistledown), \$95.00; 1938 Tracktime, \$98.50; Redhead Tracktime, \$59.50; Kentucky Club, \$64.50; Fairgrounds, \$29.50; Preakness, \$14.50. **MARKPEP**, 3328 Carnegie, Cleveland, Ohio.

EIGHT COLUMN, 144 CAPACITY, STAINLESS Steel Cigarette Machines with Stands, \$20.00 each. 1/3 deposit, balance C. O. D. **TORR**, 2047A S. 68th, Philadelphia, Pa.

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READY TO OPERATE—PENNY AND PENNY-NICKEL Slug Ejectors, Porcelain Northwesters Merchandisers, \$5.75; Lots of 10, \$5.50; Masters, Porcelain Base, Chrome Finish, \$4.25; Lots of 10, \$4.00; 23 Sc Advance Hershey Bar, \$6.95; Bumper Bowling, \$42.50. 1/2 deposit. **GENERAL AMUSEMENT CO.,** 211 W. 3d Ave., Flint, Mich.

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ODD BALL, ST. MORITZ, PEACHY, REVIEW, \$39.50 each; Regatta, \$45.00; Klick, \$49.50; Spokes, \$27.50; Jitterbug, \$35.00; Hi-Low, \$32.50; Grips, \$9.50; A. B. T. Guns, \$9.50. **LEHIGH SPECIALTY CO.,** 2nd and Green, Philadelphia, Pa.

SCALES — 2 JENNINGS JR., \$27.50 EACH; 4 Hamilton Irs., \$18.50; 10 Norris Master Venders, \$40.00. **L. R. PORTER,** Alexandria, Ind.

SKEE BALLS—2 GENCO BANK ROLLS, \$25.00 each; 2 Keeney Balletts Jr., \$25.00; 2 Target Rolls, \$20.00. 1/2 deposit. **AUTOMATIC AMUSEMENT CO.,** Box 4091, Elkins, W. Va.

SLOTS AND COUNTER GAMES SUPPLIED to responsible people. Write **BOX 345,** care The Billboard, Woods Bldg., Chicago, Ill.

STEWART MCGUIRE, \$6.00; IDEAL PEANUT, \$3.00; Eveready Four Compartment, \$6.00; No. 77 Masters, perfect, \$6.50. List. **EASTERN,** 350 Mulberry, Newark, N. J.

THREE SEEBURG HOCKEY GAMES—EXCEL- lent condition and appearance. Legal anywhere, \$15.00 each. 1/2 deposit. **F. COLLIS,** 307 Wildwood Ave., Pitman, N. J.

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3/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** ap1

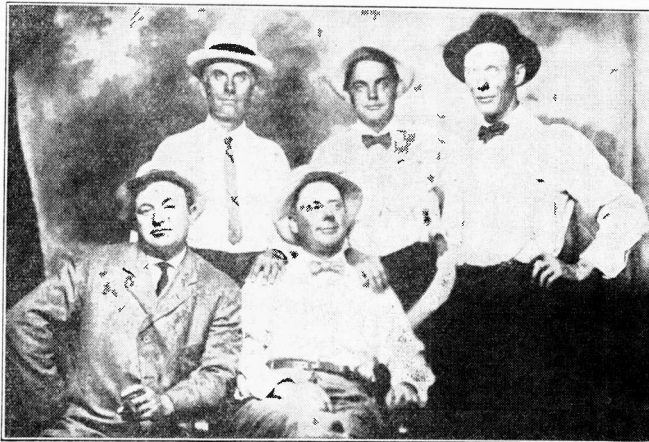
20 PENNY PACKS, \$6.00 EACH; 1 BALLY Baby, \$5.00; 1 Bally Fairgrounds, \$35.00; 1 Bally Challenger, \$10.00; 2 Mickey Mouse Vendors, \$4.50; 1 Northwestern Deluxe, \$10.00; 1 Northwestern, 1c, 5c Porcelain, \$6.00; 1 Northwestern Ball Gum, \$5.00; 1 Snacks, \$10.00; 1 Columbus, Model M, \$3.50; 1 Columbus, Model Z M, \$4.00; 1 Silver King, \$5.00; 1 Lincoln, \$2.00. Will trade for Slots or Mills Square Bells. **ROBERT ALLRED,** Randleman, N. C.

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Show Family Album



THE ABOVE SHOWMEN were snapped at West Newton, Pa., in September, 1913. Standing, left to right, are George Bennet, W. O. Brown and Thomas Ellis. Seated, left to right, Joe Cross and E. W. Weaver, the latter of whom has been managing the American Exposition Shows the last few years.

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.

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BARGAIN—HENRY E. Z. FREEZE RECONDI- tioned Frozen Custard Machine, \$250.00; \$100.00 cash, balance C. O. D. **FROZEN CUSTARD MACHINERY CO.,** 869 Thomas, Memphis, Tenn. x

CORN POPPERS—GASOLINE, ALL ELECTRICS, Giant Geared Popping Kettles, Long-Eakins Rotary, Carameltorn equipment. **NORTHSIDE CO.,** 1925 10th, Des Moines, Ia. apbx

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FOR SALE — MERRY-GO-ROUND HORSES (Parker's) at low prices. **W. S. TOTHLER,** Telephone Humboldt 1317, 1815 Webster, Cor. Wood St., Chicago.

KIDDIE AEROPLANE RIDE, \$150.00; 24x12 Binge Top and Frame, Sidewalk, Seats, complete, \$75.00. **MEDER,** 4209 Buckley Ave., Cleveland, O.

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LOCATIONS WANTED

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BALLROOMS, Nite Clubs, Resorts — National Name Band at liberty May 1. Go any place. All propositions considered. Write ORCHESTRA HEADQUARTERS, Apt. 8, 6002 Michigan Ave., Chicago, Ill. ap18

HOTEL TRIO — Violin, Cello, Piano, doubling Reed, Rhythm, Woman, two men, young. Appearance, union, Packard. New location anywhere. Experience, ten years; three States. Hotels, clubs, resorts. Bookers write TRIO, 17 Walnut, Elmira, N. Y. mh18

HOTEL, NIGHT CLUBS, RESORTS—Sensational 9-Piece Dance Band, including Charming Girl Singer. Complete entertainment for hotels, plenty of swing and novelty for ballrooms. Capable of playing floor shows. A sure-fire sellout. Young, nice appearing, all union. Have own transportation. P. O. BOX 800, Omaha, Neb. mh18

IOWA'S LEADING CAMP BAND — Want summer location. Have large, modern library, attractive set-up, public address system, orchestra bus and uniform suits. Experienced, clean, sober, young men. Complete entertainment for hotels, plenty of swing and novelty for ballrooms. Capable of playing floor shows. A sure-fire sellout. Young, nice appearing, all union. Have own transportation. P. O. BOX 800, Omaha, Neb. mh18

PROFESSIONAL QUARTET — Banjo, Accordion, Guitar, Mandolin. Prefer fairs, restaurants or shows. Play modern or cowboy songs. EDWARD B. CURRY, 04 Lehigh St., Wilkes-Barre, Pa.

ROY SANDERS' SYLVANIANS—11 men. Union, desire location. Now playing first-class club. DEL EDWARDS, 1017 N. 9th St., Reading, Pa.

SIX-PIECE DANCE ORCHESTRA—Available at once. Union, uniforms, library. Will consider anything, anywhere. Write JOHN FILES, 620 E. 3d St., Brooklyn, N. Y., or phone Windsor 8-4358.

WELL ORGANIZED — Modern Dixieland Style College Orchestra, on location until May 20, six men, neat appearance. Desire summer location. COLLEGIANS, 280 Antwerp Ave., Birmingham, Ala. ap8

WELL ORGANIZED 12-Piece Band—5 Brass, 4 Sax, 2 Trombones, desire summer spot. Neat appearance, attractive fronts, novelties, specials. Have P. A. system and vibes. Prefer Middle West location. Will consider board and room proposition. Write AIRT SOLOMON, 815 Main, Kansas City, Mo. mh25

AT LIBERTY BILLPOSTERS

BILL POSTER AT LIBERTY — Plant, Circus or Carnival. Sober and reliable. Go anywhere. HAMM H. DE LOEL, 831 4th St., Portsmouth, O.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—EDWIN THE Ossified Man, Old, reliable attraction. Well known. Write EDWIN PANGBURN, 729 Allen St., Flint, Mich.

FERRIS WHEEL OPERATOR

PICTORIAL PAINTER—SIGN WRITER, RIDE Decorator, Designer, Builder. Capable of taking full charge. Years of experience. Sober, reliable. Can join on wire. Wife experienced Ticket Seller, Concession Worker. Require tickets. JIMMIE FRYE, 211 E. Washington St., Bluffton, Ind. mh25

A-1 PROFESSIONAL Trick and Fancy Rope Spinner and Fancy Horse Tamer for any good and reliable Rodeo, Circus and Fairs. Been with the best; 1933 at Chicago World's Fair. No fly by night outfit answer. Good wardrobe, good references. JAMES B. HAWK, care Billboard, Cincinnati, O.

AT LIBERTY—BOSS CANVASMAN. DO PARTS. Single, 25c. State all first letter. ODELL HOCAN, Rising Star, Tex.

AT LIBERTY — Able Talker, Grinder and Lecturer; Also fully capable to manage Ten-In-One, Freak Animal, Pit Show, Girl Show, Snake Show, Union Medicine Show or any exhibit that requires skilled showmanship. Presents a youthful, dignified appearance, possesses an extensive, convincing vocabulary. Ten years of active experience in show business with the best shows in North America. Fully able to persuade and please our great American public. Would like to hear from reliable showman in the vicinity of New York, Chicago, Cleveland, Buffalo, Boston, Cincinnati, Detroit, Philadelphia, Pittsburgh. Have been working for past eight years on the West Coast. Write me, or like to hear from former associates and always glad to make new connections. Nothing too big or small. Let me know what you can open. Write or phone DOC CLIFFORD, 116 Main St., Westerly, R. I.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 8. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 29. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

PROF. PLANK — Stuttering Ventriquist, Ballo Tube, One-Man Band, Flageolet Player, Character Sketches, Lecturer, and member of Open for World's Fair. Clown as well. 231 Dean St., Brooklyn, N. Y. mh25

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four Acts. Go anywhere. Address, care The Billboard, Chicago, Ill. mh25

SECRETARY, Bookkeeper, Assistant Manager — 12 years 30-car railroad show, 6 years truck show. Understand Social Security, unemployment compensation, federal and state taxes. Can locate show any size. 38 years old, sober, never drink, married. Give my employer full day's work. Address: BOX 369, care Billboard, Arcade Bldg., St. Louis, Mo.

AT LIBERTY COLORED PEOPLE

AT LIBERTY After April 1st — Fast-Stepping Colored Floor Show and Band of 12 people. Want steady location or one nights. Write or wire MANAGER, 3808 Finney Ave., St. Louis, Mo. mh18

AT LIBERTY — Colored Drummer, Vibraphone, Orchestra Roll. Prefer North, East location. State yours. MUSICIAN, 2109 Walnut St., St. Louis, Mo.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY — YOUNG TEAM. MAN, AGE 28, as cast, flash drummer. Do single, comedy singing and dancing specialties. Woman, age 24, ingenues. Do double talking specialty. Both brunette type, youth and appearance. Have cars and trailers. Write or wire HARRY G SUE DIXON, Centerville, Tenn.

Additional Ads Under This Classification Will Be Found on the Next Page.

DEMOTT, The Magician and Juggler—For this season. Good warhorse, nice props, plenty of changes. Entertaining, modern, funny. Age 31, weight 240 lbs., height 5 ft. 11 1/2 in. Sober, reliable, married. Play bits. At Liberty March 27. Literature on request. Write North State St., Millville, Pa. mh25

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JUVENILE LEAD—Or as cast. Quick, steady, dependable. Age twenty-four, five feet, eleven inches tall, weighs 160. Six years' experience in circus stock and repertoire. A-1 regular vaudeville singing and comedy specialties. Excellent warhorse. Ready to leave on letter or wire. Photographs on request. Don't misrepresent. I don't. DONALD NORTHUP, P. 25 E. 16th Ave., Denver, Colo. mh25

AT LIBERTY MAGICIANS

EXPERT HANDWRITING ANALYST — MORFON DEVINS, New Main St., Yonkers, N. Y.

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FEATURE MENTAL ACT—Also Magic. Business Builder for theater, night club, hotel. Salary for act. Percentage on private readings. PRINCE TOE, The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

GAGWRITER—Wishes connection with good act. Has wealth of new ideas and original creations. Build any act to national proportions. Stamped coupons, please. DON FRANKEL, 3923 Dickens, Chicago.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST — Age 42, twenty years' experience, plenty of showmanship. Any equipment, sound or silent. Single, no booze. Go anywhere. AT THE R. E. BLAIR, Nashville, Ind. mh18

AT LIBERTY MUSICIANS

AT LIBERTY—A-1 MUSICIAN for Duets in good hotel orchestra. Write or wire PATRICIA HENRY, Box 1221, Oakland, Calif.

CELLIST—EXPERIENCED, union. References. Solos, orchestra. Will travel. EDER, 72-57 57th Ave., Maspeth, L. I. New town 9-2444. mh25

STRING BASS — DOUBLE Piano, Vocals, Arrange. Steady location preferred. No party. Will read, jam or stroll. CHUCK EWING, Seville, O.

ALTO SAX—DOUBLES CLARINET. AGE 26. Seven years' experience. Would like to hear from good local band. Union, dependable. Will rehearse. Good tone. Play either 3d or 1st. MUSICIAN, 129 E. 126 St., New York. ap1

ALTO SAX—DOUBLING CLARINET, VIOLIN. Union. LEO JOHNSON, Margate Apts., Milwaukee, Wis.

AT LIBERTY—TRUMPET PLAYER. EXPERIENCED all lines. Trouper, sober and reliable. Fine tone, play in tune. Middle aged, fine appearance. WM. C. BROWN, 928 Grand Traverse St., Flint, Mich. mh18

AT LIBERTY—EFFICIENT BAND-ORCHESTRA Director. Play trumpet; also dance man. Double piano. Vocalist, choir director, modern arranger. Experienced newspaper man, wants to leave or work on weekly. Age 35. Address MAURICE ROBINSON, Beardstown, Ill.

AT LIBERTY—TENOR AND CLARINET. LEAD or second. Age 23, white, experienced. LA VERGNE FAMILINER, 816 Myra St., Moberly, Mo.

BASS PLAYER—FIDDLE AND HORN. COLORED, age 27, sober, reliable and experienced. Union. Write, wire. RICHARD PHILLIPS, 25 Pearl St., Newport, R. I. mh25

BRASS BASS — EXPERIENCED ALL LINES. Troupe or locate. Will locate with music as side line if proposition is good. Write H. L. SAWYER, 1129 White Ave., Fremont, O. mh18

BRASS BASS MAN — AVAILABLE AT ONCE. Tone, Union, young. BUDDY SIMPSON, 210 W. Main, Marshalltown, Ia. mh25

GIRL TRUMPET — YOUNG, UNION. GOOD reader, nice tone. Second or third chair. HELEN L. LEACH, Rushville, Ill. ap1

TENOR MAN DOUBLING CLARINET—UNION, young and experienced. Now working but desire change. Full band preferred. Need two weeks' notice. BOX C-115, Billboard, Cincinnati, O. mh18

TENOR SAX - CLARINET — READ OR JAM. Union, sober, reliable. Age 22, single. Panics lay off. Write or wire EARL PAULSON, 423 Second St., Bismarck, N. D.

VIOLIN — DOUBLING STRING BASS. Experienced. BOX C-120, Billboard, Cincinnati, Ohio.

VIOLINIST - VIOLIST — (UNION) DESIRES teaching position or playing with orchestra, symphony, radio, or ensemble. Wide experience and good knowledge of theory, harmony, music appreciation and conducting. References and photo furnished on request. ANTON LUKO, 96 Charlotte St., Hartford, Conn.

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ALTO SAXOPHONIST—Doubling Clarinet, wants steady location with reliable band. Music college team. Radio and dance orchestra experience. JOHN KNE, WELLS, Crittenden, Ky.

AT LIBERTY — Expert and experienced arranger of stock piano scores, orchestrations, concert and vaudeville orchestrations. MALCOLM A. LEFKOWITZ, 109 Judson St., Syracuse, N. Y.

AT LIBERTY—Baritone, double Slide Trombone for rep, carnival, circus, etc. Experienced trumpeter. Address I. M. THOMAS, R. 3, Ft. Wayne, Ind.

CALLING RADIO STATIONS WEST of Mississippi River—Lady Violinist, broadcasting experience, hot solo and ensemble, desires position on station hiring non-union talent. Has also had some dramatic experience. Anxious to contact live-wire station. Not afraid of long hours or hard work. Reasonable rate accepted. Write the VIOLINIST, Box C-113, Billboard, Cincinnati, O.

CLARINET—Legitimate, Ten years' experience. Age 26. Want traveling or factory band. Experienced in printing and litho retouching. SAM ROWE, General Delivery, South Bend, Ind. mh25

DANCE TROMBONE—Excellent tone, range. Long experience with good bands. Music college team. Sweet, swing, arrange, 24, sober. PAUL DECKER, 137 W. University, DeLand, Fla.

MODERN TENOR, Alto and Clarinet—Age 26, union, single, no habits. Join any time after Feb. 28. RALPH G. LUCIET, General Delivery, Lynchburg, Va. mh18

ORCHESTRA GUITARIST At Liberty—Single, sober, neat and experienced. Union. Free to travel. Will join any good musical organization. Prefer dance orchestra. Play anything. Lead and fake. Age 19. No habits or panics, please. Write all to JOHN RECTOR, Route 2, Hickory, N. C. mh25

TENOR SAX, CLARINET — 2d or Lead Tenor. Sight reader, good reader, tone, go. Union. Age 23. A-1 experience. Want steady location with reliable band. Panics skip this. BEYNE BRYANT, 50 Shaw Ave., Newark, N. J.

TENOR SAX—All essentials. Doubling trumpet. Clarinet, euphonium, alto saxophone, guitar, snare drum, floor show specialties. Drums for small combo. Available for pay-off location after May 22. BOX C-119, The Billboard, Cincinnati, O. ap8

TROMBONE—Union. Double Sousaphone, some violin. Available for hotel or grill, small orchestras. New York, New England only. Instrument borrows out. BOX C-111, Billboard, Cincinnati, O. mh20

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS — For all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. ap8

BALLOONISTS AND AIR-plane Parachute Jumpers — Equipment in Texas, Florida, Arkansas now. Coast to Coast service. Book early. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. mh25

BALLOON ASCENSIONS—WITH ONE OR MORE Parachute Drops furnished for all occasions. Modern equipment. HENDERSON BALLOON CO., Haskins, O. mh25

OLD TIME — CIRCUS, CARNIVAL TROUPE. For New York World's Fair. Ticket Collector or what have you open. Show, ride or concession. Bond if required. JACK KUHN, 59-13 68 Ave., Ridgewood, N. Y. mh25

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AERIAL CLOWNS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swing Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. ap1

AT LIBERTY—High Diving and Rope Walking Dog Act. Attractive dog climbs 50-ft. ladder and dives into net. Also climbs 30 feet and walks tight rope. H. RATSON, 280 Central Ave., Atlanta, Ga. mh25

CAILEY—Swinging Slack Wire and Combination Trapeze Acts for Circus, Fairs, Carnivals, Celebrations. 443 W. 26th St., New York, N. Y. mh25

CHAS. AUGUSTUS — High-Class Trapeze Artist. Committees wanting a real feature novelty act for indoor circus and other events, get in touch with me. I have complete and fast trapeze act and dog act. Literature and price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Colburn St., Ft. Wayne, Ind.

WASHINGTON'S CIRCUS—Ten Dogs, Cats, Monkeys. Two distinct acts. A standard attraction for any fair, park or celebration. Have sound system. Never disappoint. Moline, Ill. ap1

ESU—World's Greatest Educated Chimpanzee. Twenty-four acts. Rides bicycle, roller skates. Only W. W. Langrish in U. S. Price of literature on request. MAE KELLY, Thornton, Ind. ap1

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Write for details. Bradner, O. mh25

THE LERCHES—Lady and Gentleman. Two high-class Platform Acts. 2d E. Kansas King: Act 2. Comedy Swaying Tables. Bellevue, O. ap1

AT LIBERTY PIANO PLAYERS

AT LIBERTY—VERSATILE Girl Pianist. Just completed nine months' hotel engagement. Can sing, travel, locate. MARY CROCKER, 410 Broadway, Toledo, O.

PIANIST — AT LIBERTY MARCH 20. Arranger. Experienced all lines. Union. DEX BULEN, 910 Sandusky St., Pittsburgh, Pa.

PIANIST OR HARMONIC ORGANIST—EXPERIENCED, union, married, age 24. All essentials, no habits. Want location, hotel, night club, etc. Address MUSICIAN, Box 222, Mexico, Mo.

PIANIST—READ, FAKE, ETC. RELIABLE, ALL essentials. BOX C-30, care Billboard, Cincinnati, O.

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PIANIST—Young man, American (Northerner), past four months playing in first-class Florida hotel concert ensemble; also soloist, desires reliable location. Played for the best all fields of the business. Sober, single, dependable, good appearance. State particulars. BOX C-121, Billboard, Cincinnati, O. mh25

AT LIBERTY SINGERS

ESTRELLITA LUCAS Latin-American Singer. Long, successful engagement at Palm Beach Hotel, Florida. Desires band or club work. Go anywhere. An union. Reply: 2727 Riverside, Jacksonville, Fla. mh18

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AT LIBERTY—Good Vocalist playing 2d or 3d Trumpet. No take-off. Prefer sweet band. Go anywhere. Two weeks' notice required. All mail answered soon as possible. BOX C-117, The Billboard, Cincinnati, O. ap1

BARITONE — Popular Vocals. Would like spot with band. Tall, young, good appearance. Experienced. Photos and recording on request. JOHNNY ROGERS, care Billboard, 1664 Broadway, New York.

AT LIBERTY VAUDEVILLE ARTISTS

AGENT—BOOK AMERICA'S Largest Mystery Attraction. Theaters, auditoriums, spas, jumps anywhere for profitable bookings. W. BENNIE, General Delivery, Miami, Fla. mh25

ALL-AROUND TEAM — MAN BLACK; LADY. Straights. Singers or Novelty Acts. Change ten days. Write, don't wire. KAY EDWARDS, care Max's Camp, Savannah, Ga. mh18

AT LIBERTY — SINGING AND DANCING Blackface Comic for med or unit. Salary your best. Write or wire, stating full particulars in first to SMOKEY MILLER, Box 82, Hardin, Ky.

AT LIBERTY — TEAM WITH CAR AND Trailer. Single and Double Toby Specialties. Change for two weeks. Up in acts, bits, afterpieces. Put them on. Trumpet and piano if necessary. State salary. Sober, reliable. Join any time. Don't wire, write. HARRY & EVA LAREANE, Pilot Point, Tex.

AT LIBERTY — O. W. COURTNEY, TRAMP Juggler. 181 North Lamon Ave., Chicago, Ill.

BOY AND GIRL TEAM — HILLBILLY. BOTH young, union. Culfar, chromatic accordion, singing, yodeling (both solo and duet), comed numbers, Western costumes. Work anything, radio, theaters, fairs, clubs. What have you? Have car. TEX AND SHORTY, 3959 S. Kedzie, Chicago.

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COWBOY ACCORDIONIST—WISH POSITION with a good Vaudeville Cowboy Act. Played Loew, Fox Theaters. Played on road thru South. Spend great deal of time on stage and radio. Born in Virginia, worked in Nocona, Tex. Single and free to travel. RAY JANTZ, 625 N. Clinton Ave., Trenton, N. J. mh18

AT LIBERTY—Team with car. Singles, Doubles, acts, Bits, Piano. State salary, tall, built, triplets. Absolutely reliable. How about you? AL and WANDA VALE, Billboard, Cincinnati, O. mh25

PUNCH AND JUDY — Refined, different and talented. Done in sheet and figures. Expert manipulation. Four theatres, units, clubs. Spectacular, etc. CALVERT, 226 W. 50th St., New York.

SENSATIONAL Novelty Performer—(AFA), presenting four high-class Novelty Platform Attractions. Punch, Magic, Nail and Spokes and Musical Classes. Nothing under twenty weeks' contract considered. Write or wire PROF. PONCE DE LEON, 13 W. 113th St., New York City.

SINGER — Female. My song was smash hit at Columbus Theater, 59th and Broadway, New York City. Cannot leave town. BOX 920, care Billboard, 1564 Broadway, New York. mh25

VERSITILE ACROBATIC TEAM for Vaude or Med Show. Salary or per cent. Have complete outfit. Lecturer and team write. GLENNY AND FOULD, Billboard, Cincinnati.

WINTER-QUARTERS (Continued from page 52)

interest of the shows. Among the showfolk who have reported are Mr. and Mrs. Ollie Wade and C. G. Foster and wife. Mrs. Foster will have charge of the front gate. Texas Tommy, side-show manager, is building a new inside for the pit show.

Mrs. Jewell Burdick is preparing for a trip to the Coast. Because of his mother-in-law's serious illness, Sam Hard has not been able to assume his electrical duties. Mrs. Paul Jones (Lela-Mae) visited recently. Other visitors included J. O. Osterman, Harry Reynolds, R. W. (Tommy) Stevens, Dick Darling, Tol Teeter and Mr. Anfinger.

Owner Burdick has booked a Minstrel Show. Reported by B. C. McDonald.

United American

NORTH LITTLE ROCK, Ark., March 11.—Show is scheduled to open March 30. Work in quarters has been in full swing since January 1. All equipment has been refurnished and redecorated and all new equipment, purchased by Manager C. A. Vernon, inspected and approved. Recent visitors included Pat Harris and wife, Al Baysinger Shows; Bob Morelock, recently with Dee Lang Shows, and Tom Fuzzell, Fuzzell's United Shows. Concessioners here are Mr. and Mrs. Harry Brown, Mr. and Mrs. Doc James, Mr. and Mrs. Cunningham, Mr. and Mrs. Frank Harrison and Mr. and Mrs. George Hall. Master Mechanic Harvey's crew comprises 27.

Management has purchased a Dodgem and two new kiddie rides. Five trucks have been added. The writer, for many years special agent of the shows, will remain back with the show this season to assist the manager and handle The Billboard and mail. Marianne Vernon celebrated her birthday anniversary March 2. Many gifts were presented and guests enjoyed cake and ice cream.

Art Hansen, special agent, is expected here soon, as is P. H. Hill, Girl Revue manager. Clyde Davis and wife are spending a few days in Hot Springs, Ark., before the show opens. Reported by N. L. Dixon.

Empire State

CATSKILL, N. Y., March 11.—Activity at quarters here is progressing. Bookings for the season look favorable and show is concentrating on special events and celebrations. Line-up at present includes a Ferris Wheel, Loop-o-Plane, Merry-Go-Round, Whip and Chairplane. Show will feature a free circus, acts for which includes Billy Siegrist Troupe, aerialists; Delmars animal group; Jane Lasher's Aquatic Sensations, featuring Pauline Black, and Jack Palmer Henderson's Band, featuring Grace Meade, vocalist. Cliff Thomas, concessioner, has signed his de luxe bingo. Louis Leichter will have his fountain service. Fred C. Butterfield has signed his rides. General Manager J. H. Thiele Jr. away on a booking trip, wired that he has closed contracts for shows to play the Southern New York Firemen's Association Convention and Tournament at Riverhead, L. I. Reported by J. J. Mistrot.

Mighty Maitland

HARRISONBURG, Va., March 11.—Show is slated to open April 10 with a free gate. Johnnie Dove, secretary and part owner, has contracted all fire departments and American Legion posts in the Shenandoah Valley, also several fairs and the Big Turkey Festival at Harrisonburg, Va. All equipment will be new. General Manager Col. C. A. Maitland has his office on Market street and daily visitors include Mr. and Mrs. Jack X. Vanlunen, Chief Walk with the Wind, George Bishop, C. U. Andrews, Jimmie Pardice and E. S. Butler Jr. Mrs. C. A. Maitland and Charles Jr. will troupe with the Colonel this season. H. E. Brison is expected soon from Durham, N. C., where he has been playing schools. Activity will begin April 1. Billie McDorman, electrician, reports he will have everything ready for opening. Reported by Col. C. A. Maitland.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Names To Feature N. E. Pageant and Show for Boston

BOSTON, March 11.—Sponsored by New England Mfg. Confectioners' Association, the first New England Candy Show and Pageant with Paul Whiteman, Ben Bernie and other names as attractions, will be staged for five days in Mechanics Building here.

A musical pageant with line of 80 girls will be headlined, portraying the romance of candy making. Whiteman and his radio and stage show will appear Thursday and Friday nights of the pageant and Ben Bernie and company will appear Saturday night. Another name band probably will appear Tuesday night.

In addition to the band acts a musical and vaude show will be staged twice daily. J. C. Harlackner, Providence, is managing the show.

Cargill To Produce Specs

NEW YORK, March 11.—Jerome H. Cargill, of Jerome H. Cargill Producing Organization, reports that his firm has been contracted to stage the historical spectacle at the Seattle Potlatch which is to be linked with the Washington 50th Anniversary Celebration. About 2,000 will participate in the spec, expected to be the biggest event of its kind ever attempted in the Northwest and outstanding feature of the Potlatch. Cargill will also produce spectacles for the Golden Jubilee Celebration in Spokane, Wash., and the State Golden Jubilee Celebration at Butte, Mont.

Fidler's for Cherry Fete

TRAVERSE CITY, Mich., March 11.—Fidler's United Shows have been signed to show here week of the National Cherry Festival, contract having been closed with R. J. Cousins, general agent for the shows. In previous years the festival has booked rides and concessions independently.

Rome Firemen Will Sponsor

ROME, N. Y., March 11.—Firemen's Civic Association will sponsor its third annual four-day Field Day and Celebration in Haselton Park here, featuring rides, concessions, free attractions and fireworks, reports Arthur D. Martzloff, general chairman. First event drew 25,000 and last year 35,000 attended. Other features will be firemen's contests, sports events and dancing.

Shorts

MOOSE LODGE will stage a Spring Festival in Oshkosh, Wis., featuring varied programs for a week and a queen contest, with a vacation at the New York World's Fair to be awarded the winner.

JUNIOR Chamber of Commerce, Youngstown, O., will sponsor a six-day indoor circus in Bayen-Wood Auditorium for benefit of its civic welfare fund. There will be a midway and nightly prize awards.

SECCAUM Park rides and penny arcade have been booked for the annual four-day home-coming sponsored by Rocky River (O.) American Legion Post. C. D. Barber is chairman.

MARKING the 150th anniversary of the first French Revolution, outdoor fetes will be held thruout France from March until September, 1939. To cover estimated cost of celebrations, about \$500,000, a special tax has been placed on oils and lubricants.

MIDWAY, free acts and fireworks will be featured at the two-day Twinsburg (O.) Home-Coming Celebration. Lloyd Holt is general chairman.

J. R. EDWARDS SHOWS will again

In Constant Touch

GIBSONBURG, O., March 11.—Our 1938 Home-Coming Celebration and Ox Roast, sponsored by Gibsonburg Volunteer Fire Department, was a success in every way. We give much credit for this success to *The Billboard*. It keeps me in constant touch with the profession as promoter of these events. We will use more free acts this year.—FRANK OTTNEY, chairman and secretary.

provide midway attractions at annual Quaker City. (O.) Home-Coming, Ira J. Hartley, secretary, said, Celebration will run four days this year instead of three, with fireworks on opening night.

FRANK OTTNEY, chairman of four-day Gibsonburg (O.) Volunteer Fire Department Home-Coming and Ox Roast, reports that more free acts will be used this year than at the financially successful 1938 event.

VOLUNTEER firemen of Newell, W. Va., will have a midway and free acts at their annual six-day Jubilee. There will be a parade in which more than 75 fire companies are expected to compete. Committee includes Chief Curtis Frampton, Clyde Foltz, Harold Bailey, Fletcher Williams and Emmett Bailey.

FAVORITE OUTDOOR

(Continued from page 38)

troupe, with first choice counting for 10 points, second place for 9 points and so on down to 10th place, which counts for one point. This is the fair and democratic procedure in all other contests of this nature, including the Most Valuable Baseball Player, votes in which are cast by baseball writers. This tournament differs in that readers (with the exception of performers) make up the sum total of votes. This makes it a show-trade election pure and simple.

Following ballots have been returned undelivered: Mr. and Mrs. L. H. Fuller, Sarasota, Fla.; Earle B. Duskin, Baldwin Park, Calif.; Ernest Wolfe (attention Dio Dato), New York, and Burt F. Powell, McAllen, Tex. If they will supply better addresses, ballots will be sent to them.

A reader writes: "Have watched the Concellos since they were on the Wallace show and feel they are tops. They make every American youth feel they would like to be able to fly. Note that you list votes for Flying Concellos and Antoinette Concello. I feel that these votes should all be for the act as Antoinette wouldn't be possible without rest of act."

The reader's point is well taken, but the Contest Editor does not deem it according to Hoyle to combine votes at this period. Should acts need the points scored by individual members in the act, they'll be added on at the close of the contest. Other similar cases are the Wallendas and Helene Wallenda, Rudy and Erna Rudyhoff as a team and Rudy Rudyhoff as an individual, Ed and Jenny Rooney and Jenny Rooney, Peerless Potters and Harry Potter, and others.

Leaders in the various performing branches will be published in the Spring Special Number dated April 8.

CORRAL

(Continued from page 38)

contestants participated. Stock was furnished by Mark Twain Clemans, Harry Knight and Everett Colborn. There were many minor injuries, but few serious ones. Albert McEwen sustained a fractured leg; Pat Plaskett, a fractured ankle, and Mrs. I. W. Young, sprained knee. Rodeo officials included Joe D. Hughes, horse show chairman; W. A. Lee, rodeo executive director; Tom R. Booth, live-stock superintendent; Pauline Sternenberg, horse show manager; Frank Y. Dew, rodeo manager; W. B. Warren, secretary; Fred Alvord, arena secretary; Reece Lockett, arena director; Harry Knight and Clinton Booth, judges; Judge Ben Davidson, C. S. Bates and Tad Lucas, timers; John Jordan and Fog Horn Clancy, announcers. Contracted performers included Lucyle Richards,

Bob Crosby, Tad Lucas, Junior Eskew, Mary Keen, Louis Tindall, Rose Breeden, Tom Breeden, Myrtle Goodrich, Vern Goodrich, Mrs. I. W. Young, Everett Bowman, quadrille; Vern Goodrich, Junior Eskew, Donald and Gene McLaughlin, fancy roping; Coushatti Indians, dancers; Charlie Shultz, clown; Louis Tindall, Lucyle Richards, Myrtle Goodrich, Mary Keen, Don Wilcox and Vern Goodrich, trick riding. Hardin-Simmons University Cowboy Band furnished the music. Results: Eken Roberts, Bronk Riding, Cecil Henley; Ken Roberts and Eddie Curtis split second and third, Paul Bond. Cowboys' Saddle Bronk Riding, Eddie Curtis, Milt Moe, Vic Schwartz, Fritz Tuan. Steer Wrestling, Tom Hogan, Gene Ross, Herschell Ross, Mike Fisher. Bull Riding, Bob Murray, George Mills, Kid Fletcher, Paul Carney. Cowgirls' Calf Roping, Sally Taylor, Mrs. I. W. Young, Ann Webb. Cowboys' Calf Roping, Jake McClure, Everett Shaw, Tom Taylor, Lonnie Rooney.

Mr. and Mrs. Jimmie Simpson and L. J. Heth.

MR. AND MRS. C. J. MARTIN, who have been spending the winter at their farm near Spargursville, O., report they have signed their photo galleries with the Eric B. Hyde Shows.

O. C. BUCK, manager of the shows bearing his name, last week added Frederick, Md., to his organization's fair route.

WALLACE COBB, trainmaster of the World of Mirth Shows, and Mrs. Cobb drove down from their Upper Michigan home to Chicago late last week, then motored to Peru, Ind., before going to winter quarters of the show. Cold weather of the Upper Peninsula evidently agrees with them, for both were pictures of radiant health. Wallace has a number of interesting photos of snow and hunting scenes taken in the vicinity of their home, in several of which his mother appears in hunting togs and totting a gun.

Professionals All

By LONELY TANNER

Negligence or partiality is the greatest cause for dissension. Miscreants revel in abuses detrimental to their welfare as well as that of others. When egotism is held in restraint there will be success for rodeo in general. Issues which tend to breed ill will and hatred, when known to exist, should be nullified as quickly as possible, otherwise they will undermine and weaken an established business and sport from within. Therefore the only logical formula to attain needed harmony is by compromise, the true spirit of co-operation.

It is true many strive to better their chosen profession but realize fully that no one Rodeo Association of America or non-member show, any Cowboys' Turtle Association or North American Cowboys Association, or any individual can carry the load of responsibility because of the many and varied phases which require the aid and support of everyone who is affiliated directly or indirectly with rodeo.

An issue concerning professionalism is figuratively nothing more than a family skeleton, so why continue to keep alive a dead issue when it is a foregone conclusion? When a contestant, performer or artificer (flash rider, ranch cowboy or what have you) receives remuneration for effort put forth in compliance to his vocation, he thereby classifies himself as a professional; all who participate possess requisites relative to rodeo. Unlike other competitive sport (except animal) the rodeo game in its entirety is not manmade nor handmade, because it embodies industry, business and sport.

Rodeo is professional; therefore, preference shown by some to misuse the words "amateur" and "nonprofessional" merely to keep out of competition contestants of high rating and proven ability should resolve to ask the aid and support of their colleagues if it is their desire to encourage prospective rodeo champions, to establish the show or event on a semi-professional basis, to allow others of lesser ability to gain gradual confidence, knowledge and rating. Several other sports have done so to the complete satisfaction of all. Why can't rodeo?

MIDWAY CONFAB

(Continued from page 49)

Calif., that he has a good job there and will not return to the road this season. . . . Henry T. Curtin and wife have given up the home they had rented for the winter and have moved into an apartment in Brownsville, Tex., until opening. They have built two new concessions and are painting their old ones. This season marks their 25th with a Sheesley organization. . . . Dad Dunbar, mail man and *Billboard* agent with the show, is a daily visitor to Brownsville quarters and reports he's anxiously awaiting opening.

"IT'S JUST TOO BAD we don't have an organization in this State so we can protest bills of this kind," letters Stewart Wachter from Berwick, Pa., in regard to a bill recently introduced by Representative Edwin Winner, which would impose a tax on the privilege of attending amusements at the rate of 1 cent for every 25-cent admission.

RECENT ADDITIONS to the Pete Kortez Museum in Birmingham include Frenchy Russell, strong man, and Zaza, alligator girl. Recent visitors include

ENDY'S HOMESTEAD

(Continued from page 44)

before opening in Chester, Pa., on April 15, reports Glenn Ireton.

Visitors here included Guy Dodson and family, George Travers, William Ketrow and family, John Van Arman, Tom Hasson and son, Harry Copping, Mrs. Herman Bantly, Mrs. Ollie Trout and party, Phil Isser, Jack Gilbert, Frank Bergen, Mrs. William Dyer, Jack Stone, Mr. and Mrs. Mike Roman; Captain Carver, of Carver's Driving Horses; Mr. and Mrs. Jean Schreiber, Mrs. John Wilson, Cetlin & Wilson Shows, and Clem Schmitz.

MARKS EXPERIMENTS

(Continued from page 44)

The Marks Shows is 50 by 90 feet, and L. H. Anderson, consulting technician of the corporation, estimates that it will require a 10 h. p. air-conditioning unit, displacing 10,000 cubic feet of air, changing every 10 minutes during an evening performance. This would permit the average temperature of the tent theater to be standardized at 65 degrees inside on the hottest summer days, it is said.

Marks has ordered an air-conditioning unit for his new 20-foot office trailer and Max H. Glynn has placed an order for a refrigerating unit to be installed in his cookhouse trailer. If the experiment proves a success, other show tents on the Marks midway will be similarly equipped.

AMERICAN LEGION-FAIR ASSN. CELEBRATION

JULY 3 AND 4, PIPESTONE, MINN.
Carnival, Free Acts, Concessions Wanted.
Write GEORGE KINGS, Pipestone, Minn.

WANTED

FERRIS WHEEL AND MERRY-GO-ROUND FOR HOME-COMING CELEBRATION, AUGUST 2, 3, 4, 5.
ST. PETER'S CHURCH, OAKLAND, MD.

CARNIVAL WANTED

BY THE UNION BRIDGE FIRE COMPANY, UNION BRIDGE, MD.
WEEK OF JULY 16 TO 15, INCLUSIVE.
LEWIS BAKER, Secy., Union Bridge, Md.

WANTED INDOOR CARNIVAL

April 19, thru 22.
New Armory, floor 120, by 140', ceiling 35'. Extra rooms available for shows. What can you offer?
Write L. T. H. F. SALEE, Armory, Evansville, Indiana.

WANT MORE REVENUE

for YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE

Department

THIS WEEK AND EVERY WEEK

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Electric Shaver Patent Dispute May Be Revived

NEW YORK, March 11.—Following the return of an indictment by a special federal grand jury against Martin T. Manton, former senior judge of the U. S. Circuit Court of Appeals, charging criminal conspiracy, it is expected that the whole dispute over electric shaver patents may be revived.

Named co-defendant in the suit is George M. Spector, alleged to have been a go-between who paid Manton \$56,000 to secure a favorable decision in the patent litigation between Shick Dry Shaver, Inc. and the Progress Corp., manufacturer of the Packard Lektro-Shaver. Spector is a relative of Davis S. Spector, sales director of the Progress Corp., it is said.

The indictment alleged that Shick obtained a judgment in the District Court in 1936 upholding its claims, and that when an appeal was filed Manton conspired to sit as one of the judges in the case and "corruptly render his vote, decision and judgment . . . influenced solely by the promise and expectation of receiving sums of money." Between January and May, 1937, the indictment charges, Manton was paid \$27,500. The decision holding that the Packard Lektro-Shaver did not infringe patent rights of Shick was given late in April, 1937.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

With their experience and knowledge of the type of merchandise that will go on a card, operators should be able to do their bit in solving the new items problem. There is no law which says they can't create a new item themselves. Perhaps if they gave their imagination a chance to work an inspiration might hit them which could be developed into something practical. Like the operator who sent this note along:

"I have developed an excellent item which I sincerely believe will be a gold mine to operators everywhere. In fact, I am sure it will surpass in interest anything that has been introduced since the candid camera and electric shaver.

"Here is a general outline of the product: It is an all-round necessity on camping and fishing trips. It will provide great comfort at baseball games and is a long-awaited need at football games. It is very essential during a rain and on swimming trips. But it is also useful around the house and automobile. Altogether the article has 10 important uses to any man or woman who participates in outdoor activities. It is light, compact, and will present an attractive appearance.

"I have shown this article to a few of my dealer locations and they are all very enthusiastic about it. Even the smallest locations believe they will be able to dispose of three or four one-shot boards within the first few days. But it will not lose its interest until after the football season. Actually, the football season should be best. Card operators would quickly recognize this as their best bet for the coming season.

"I cannot reveal the exact identity of the article yet, but I am planning on advertising the article in *The Billboard* as soon as I have everything ready."

Sounds good, doesn't it? If it is half what this operator claims it to be it should be a knockout. Anyway, it is an

(See DEALS on page 60)

Novelties Get Big Play From N.C.'s as P.A.'s Turn Gagsters

NEW YORK, March 11.—With local night club impresarios vying with each other for effective promotional stunts, wholesale merchandise houses are discovering night spots to be worth-while customers for toys, balloons, hats and kindred items. While night clubs have always used quantities of paper hats, noisemakers, serpentine and similar items on such occasions as New Year's Eve, St. Patrick's Day and other holidays, the total volume was nothing to brag about. Policy of some clubs to stage special stunts on off-nights to bolster patronage, plus activities of enterprising press agents seeking to grab off more than the usual attention for their clients, has caused an appreciable amount of business to spring from a heretofore uncultivated source.

Outstanding stunt of the past week was pulled by R. D. (Dick) Mockler, press agent for the Hotel New Yorker, who sent Ferdinand the Bull glove dolls to members of the press with the invitation inscribed on the bovine's chest inviting the recipient to Henry Busse's opening at the hotel. Opening night saw all the patrons receiving Ferdinand glove dolls as souvenirs, and the p. a. even had a lad on hand to demonstrate the antics Ferdie could be made to do. Reaction to the stunt is reported to have been very favorable with much worth-while publicity redounding to both the hotel and Ferdie.

Another stunt on similar lines was staged recently by Al Wilde, p. a. for Chick Webb, when the orchestra leader opened here at the Cocoanut Grove Room in the Park Central Hotel. As an invitation to the press on opening night, Wilde sent out a toy black-faced wooden drummer. Other similar stunts have been staged off and on for some time, but in recent months it seems p. a.'s have been turning more and more to the use of toys and novelties as props to arouse interest in their wares. Most unusual of stunts on record was the former French Casino's gag of sending a live monkey to certain critics and giving ringsiders at the floor show bird cages filled with live canaries.

Bolstering Trade

The use of novelties to bolster patronage on off nights has paid big dividends to some enterprising night spot impresarios. Finding Sunday night an off-night at his famed Stork Club, Sherman Billingsley, press agent by Leonard Mac Bain, has dubbed it "Balloon Night." On that night at an appointed hour thousands of balloons are released. Inside some of them are \$5 and \$10 bills. It is said that some of the fair sex go native to the extent of tearing their \$500 gowns in pursuit of a "fan" or "sawbuck."

Every night is New Year's Eve at Billy Rose's Diamond Horseshoe Club. The finale of the show is New Year's Eve at Rector's, with Diamond Jim Brady on the stage entertaining Lillian Russell. At 12 o'clock Diamond Jim toasts the New Year and all the patrons join in the celebration with hats, noisemakers, balloons and blow-outs supplied by the management in lavish quantities.

Performers Too

Several performers also use novelties to good advantage. Amedeo, magician formerly associated with Houdini, gives away hundreds of small puzzles and magic novelties nightly at Pepper Pot Inn in Greenwich Village. All give-aways are imprinted with his name and exploit the fact that he's currently appearing at the Pepper Pot. Amedeo states these give-aways are powerful lures for bringing customers back. Russell Swann is another magician who specializes in give-aways. Both he and Dell O'Dell, female magician, go strong for the pencil trick. Pencil has a small loop of tough twine fastened to the end. They

slip pencil thru buttonhole of a patron and then thru loop of the string and let him fall back on his own resources to remove it without cutting the string. (Yes, it can be done.) Each pencil bears the name of the act and where it is playing.

Conclusion

These are but a few of many ways that gadgets, toys and other novelties are being used in the night club field today. With proper cultivation by jobbers and salesmen, there is a good chance that it can be developed to yield a worth-while crop of business annually.

New Pope Shaves With Electric Razor

The electric razor has invaded the Vatican, according to one of the most interesting releases emanating from Vatican City regarding the habits of the newly elected Pope Pius XII. The Pope's barber, Luigi Evangelisti, revealed that the Pope regularly shaves himself with an electric razor. "I did not believe it at first," said Evangelisti, "but His Eminence showed me and said, 'see, my son, it can be done.'"

BINGO BUSINESS

By JOHN CARY

BINGO FANS throught the nation are rising in angry hordes where recent outbursts of politicians have threatened a ban on their favorite pastime. Editorials have been appearing on a wide scale expressing various opinions on the virtues of the games. With rare exceptions these opinions reflect overwhelming public approval of bingo. Of course there are isolated cases where abuses have occurred as a result of manipulations of unscrupulous operators. The presence of an unholly few seems inevitable in every enterprise but no one can blame local authorities when they clamp down on racketeers.

BINGO IS NOW approaching the same position occupied by drinking while the Volstead Act was in force. Then there was a prim minority that insisted the use of alcohol was immoral. Many of the same objectors are now on the war-path vs. bingo. Similarly the mass of the people clamored for the right of deciding what was good for them. People are writing strong letters to editors. Here's an interesting one which *The Trenton Times Advertiser* received:

"Sir: Please allow me space in your paper to express my opinion on bingo. When you are born it's a gamble whether you'll live or not. Then you grow up and gamble whether you get a job or not. Then you marry and take a chance on that. You go to the store and buy a dozen eggs and take a chance on each one you open. A farmer sows a field of corn and takes a chance on making a dime.

"Now, as American citizens, let's get together and put bingo on the ballot. We are entitled to that."

That's a rather sensible observation. And it's pleasant to report that in at

W.F. To Hypo Mdse. Sales

Whalen estimates \$140,000,000 will be spent for mdse. by fair visitors

NEW YORK, March 11.—About \$140,000,000 will be spent for merchandise in New York by World's Fair visitors. That is the estimate of Grover A. Whalen, president of the fair corporation. He stated that the estimate was based on an analysis of the "World's Fair Trade Dollar," in view of similar expenditures at previous world's fairs.

During the five months the fair is in operation, execs estimate that visitors will spend a total of \$1,000,000,000 in New York City. Fourteen cents of every dollar will go for merchandise purchases. While a good portion of this amount will go for clothing and certain other more costly items, a big amount is bound to find its way into pockets of firms and individuals manufacturing, distributing and selling World's Fair merchandise. The 500 or more firms already licensed by the World's Fair Licensing Bureau are naturally expected to walk off with the lion's share of the souvenir and novelty business, but it is nonetheless certain that prize and premium merchandise will be bought in large quantities that will not be embellished with the official World's Fair insignia.

The effects of the tremendous amount of money fair visitors will dump into the coffers of New York will not be confined strictly to the metropolis, Whalen stated. He pointed out that 62 participating nations were shipping large amounts of materials and exhibits to the fair, all of which provided additional work for industry in foreign lands.

Of every dollar brought into the city, only seven cents will be spent at the fair, Whalen estimates. The remaining 93 cents will be spent for housing, food, drink, merchandise, transportation, personal services and communication.

"The spending in New York is just the first splash," Whalen explained. "Then come the ripples, spreading out in ever-widening circles until they wash the farthest confines of the nation." Before it comes to rest each fair trade dollar will roll over 10 times, it is estimated, thus giving business and industry a \$10,000,000,000 boost. There is no doubting the fact that the merchandise industry will benefit greatly from this stimulus.

Bill To Legalize Bingo Introduced In Michigan House

LANSING, March 11.—A bill to legalize keno, bingo and similar games was introduced into the House here by Representatives Edward J. Walsh and William G. Buckley (Dems.), of Detroit.

Bill would okh games provided they were sponsored by church, veteran or fraternal organizations for their own purposes.

Bill also specifies that the awarding of merchandise prizes at these games "shall not be construed as the conducting of a lottery or as gambling and shall not be in violation of the laws of this State."

least half a dozen States bills have been introduced to legalize bingo.

A POPULAR STUNT that several ops have been using is awarding a special prize to any player who is lucky enough to hit bingo on the first seven numbers (See BINGO BUSINESS on page 60)

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.

Goodrich Flexolite

To provide simple floodlighting for basement workshops, garages, gardens and recreational areas, as well as for protection against night prowlers, the Goodrich Flexolite may be quickly and easily attached to horizontal or vertical surfaces by means of an adjustable bracket and a two-screw mounting plate, the firm reports. The Flexolite is weatherproof and finished with three coats of vitreous-fired porcelain enamel, it is said. With universal adjustment, a flood of light may be directed exactly where it is needed for indoor and outdoor illumination. It is offered in two sizes to accommodate 100, 200 or 300-

watt medium base lamps; equipped with rubber cord, plug and Underwriters' approved medium base socket.

Lamps for Outdoor Men

Two lamps which should score heavily with sportsmen are being marketed by Justrite Mfg. Co. The Justrite Headlight is claimed by the maker to be an indispensable part of every camper's



equipment. Headlight is 2 1/4 inches in diameter, which fastens to the head or cap with a moisture-proof web elastic headband. Streamlined battery case may be carried in pocket or clipped to belt. Enables wearer to direct light in any direction, leaving both hands free, the firm reports. Waterproof switch eliminates shorts in damp, murky weather. Justrite Electric Lantern is another product of the firm. This inexpensive lamp is designed to give maximum service at minimum cost, the firm states. Equipped with back handles and carrying bail, this lamp may be hung from any convenient hook or carried on the belt, it is said. Features are fixed focus, silvered reflector and Morocco finish. Both numbers are reported to be priced exceptionally low.

Extra Value!  **\$ 2.25**
Each

5 for \$10.50 **5 for \$10.50**

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE - SPENCER CO.
223 W. Madison St. Chicago

SUPER VALUE

The **ELGIN "KWIK-SHAVE"**
ELECTRIC DRY SHAVER

69c EA.
QUANTITY PRICE



- DEPENDABLE SELF-STARTING MOTOR.
- DOUBLE-EDGE SHAVING HEAD.
- STREAMLINED CASE.

Reaches a new high in quality and performance—compares favorably with other higher-priced shavers—yet is astoundingly low priced. Made for 110-volt A.C. current only. Individually boxed, complete with cord and plug.

GELMAN BROS. 119 North Fourth St. Minneapolis, Minn.

ELGIN & WALTHAM \$2.95

Renewed Guaranteed Men's Wrist Watches Strap Watch. Wholesale Jeweler Since 19 Jewels. New Cases. Send for Free Catalog. 25% Dep., Bal. C.O.D. New Leather. **LOUIS PERLOFF,** 728 Walnut St., Philadelphia, Pa.

HERE'S AN AMAZING OFFER

GENUINE DIAMONDS SET IN SOLID GOLD

\$25 LIBERAL DISCOUNTS ON QUANTITY LOTS

FRESS AND SON 1875 Chestnut St., Philadelphia, Pa.

BULOVA — GRUEN
ELGIN — WALTHAM

WRIST AND POCKET WATCHES FOR LADIES AND GENTS. Reconditioned and Guaranteed Like New. Start At..... **\$3.10**

1939 STYLES NOW AVAILABLE. WRITE FOR OUR NEW CATALOGUE. **NORMAN ROSEN** Wholesale Jeweler. 801 Sansom St., Philadelphia, Pa.

Orange Squeezers

With the approach of spring kitchen appliances will be in vogue, and the Gordon Mfg. Co. is offering an item which it calls an improved modern orange squeezer. Features of the device are that it drains the orange and strains the juice. It also extracts juice from grapefruit and lemons, straining pulp and seeds at the same time. Item offers strong demonstrating possibilities. Gordon Mfg. Co. will furnish an illustrated folder showing the squeezer and other items for pitchmen.

Recording Thermometer

A number for which a vast market exists in theaters, ballrooms and night clubs is the Marsh Recording Thermometer, which makes it possible for one to know the temperature of a room at any time of the day, the James P. Marsh Co. reports. By means of a specially-made pen, the temperature is traced on a chart, which is rotated by an accurate, fully adjustable clock movement, it is said. Firm claims that never before has there been available a recording thermometer of high quality at a price which makes its use practical in fields heretofore closed because of high cost. Marsh Co. execs report this number was planned to be produced in large quantities so as to make its extremely low cost possible.

Turn-o-Matic Toaster

One of the most attractive of better quality toasters recently made available to bingo operators and other prize users is the Turn-o-Matic, made by Proctor Electric Co. The distinguishing feature of the toaster is that when one door opens the other opens automatically, turning the toast on each side. The heating filament is composed of nichrome wire wound on clear mica, and styling of the toaster is modern, the

"PICK IT UP and GO!" **GET FAST ACTION WITH THIS RADIO SENSATION!**

Greatest hit in years! Folks go wild over this complete 6-Tube PORTABLE RADIO that plays anywhere! No electricity! No aerial! Great for outings, traveling, beaches, etc. Perfect item for a profit clean-up! Get details at once!

EVANS NOVELTY COMPANY
946 West Diversey Parkway • Chicago, Illinois

WORLD'S FAIR PILLOW TOPS \$4.44
WORLD'S FAIR TABLE SCARFS 1 Doz.

Just the thing for the concessioner, salesboard and bingo operator. Made of hand-painted plush material. Come in variety of flashy colors and patterns. Sateen lined. Pillow Size: 18 inches square. Table Scarf: 12x36 inches. 1/3 Cash With Order, Balance C. O. D. 5 W. 31st St., New York City.

ANTAKY CO. **JOBBER'S WRITE FOR QUANTITY PRICES.**



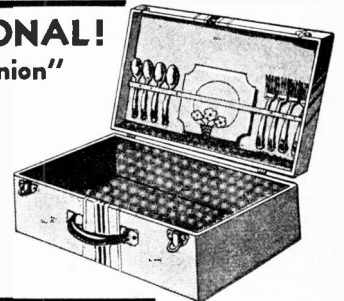
NEW! SENSATIONAL!
The "Picnic Companion"

Complete Picnic Outfit consisting of 4 METAL SPOONS, 4 METAL FORKS, 4 PAPER PLATES

Neatly Assembled in a Substantial Simulated Aluminum Case. Size 16"x10"x4 1/2". (Also a Practical Week-End Case.)

65c ea. In Lots of 100 or Over, Less than 100 Lots 75c Each. Send \$1.00 for Prepaid Quantity Price. One-Third Deposit With Orders.

PREMIUM PROMOTIONS CO.
1181 BROADWAY, NEW YORK CITY.



SELL ON SIGHT—BIG PROFITS
10 — "HOT" EASTER DEALS — 10
40 ORIGINAL CHARACTERS
DEALS FROM \$5.00 to \$20.00 Complete
BE THE FIRST WITH THE LATEST.
Save Time—Specify Deal—Wire Deposit.
Special for One-Shot Boards
12 Best Sellers \$17.50
25% Deposit, Balance C. O. D.
ALL ORDERS SHIPPED SAME DAY.

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.



HAVE YOU HEARD? — THEY'RE HONEYES!!!

1-WHITE PEN & PENCIL DEAL! — 2-MIDGET KNIFE DEAL!
3-ATTRACTIVE ASSORTED MERCHANDISE DEALS!
• MOTH CAKES - 100 for \$3.50 - Include Postage.
• New Electric Clocks, Lamps, Premiums, Perfumes, Notions, Blades, Carded Goods, Side Line Merchandise. Sun Glasses, U. S. Made.
• Wagonmen, Pitchmen, Premium Workers, House-to-House Canvasers—Write for Catalog Today!

CHAMPION SPECIALTY CO., 814-R CENTRAL ST., KANSAS CITY, MO.


firm states. Item is easy to clean, it is claimed, and one that will give satisfactory service. Should be popular with bingo players and operators alike.

Picnic Case

A new item has appeared in the form of a week-end case of the airplane luggage type. The article is called the Picnic Companion, and the case comes fitted with metal spoons and forks and paper plates for picnicking. It serves the two-way purpose of being a picnic outfit or overnight case. Premium Promotions Co. is marketing this number, which it states is an exclusive item.

Contact Mike

The Amperite Co. has a new amplifying device for stringed instruments which is said to be popular with musicians. It's a simple, attachable arrangement that requires no changes in strings, instrument or amplifier and reproduces sound without disagreeable effects, firm officials state. It comes with either hand or foot volume control and is called Contact Mike.



4 Tube SILVER RADIO
..with DYNAMIC Speaker

Small enough to carry in one hand (8 3/4" x 8 1/4" x 4 1/2") **\$6.94** IN WALNUT
Powerful enough to bring in stations strong. Dynamic speaker, 4 genuine RCA lic. tubes and aerial — ready to play. One year guarantee. FREE TRIAL. Money back if not satisfied.

1000-hole 5c Salesboard. **60c**
CATALOG FREE
SILVER MANUFACTURING CO. INC.
2668 Elston Ave., Dept. B-66, Chicago.



BIG MONEY MAKERS! FOR THE SPRING!

CAPEES BOLLERS JACKETS SCARFS **\$4.50 & UP**

Amazing Fur Values. All the latest styles. Every woman will want one. Excellent Prizes for Bingo and Salesboard Operators. **ACT AT ONCE.** Be the first in your territory to get started with this great Spring line. Write for Illustrated Catalog and Price List. **M. SEIDEL & SON,** 243 W. 30th St., N. Y. C.



CURTAIN ROD THREADER

Fills a real need cheaply. Saves time, temper, and tearing of curtains. Manufactured in U. S. A. Highly nickel plated and guaranteed to fit any make flat curtain rod. Packed 144 to box—or each on illustrated display card.

Without Cards. **\$2.00** GROSS
25% Deposit, Balance C. O. D.
With Cards. **\$2.25** GROSS

SEND 10c FOR SAMPLE PREPAID

BENGOR PRODUCTS CO., 878 BROADWAY, NEW YORK, N. Y.



SHOWMEN'S LEAGUE—

(Continued from page 46)

shows. M. J. Doolan and crew are still binging it four nights a week. Julius Wagner has joined the crew. Brother E. Courtemanche keeps the rooms cheerful by regular floral donations. Jack Hawthorne has about completed arrangements for his summer's work. John Lorman attended the meeting. Lew Keller off on a trip to Hot Springs, Ark., while Leo Sennett went to Detroit. Al Rossman is still in New York, and Al Cohn is expected back soon. Edgar Schooley visited. Renewed activities on the Showmen's Home will start with the opening of the season. Chairman Fred Beckmann is planning a meeting of the home trustees during the summer. Once again we say. Have you paid your dues? If not, why?

Ladies' Auxiliary

Club had a social gathering on March 9 at the Sherman Hotel. Bunco and cards were played and good attendance prevailed. Immediately afterward refreshments were served.

Welcome letters were received from Sisters Hattie Wagner, Mrs. Charles Goss and Mrs. Henry Belden. Sister Phoebe Carsky is recuperating at home from a recent illness. Members are anxious to have her with them soon. A number of members are confined in their homes with colds.

Plans for March 11 bunco and card party to be in the West Room, Hotel Sherman, are completed. Following members brought in gifts and donations for the party: Blanche Latto, Pearl McGlynn, Rose Page, Evelyn Mueller, Pearl Darling, Hattie Clinton, Clara Harker, Phoebe Carsky, Elsie Miller, Jeanette Wall, Ida Chase, Edith Stralich, Maude Geiler, Bessie Simon, Alice Hill and Louise Rollo.

Pearl Darling donated a set of dishes (service for four) for the party. Mrs. Charles Goss sent in a pair of handmade pillow slips and Ruth Bre Count forwarded her donations, which were all gratefully received. Club will hold its regular bi-weekly meeting on March 16 at the Sherman Hotel.

HEART OF AMERICA—

(Continued from page 46)

banquet, which as usual will be held on New Year's Eve. It's hoped that the misunderstanding will be straightened out to the satisfaction of all. Brother Bill Wilcox is in the General Hospital here for observation. Brother Tony Spallo, who is confined in St. Mary's Hospital, is reported improving. Mr. and Mrs. Jim Taylor, of Fairly & Little Shows, visited, stopping off en route to Shenandoah, Ia., to visit Mrs. Taylor's relatives. Brother Dr. Nathan, of psycho-analysis note, will leave soon for New York World's Fair, where he has a concession. Brother Sam Zimmerman left for Louisville to join the Oscar Bloom Shows.

Branco Bros., concessioners of Fairlyland Park, are in Dallas on business. With spring approaching, members are leaving for the various shows. Membership drive will be carried on during the coming season by all members for the following prizes: First, \$50; second, \$25; third, \$15; fourth, \$10. All traveling representatives of Baker-Lockwood Co. also will solicit members.

Ladies' Auxiliary

March 3 meeting was called to order by Ruth Ann Levin, first vice-president, with the allegiance to the flag and America, with piano accompaniment by Jess Nathan. Twenty-four attended. Committee reports were read and approved. President Virginia Kline has offered a \$10 prize for the member who obtains the most applications from former members. Pearl Vaught, second vice-president, has offered a \$5 prize for the one getting the most new members, while Ruth Ann Levin, first vice-president, and Peggy Landes, third vice-president, have promised "something nice" during their term.

Viola Fairly passed the penny box to good results. "Thank you" cards were read from Mrs. Charles Schaeffer, Mrs. Nellie Weber and Mrs. Gladys Deem for flowers sent them. Mrs. Grace Goss, St. Louis, and Mrs. J. A. Schneek, Denver, lettered thanks for a lovely time at the 18th anniversary dinner party. An open letter from Mrs. Virginia Kline was read by Helen Brainerd Smith. Virginia during her Southern tour has renewed acquaintances with Past Presidents Marie Beckmann, Juanita Strassburg and Ivah Velare, and Sally Stevens, Irene Lackmann, Mrs. Cliff Lyle and Elsie Brisen-dine. A lovely prize, Arkansas pottery, donated by Mrs. Blanch Pellman, was

awarded to Boots Marr. Ruth Ann Levin and Mother Parker thanked the club for the flowers given them at the anniversary dinner. Mrs. Parker reported that Louise Allen is ill at her home in Leavenworth.

A committee composed of Harry Altschuler and Ellis White, of HASC, invited members to partake of refreshments in the men's club. Draw prize was awarded to Helen Brainerd Smith. Viola Fairly exhibited a beautiful afghan and pillow she is working on and will donate to the club.

International Association of Showmen

MARYLAND HOTEL

ST. LOUIS, March 11.—President John Francis, First Vice-President Sam Solomon, Secretary Francis L. Deane and Treasurer Leo Lang presided at the March 4 meeting. Charles T. Goss, of the sick committee, advised that F. W. Church is in city hospital, and Brothers Bob Perry, Walter Jaap and Floyd L. Hesse are confined in their homes.

Letters were read from Mrs. Carl Ackerman and Mrs. J. L. Turney, sisters of David (Danny) Bogue, and Mrs. Kathleen Riebe, widow of Earl Riebe, two of the members who died within the last month, expressing thanks to the club for its flowers and turnout at the funerals. Since arrangements to hold a banquet and ball here on New Year's Eve had materially progressed and it could not be called off at this time, it was unanimously voted that the club hold the banquet on the set date despite the fact that the Heart of America Showmen's Club will probably stage its annual banquet and ball on the same date. Discussion was brought up when a telegram from the HASC stated the report that it would not hold its ball on that date was erroneous. It was regretted that the misunderstanding arose, but under the circumstances there was nothing the members of the IAS club could do.

Club will hold another bingo party March 18, at which refreshments and lunch will be served free. Attendance prizes will be awarded. Brother Sam Solomon promised to bring a party from Caruthersville, Mo., for the event. Chair appointed Brothers J. Crawford Francis, Jack King, Powell Leonard, Harry Bernstein and Tom W. Allen on the bingo party committee. A letter was read from George A. Hamid, president of the National Showmen's Association, suggesting that a benefit show be held in St. Louis some time during the St. Louis Police Circus. Hamid's office is furnishing the acts for the circus this year and volunteered to furnish the talent gratis for such a benefit show. IAS is to handle the event otherwise and the two clubs split the proceeds for their Hospital and Cemetery Funds. Brother Tom W. Allen was appointed to look into the matter and see whether such a show would be feasible. He's been instructed to report his findings at the next meeting. A letter of thanks was forwarded to the Pacific Coast Showmen's Association for the banner which it sent the club and which adorns the clubroom walls.

License Tax Law Doomed

BELLE, W. Va., March 11.—House Bill No. 136 pertaining to the repeal in part of the license tax on carnivals and allied attractions has been passed by the House and Senate and awaits the governor's signature, when it will become a law, reports S. B. Fawcett. Introduced by Senator Roy Jimison, of Eskdale, bill was instituted and sponsored by the local American Legion Post, of which Fawcett is chairman of the legislative and executive committee.

Bee Kyle With Fidler

ST. LOUIS, March 11.—Bee Kyle, high diver, this week signed as featured free attraction with the Fidler United Shows. Miss Kyle has appeared at many of the leading State fairs and amusement parks for many years, but this season will mark her first as a feature attraction on a carnival.

MT. VERNON, Ga., March 11.—George Parrott, of Davis & Parrott Shows, announced here yesterday that all arrangements have been completed for the shows to open in downtown Vidalia, Ga., under Chamber of Commerce auspices, on April 1.

Rabbits for Sales Boards!

Standing Begging Rabbit. Pastel Shades, Silk Ragon Plush Body, Glass Eyes and Squeal Voice.

No. Per Doz.
B 39N101—24 Inches..... **8.00**
B 96N102—28 1/2 Inches..... **12.00**
B 96N103—30 Inches..... **16.50**
B 96N104—36 Inches..... **20.00**

30-Inch Standing Boy Rabbit, Ragon Plush Body, Kapok Stuffed, Rolling Eyes, Varnished Masked Face.
B 95N105—Per Dozen..... **24.00**

N. SHURE CO.
200 W. Adams Street
CHICAGO

NOTES from SUPPLY HOUSES

Arrow Sales Co. is fast establishing itself in the razor blade selling field. Samuel Baum, of the company, states he has made a special study of the field and feels that the commodity offers tremendous possibilities, notwithstanding competition.

Marlin Firearms Co. is offering its line of shotguns and rifles for prize and premium uses. The prices for such fields, company heads state, are so low that a wide range of use is possible. Because such high-quality and wide-appeal sports items are seldom offered in prize fields, they are attracting unusual interest, the firm reports.

A new jewelry catalog featuring watches, both pocket and wrist, also diamond rings, wedding rings and crosses for the premium trade, has just been issued by New York Jobbers. The catalog is specially designed for those familiar with handling watches and jewelry, and New York Jobbers will send a copy upon request.

E. J. McArdell, who has been selling the concession trade for the past 20 years with such firms as Wisconsin Deluxe, Milwaukee Art Products, Supreme Art Novelty, is now sales manager for the Gift Supply and Advertising Co. Mac's owned and operated his own concessions off and on for years with both large and small carnivals and amusement resorts.

BINGO BUSINESS—

(Continued from page 58)

called out. It increases the excitement and certainly pleases the crowd.

ONE OF THE MOST spectacular stunts to be used by bingo ops is packing them in at Fort Wayne, Ind. Feeling the intense competition from big-name stage attractions and highly puffed screen shows, one op got the idea of staging his own show. He gives a 45-minute floor show, snappy stuff, too, just before his Monday night games. He uses all local talent, and the reaction so far has been very encouraging. Seems like a good idea for you ops who have been taking it in the neck a little from movie competition.

THE MOVIE EXHIBITORS have been particularly selfish in their attitude toward bingo. Many of them were only too glad to swipe the idea of bingo games, adapting it to their own use and calling it screeno. In a large number of cases it saved houses from folding in bad times. Now that things are picking up and they are aware of competition from regular bingo games, most of them are hopping the band wagon with the shout, "Down with bingo!" Textbooks call it economic determinism. We call it bread and butter philosophizing.

LET'S HEAR from you.

what is most important, easily fits into the price limitations of a small deal.

Keg-O-Products Corp. has issued a catalog which may be of interest to operators who are contemplating using lamps on a card promotion. Line includes a New York World's Fair lamp as well as a complete assortment of styles for each room of the home. Lamps are attractively designed and moderately priced. Catalog is free for the asking.

HAPPY LANDING.

FRAMING A JOINT? HERE'S WHAT YOU NEED

B6481 Aluminum Milk Bottles, Each... \$1.00
B5151 Wood Pint Milk Bottles, Each... .40
N5382 Knife Rack Rings, Per 100... 1.80
N5410 Cane Rack Rings, Per 100... 1.65
N5449 Throw Darts, Gro... 3.00
N3247 Reach Bounder Balls, Doz... 1.20
N1515 Rubber Covered Balls, Doz... .85
N9384 2 Inch Wood Roll Down Balls, Per 100... 3.25
Wheels, Hoopla Rings, Hoopla Boxes, Corks, Cork Guns, Admission Tickets, Etc.

Write for Prices on Items Not Listed.
25% Deposit With C. O. D. Orders.

LEVIN BROS. TERRE HAUTE INDIANA

BEST DEAL! SOCIAL SECURITY PLATES

A "Pushover"! Two new plans pay bigger money. All you do is collect the cash. We deliver. Best Bronze Plates. Enormous profits. "Make Your Own" Equipment, too, Millions waiting to buy. Facts Free.

A. B. C. SHOP, Dept. 318,
47 S. Pennsylvania St., Indianapolis, Ind.

WALTHAM
POCKET WATCHES
16 Size, 7 Jewels, R. B. in Brand New Yellow Keystone Cases, Each... **\$2.65**

of 3. Sampled 50c Extra. Special Price for Large Quantity Users. 20% Deposit, Balance C. O. D.
SEND FOR WATCH AND DIAMOND CATALOG.
PLYMOUTH JEWELRY EXCH., 163 Canal, N. Y.

GORDON'S TRICKS & JOKES

HOT PEPPER GUM, Doz. 35c
Shooting Cigarette Plugs... Doz. 25c
Exploding Matches... Doz. 25c
Floating Files... Doz. 60c
Stinko Cigarette Plugs... Doz. 35c
Shooting Men's Aspirin Box... Doz. 30c
Imitation Fried Eggs... Doz. 1.00
Mechanical Running Mouse... Doz. 1.50
Sneez Powder... Doz. 25c
Ibch Powder... Doz. 25c

25% Deposit, Balance C. O. D.
JOBBERS: Write for Special Jobber's Price List.

GORDON NOV. CO.
Dept. J4: 933 Broadway, New York City.

DEALS

(Continued from page 58)

excellent example of what an operator can do if he just takes a little time out from pavement pounding to do some thinking. More about it at a later date.

Operators looking around for something new to use as a consolation award may find just what they want in the various key lights that are proving so popular today. Item, tho small, has plenty of flash, consumer appeal and,

POPE PIUS XII

CATHOLIC NAME PLATES
With New Pope's Picture!

SOCIAL SECURITY FLAG PLATES

Write Immediately for Our

NEW 1939 FREE CATALOG!

of Low Prices for Many Fast Selling Name Plate Items and Complete Line of

STAMPING MACHINES

THE IDENTIFICATION CO.
(World's Largest Distributors of Name Plates and Stamping Machines)
1560 Broadway, NEW YORK CITY.

NEW WORLD'S FAIR MODEL

Just Out... The Pen of Tomorrow.
Sample Set 50c.



PEARL PLUNGERS, \$18.00 Gross

PENS • PENCILS • COMBOS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

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 Deagraf Street, Brooklyn, N. Y.

HART MFG. CO.

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.

Every \$1.00 Gets you \$5.00

Yes, it's real profit. Goodrich Home Workers always have enough and when you tell prospects plates are made by the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen, Window Workers, Districts, write for low gro. prices. Best season ahead. Sample 10c.

GOODRICH,
1500 West Madison, Chicago.

NEW 1939 LINE OF PENS, SETS AND COMBINATIONS

Write for New Price-List.
ARGO PEN-PENCIL CO., Inc.
220 BROADWAY, NEW YORK, N. Y.

Guaranteed, Blue, Double Edge, Packed 5s, Cello.

BLADES \$2.50

Per 1000
Single Edge—packed 5s, \$4.50 per 1,000.
25% Deposit with Order, Bal. C. O. D.
JEDRO CO., 132 W. 32nd St., New York City.

WHY WEAR DIAMONDS?

When Diamond Dazzling Zircons from the Mines of far-away Siam are so inexpensive and effective! Stand acid; cut glass; true backs! Write for catalogue. Address

THE ZIRCON CO., Dept. 103-A, Wheeling, W. Va.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Scan, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio.

SOCIAL SECURITY PLATES

Over 10 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. Don't wait. Act now. Free outfit. FEDERAL NAME PLATE CO., 276 Broadway, New York City. Dept. (B-3).

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

RICTON'S DOG CIRCUS . . . is playing schools in Gainesville, Ga. Ricton writes: "All my tent-show equipment has been sold to a fine fellow, Eddie Roth, of the Blue Ribbon Shows. The missus and I will invade Tennessee and Kentucky soon with our dog circus."

JOE W. KEOWN . . . pipes: "Am in De Queen, Ark., and up and at them again, having rested up since December 20. I'll go into Oklahoma, Kansas, Nebraska and Iowa this year, handling Sargolax tonic."

TRIPOD OPININGS: "The component parts of luck as defined by the able and successful pitchmen read somewhat like the following: 'Ability and will, courage and skill.'"

WORKERS SIGHTED . . . in Arkansas recently were Doc Smith in Hot Springs and Bill Mitchell, Bill Hickey, Blackey Miller, Doc Day and Lester Parks in Ashdown. All are reported doing oke.

DOC SAM BERMAN . . . pens from Jackson, Mich.: "Had a good Saturday here. Town is open to doorways. Only shops are working well. Will work a few shops, then go into New York to find an item for the Elks' convention to be held June 4-6 in Muskegon, Mich. Would like to see a pipe from Art Engle."

PITCHMAN'S ANNUAL PRAYER: "Please let me get a bank roll and let the others do the same."

ARTHUR POTTER . . . scribes from Cleveland: "The cleaner business is sure going big here. Saturday morning I dropped into Taylor's arcade and saw Blanch Osterhout demonstrating peelers and Suzanne Quayle demonstrating clean-all crystals. Blanch closed here Saturday night and left for New Jersey. Wanda Orman is demonstrating cleaner in the same store as these other girls. But I sell to hat stores, tailors and dry cleaners in gallon lots. These girls have what it takes and they are sure getting the gelt."

PREVALENT THOUGHT among pitchfolk should be work clean, leave a clean name and leave the lots clean.

DR. N. F. TATE . . . informs that he is building the largest medicine show in America and that he expects to open in Beeville, Tex., about April 1. He says he expects to have about 500 feet of plate-glass display for showing the wonders he has collected.

AL SEARS . . . of Newark, N. J., squibs: "Many of the boys are coming up from the South and they say it was tough there this winter. The Grant and Kresge shows here have

Joe Morris and partner working glass knives; R. Lloyd, rug cleaner; Prof. Ballard, mentalist; R. Bee, wire jewelry; Bob Almsworth, pens. All congregate at Robert Vehlning's hotel nightly and many a jackpot is cut up."

IT'S ABOUT TIME some of you began planning your spring and summer campaigns, isn't it?

TOBY'S FUNMAKERS . . . are getting increased business each week in Tennessee, says Manager Toby Adams, who made a trip to winter quarters at Dyersburg, Tenn., recently and reports everything ready for opening of the tent season early in April. "I don't expect to lose a day going from schools under canvas," Adams says. "I now have eight on the pay roll and six attached. Pearl Smitty, of Memphis, is visiting her sister on the show. I have been doing my own blackface for 25 years but resigned last week and turned it over to Eddie Gluck. I'll put all my time into lecturing."

A **GOOD PRODUCT** will always sell, but your sale is only half made if you do not get behind your item.

STANLEY NALDRETT . . . Buster and Marion (Mickey Mouse) Robertson and Jack Hubbell and wife are in the same chain store in Louisville, pens Naldrett, who says he will hop to St. Louis March 20 for three weeks.

F. ROBINSON . . . shoots from Portland, Ore.: "After three years of hobbling and practicing I am hitting the road here on the West Coast with a knockout line of engraved jewelry. I have three new machines and am booked in all the Sprouse-Peltz 15-cent stores in Oregon and Washington. I have been doing a bang-up business with engraved Social Security plates and novelty engraved jewelry. I make more, tho, with watch engraving in comparison with time spent. Would appreciate reading pipes from oldtimers in the business."

THE SUCCESSFUL pitchman spends his time getting out and corraling the long green, not hoasting of his capabilities.

FRED H. HACKWORTH . . . shoots from Phoenix, Ariz.: "After one of the best seasons of many our show closed at Lethbridge, Can., in September. Then followed a sight-seeing vacation this winter thru Washington, Oregon, California, Arizona and Old Mexico. The next couple of weeks will be spent at the San Francisco fair, after which we will open our show in California."

SPENCER MATTSOON . . . shoots from Kansas City, Mo.: "I am at present selling peelers. I clicked on peelers last week at Kresge's dollar store in Omaha. At present I'm working for the Peemster Co., Chicago."

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

OAK-HYTEX BALLOONS

FERDINAND the BULL
Walt Disney's new cartoon character in toss-ups and prints that are top money getters.
Sold by Leading Jobbers.

The **OAK RUBBER CO.**
MAYENNA, OHIO.



FLEETWOOD CANDID TYPE CAMERA

Wholesale Price, Per Dozen, \$9.00
Sample Camera, 90c Prepaid.
1/2 Deposit With Order, Balance C. O. D.
REGENT MFG. CO., 134 West 32d St., New York City.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. M. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

NEW CATALOG!

showing latest, fast selling Cameo and Whitestone Rings, Lockets, Crosses and Engraved Jewelry. Send for FREE CATALOG, or \$2.00 for samples.
Majestic Bead & Novelty Co.
307 Fifth Ave., N. Y. C.

Veterans Wake Up!

Note reference to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Send for 25c. Other sea-sonable features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERAN SERVICE MAGAZINE**, 169 Duane St., New York City.

DEANE'S D. E. BLADES

FINEST SWEDISH SURGICAL STEEL.
Every Blade Unconditionally Guaranteed.

IN DISPLAY CARTON (20 Pkgs. 5s), 100, 40s
OR IN DISPLAY CARDS (20 Pkgs. 5s), 100, 45s
25% Deposit With Order, Balance C. O. D.
Orders for \$10.00 or More Shipped Prepaid.

DEANE BLADE CO., 132 West 32d St., New York City.

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. C. M. **ROSEMAN CO.**, 307 5th Ave., N. Y. City.

WATER PEN

Fills With Water, Writes Ink, 3 Samples 50c.
ASSOCIATED PEN CORP.
Manufacturers
\$18, Gross 187 Lafayette, N. Y. C.

ARROW

SPECIALS YOU CAN'T MISS.
LOWEST PRICED BLADE DEALER IN THE COUNTRY

004 Thin Blades, 5s, Cello, 1,000 \$2.85
Single Edge Blades, 5s, Cello, 4,000 4.20
"Blue Steel" Blades, D. E., 5s, Cello, 1,000 2.25
Waltham S. E. Blades, 5s, Cello (well advanced), 100 .80
Adhesive Tape, 1/2 in x 1/2 in, Doz. 40c. Gro. 4.40
25% Deposit, Balance C. O. D. Add Sufficient Postage for Shipment. Write for Price List
ARROW SALES CO., 2087 Broadway, N. Y. C.

Must Sacrifice Due to Illness

Profitable, long established, fully equipped Novelty Manufacturing Business. Large stock and up-to-date machinery. Free and clear of indebtedness. Large, active mailing list. Only interested parties with substantial capital write for particulars. BOX 842, The Billboard, 1564 Broadway, New York City.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!

Big earnings for ambitious men and women in new unenclosed field with famous nationally-advertised Hoover line of smart, exclusive Uniforms for restaurants, tourist hotels, taverns, stores, office, doctors, dentists, etc. Not home-to-home. No experience—no money—get into this new, big-income business. Mail postcard now for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE!
HOOVER, 251 West 12th Street, Dept. CJ-15A, New York

okeh, but that he gets lonesome for the road. Read the Letter List and pipe in, Frank Libbey, Tom Kennedy, Slim Murphy, F. E. Bennett, Charley Price, Bill Ellis, V. V. Cooper and Bert Hull."

MISINFORMATION is no information and is harmful to the public and the ones who spread it. There's always reactions to mis-statements.

JOHN L. McCLOSKEY, 80-year-old pitchman, is at the Ann Lee Home, Albany, N. Y., and is anxious to read letters from friends.

FAMOUS LAST WORDS: "Yes, I grabbed off a grand on a turn last week, but I'm a little short now. Could you put me up for a couple of days?"

MRS. ROSS J. ELIJAH is at her mother's home in Terre Haute, Ind., unable to work because of an infected right eye. She may lose the sight in that eye, doctors report. Her eye condition was caused by an accident in Indianapolis several weeks ago.

THERE ARE TOO MANY of the boys and girls doing their part for the column by only reading what the other pitch exponents send

in instead of rifling thru their own pipes. Come on, let's get those writin' sticks working.

"I'M ON MY WAY . . . To Memphis to work whitestone jewelry," tells Jerry Cook from Birmingham, Ala. "Just ran into George Sallay, a wonderful speller, working for Sphinx Tea, but wasting his time here."

A REFORMER is generally right, but are his methods always correct?

BUNNY CARROLL . . . blasts that no one is working Hot Springs, Ark. Says he saw White Johnson at the Malvern, Ark., stock sale. Bunny expects to meet Tommy Adkins in Hot Springs and later make the New York World's Fair, spending the intervening time in Missouri. Says he's been cutting them up with Frenchy Thibault in Hot Springs recently. Frenchy is clicking with med.

GREG ROSS . . . who blew into Cincinnati recently from Huntington, W. Va., is still working around the Queen City. The writer's countenance took on a deep crimson color when during a visit to the Pipes desk last week Greg pointed out that we had erroneously reported that he had worked Marlen gems in the H. L. Green store, Huntington. We should have stated he worked foot shampoo.

A LOUD, booming voice may scare, but how often does it convince the tip?

SMOKEY PITTMAN . . . was sighted on the main drag in Ardmore, Okla., recently and is reported to be preparing to open his outdoor show soon. He will open with a change of cast, except for Slat's Cooper, straight man and guitarist. Smokey reports that recent visitors were Tom Cooper, Walt Kelham, Eddy Key, Billy Wilson, Lowell Sanders and wife and Walter and Thelma McInroe.

ART ROBINSON . . . ace waffle-iron purveyor, has been holding forth in Kresge's, Cincinnati, for the past two weeks to good turns. During a visit to the Pipes desk Art infoed he would take his layout to Wheeling, W. Va., at the conclusion of the Queen City engagement before making a route of Midwestern towns.

WHAT MOST PEOPLE call failures are only stumbling blocks, which the successful pitchman hurdles.

DAN CRABB . . . writes from Oshkosh, Wis., under date of March 4: "Opened here for the weekend with peelers but found it tough. Weather here was fine until today. We had about six inches of snow. I'll work Appleton from here, then Green Bay and Manitowish; then home to see the folks at Muskegon, Mich. Then I'll make Wausau on the way back to my home in St. Paul. I'd like to read pipes from Eddie Kiel, Carl Swanson, George Hess Jr., Cury Fredericks, Clarence Smith, Glen Winterbolter and Doc Murray."

PAT ENGLAND . . . who has been with Jack Sullivan's wild life exhibit since last September, left Battle Creek, Mich., with his brother, Ben, and the latter's wife March 12 for the Golden Gate Exposition, San Francisco, in a new Dodge to supervise a booth there, reports Jack Sullivan.

IF YOUR TALK is efficient and your item a creditable one, you don't have to make apologies to the public.

CANTON, O. . . is closed regardless of how much pull you may have," informs Chief White Horse, who is now working Cleveland to fair takes. The Chief says he's new to the med game but that he has worked for many med shows.

DAVID THOMAS . . . cards from Miami, Fla.: "We have been here for two weeks now, and the entire family has a tan. At West Palm Beach we found business good. Saw a few pitchmen on a lot doing well with med and sex books. At Hallandale, which is about eight miles north of Miami, there is a med show that is doing tops. As for us, we found that every tavern and night club here had its own music, but we are getting enough by working Little River, Hollywood and Ft. Lauderdale. It takes gay, but it pays more than trying to busk all over Miami."

THE PUBLIC sees you as you are, not what you'd like to be.

Pitchdom Five Years Ago

The Maxey Boys, sport enthusiasts, had ringside seats at the Carnera-Loughran glovefest in Miami, Fla. . . . Leo C. Conn and the Connie and Dollie Show were enjoying a record season in the Southern States. . . . Doc E. F. Silvers was acquiring a heavy coat of suntan in Miami Beach, Fla. . . . Doc Harry Daly was in Florida negotiating with a broadcasting station for three days a week to exploit his products. . . . Sergt. Frank Poulos, after a decade of operating pitch stores in New York, was preparing to hit the road. . . . Among the pitchmen and subscriptionists working the Houston Fat Stock Shows and Exposition were Frank Bush, peelers; Jack Curns, pens; Mendall LeMesh, novelties; Barney Silvers, novelties; George Harris, juice extractors; Harry Schwarz and Frank Clink, cowboy hats; Dave Cetron, boats; Harry Whery, paper. . . . Doc J. W. Livingston and family were spending the winter at their home in Florida. . . . Sam Blustien blew into Fort Worth, Tex., after a successful engagement at the Mardi Gras, New Orleans. . . . M. H. O'Keefe returned to San Diego, Calif., to find conditions good in stores. . . . The Bartoks were working out of Oklahoma City with the Health Food to good results. . . . C. J. Dodson wasn't finding any signs of the depression in Reading, Pa. . . . Earle B. Wilson succeeded in organizing the Fraternal Order of Dragons in Columbus, O. . . . "Encountered more winter here than I have in three years," was the word from Doc George M. Reed from Johnstown, Pa. . . . Doc F. C. Keith was doing turn-away business with his med opy playing Alken, S. C., territory. . . . Toots and Tom Farmer continued to work blades and sets in Dallas to lucrative takes. . . . Roy (Skipp) Davis was finding plenty of mazuma in Tulsa, Okla. . . . Rand-Bush Players were clicking in halls in Northern Pennsylvania under direction of Manager Doc W. A. Quackenbush. . . . That's all.

TRIPPO OPINIONS: "Many believe that a pitchman's face is the map of his heart. Maybe so, but what about the two-faced fellow?"

GEORGE DURST . . . noting the recent comment that pitchmen are scarce in the New York area, blasts from Jamaica, N. Y.: "The scarcity of pitchmen is due to the fact that decent, upright Americans cannot even get licenses to sell in public on the streets. Those who run the various civic societies consider the visible, licensed street vender a menace, but not a voice is raised against a real menace—the unlicensed, unidentified house-to-house canvasser. Some of the canvassers are deposit chislers. The city is filling up with them. They sometimes only take deposits on future deliveries. They don't require licenses because they don't work for themselves. Folks cannot be sure they get their goods, but the city overlooks that menace and muzzles decent, honest men who desire licenses and carry goods."

Events for 2 Weeks

- (March 13-18) CALIF.—Arcadia, Dog Show, 18-19. San Bernardino, Natl. Orange Show, 16-26. FLA.—Daytona Beach, Halifax District Expo., 13-18. GA.—Macon, Fat Cattle Show, 13-14. LA.—New Orleans, Spring Fiesta, 12-19. New Orleans, Flower Show, 17-19. MD.—Baltimore, Dog Show, 19. MICH.—Saginaw, Indoor Circus, 17-18. MISS.—Gautier, Pageant, 17-18. N. H.—Manchester, Dog Show, 18. N. M.—Albuquerque, Dog Show, 18-19. N. Y.—New York, Int'l Flower Show, 13-18. O.—Cincinnati, Dog Show, 18-19. OKLA.—Enid, Live-Stock Show, 14-17. TEX.—El Paso, Dog Show, 15-16. VA.—Richmond, Food Show, 13-18.

- (March 20-25) COLO.—Denver, Dog Show, 24-25. FLA.—St. Augustine, Spanish Fiesta, 24. GA.—Savannah, Fat Cattle Show, 23-24. MISS.—Port Gibson, Fat Stock Show, 20-25. N. M.—Santa Fe, Dog Show, 20-21. N. Y.—Syracuse, Sportsmen's Show, 18-25. N. C.—Asheville, Dog Show, 24-25. Durham, Merchants & Mrs.'s Expo., 20-26. O.—Canton, Dog Show, 23-24. Chardon, Maple Festival, 23-26. Cleveland, Dog Show, 25-26. Cleveland, American & Canadian Sportsmen's Show, 18-27. Columbus, Sportsmen's & Boat Show, 18-26. Dayton, Dog Show, 21-22.

OKLA.—Oklahoma City, 4-H & FFA Live-Stock Show, 21-23. PA.—Philadelphia, Flower Show, 20-25. Philadelphia, Gift Show, 20-24. TEX.—Abilene, Stock Show & Rodeo, 24-25. WIS.—Wisconsin Rapids, Home Show, 24-26.

American Carnivals Association, Inc. By MAX COHEN

ROCHESTER, N. Y., March 11.—At the last annual meeting in Chicago some members discussed the matter of scrip being issued by railroads in Southern territory, and by direction of the association, after action by its membership, we were instructed to take this matter up with a view to seeking a revision of the then existing arrangements.

After much correspondence and negotiation during the winter we succeeded in getting, under date of March 1, 1939, a decision from W. T. Turner, freight traffic manager of the Southern Railway System, in which he sets forth the following:

"The issuance of scrip books by all lines in the Southern territory during the current year will be confined to a maximum of 10 per cent of the contract rate with both circuses and carnivals on exhibition movements; same to be issued only for transportation in the States thru which the circuses or carnivals will move, and that they be issued not more than 45 days in advance of the first movement and to expire not more than five days after the movement over each road is completed, except that where the show goes into winter quarters such scrip will expire with the completion of such movement."

The quoted portion of Mr. Turner's communication is self-explanatory and needs no further comment.

St. Louis

ST. LOUIS, March 11.—Mr. and Mrs. James W. Laughlin, West Bros. Shows, visited The Billboard office on Wednesday while in the city on a buying expedition. Jimmie Limbaugh also visited on Monday while en route from his home in Mishawaka, Ind., to San Antonio, where he will prepare his attractions for the Beckmann & Gerety Shows opening. Jack (Doc) Wilson, past season with Sol's Liberty Shows, spent several days here before leaving for Florida, where he has purchased a tourist camp, which he will operate instead of going on the road.

L. S. (Larry) Hogan, general agent of the Amusement Corp. of America, is here executing railroad contracts for the shows in the combine. Chester I. (Heavy) Levin, of Midwest Merchandise Co., and Hymie Schreiber, of B & N Sales Co., visited The Billboard on Monday. Levin was visiting his brother here, while Schreiber visited local headquarters of the B & N Sales Co.

Sam Solomon, of Sol's Liberty Shows, advises that everything in quarters is about ready for opening in Cape Girardeau, Mo., on April 8. Among other visitors to The Billboard office on Thursday were Charles DeKreko, Mrs. Catherine Oliver, Roy J. Cousins, W. B. (Boots) Wecker, Tom W. Allen, Arthur A. Garvey, John Francis, Charles T. Goss, Eugene E. Franklin, George Hale, A. W. Miller, Edward Gray, Al Marshall, Morris (Boots) Feldman and Francis Deane.

Mrs. Curtis in Hospital

ST. PAUL, March 13.—Mrs. Edna Curtis, producer of the Shrine Circus in St. Paul Auditorium on March 6-11, was stricken with pneumonia last week and taken to a hospital, where her condition was reported fair. Circus had a much better gate than that of last year. Three-ring performance included Mrs. Curtis' equestrian acts, Pallenberg's and Dibrman's Bears, Edna Dee's Dogs and Ponies, Gene Allen with Clyde Beatty-Cole Bros. Elephants; Hal Striver, tight wire, and many other acts. Troupe presented Minneapolis Shrine Circus on February 27-March 4.

"CHOP STIX" IT'S NEW A sensational new outdoor game. Makes marvelous demonstration item. You can pass them out for a dime. Send 10 cents for sample. A. M. WALZER CO. Terminal Bldg., Minneapolis, Minn.

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 Lockets, etc. Also, a complete line of 1939 Engraving Pins featuring the New Ice-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.

LOWEST PRICES GUARANTEED Sharp Needles (Retail \$2) 1,000 Needles 25c Tailor Needles 1,000 Needles 50c Millinery Needles 1,000 Needles 87c Embroidery Needles 1,000 Needles 90c Self Threading Needles 1,000 Needles \$1.30 Needle Threaders on Cards Gross \$150 Army & Navy Needle Books Gross 1.85 World's Fair Needle Books 100 Complete 6.50 Needle Package With Needle Threaders. Big Seller (Big Profits) 100 Complete 1.95 Samples 25c. Small Orders Gladly Filled. Deposit on C. O. D. Orders. Free Circular. PILGRIM NEEDLE CO., 874 Broadway, N. Y.

WORLD'S BEST VALUES No. 1—5 to 10 Blades \$2.50 1,000 Blades 2.50 No. 2—Famous "Champion" Brand, 5 to 10 Blades, Cellophaned, 1,000 Blades. \$4.25 No. 3—Pilgrim De Luxe "Heavy Duty," A Real He-Man's Blade, 5 to 10 Blades, Cellophaned, 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.

FREE SPORS BOOK OF BARGAINS Wholesale Catalog Has 260 pages of world-wide bargains; 4,000 salesmen's specialties; selling plans; new creations; outstanding values—at rock-bottom wholesale prices. This catalog is free. Send for a copy today. BARGAINS No. Item Item Gross D674 Lady Veal's Beauty Powder . . . \$ 2.45 D283 L. V. Powder and Perfume Pkg. 4.32 R83 Fountain Pen and Pencil in One. 16.90 V88 Charms, Assorted49 M207 Genuine Leather with Ball Cleanser. 6.95 V59 Tie and Collar Holder Sets. . . . 1.85 T84 Perfume in Ass't. Shape Bottles, 1.85 M216 Men's U. S. A. Clip Combs, Motif. 2.39 N135 Flash Needle Book with Threading. .79 26N1 Men's U. S. A. Motifed Combs. . 1.67 M584 Quality Pipe with Ball Cleanser. 6.95 E208 Eight Dry Shavers, Each65 H583 S. S. Dbl. Edge Blades, 1,000. . . 2.95 H584 S. S. Sgl. Edge Blades, 100. 1.50 SPORS CO., 3-39 Erie St., Le Center, Minn.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Boren, D. M. 30c
Cannon, Frank, 3c
DeVore, Chester, 10c
Fleming, Mal, 10c
Hilbur, Dick, 6c
Johnson, Andrew, 25c
Kuhn, Shirley, 3c
Lamb, Byron L., 3c
McFarland, John, 3c
McKnight, Snelling, 3c
Mills & Mills, 3c
Piercy, Howard, 3c
Pengelly, Dr. H., 6c
Rarick, Kenneth, 6c
Sicider, A. O., 10c
Simpson, Jim, 10c
Minstrels, 14c
Snellens, Gerald, 30c
Stark, Michael, 7c
Townsend, Robert, 10c
Wade, Billy, 14c
Wall, Harry L., 6c
White, Susan, 3c
Princess, 3c

Women

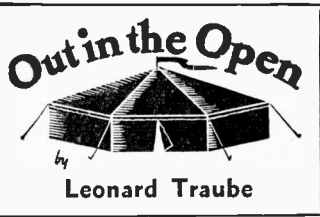
- Adams, Rosalie
Allen, Mrs. E. D.
Allen, Jean
Alton, Mrs. Lucille
Allen, Mrs. Midge
Allen, Mrs. Onie
Allen, Mrs. Theresa
Allerson, Sue
Angela, Josephine
Anne, Baby Lee
Anthony, Mrs. O.
Arden, Marion
Arend, Paul
Arend, Marie
Augustino, Mrs. Louis
Ayers, Mrs. C. W.
Bader, Mrs. Harry
Bailey, Mrs. Pearl
Baldwin, Peggy
Bancroft, Mrs. Betty
Barbara, Lady
Barber, Hatlie May
Barry, Evelyn
Bates, Yvonne
Bartone, Mrs. Pearl
Bates, Sarah, Col.
Beckman, Mrs. Nora
Beggs, Mrs. Geo.
Bell, Mrs. O. A.
Bennett, Alvorna
Bennett, Anna
Berry, Peggy
Billings, Mildred
Binks, Ruby
Birchard, Alta
Bisany, May
Blackmer, Mrs. Kate
Blaise, Fanny
Boardman, Mrs. O. W.
Boyer, May
Bonaffin, Mrs. E. E.
Bonawit, Lady
Bowdett, Mrs.
Bowman, Mrs. Cleo
Bowers, Nonabelle
Brady, Mrs.
Britt, Lorraine
Broadbent, Betty
Brodie, Mrs. Wm.
Brown, Mrs. Fred
Brown, Mrs. Helen
Brown, Mildred
Bryan, Donald
Bryant, Theresa
Buck, Vi & Jerry
Buddie, Mildred
Bulmer, Bertha
Burger, Mrs. Jean
Burger, Jo Ann
Burke, Billy (Kay)
Burton, Bertha
Burton, Mildred
Bynum, Mrs. Shirley
Byrd, Mrs. Gay
Call, Catherine
Cammey, Mrs. Evelyn
Cantrell, Mrs.
Carpenter, Mrs.
Carrier, Mabel
Carter, Mrs. Kate
Castle, Coke
Castle, Mrs. J. R.
Caswell, Maggie
Childress, Mrs. Mary
Christian, Diana
Christy, Estelle
Clark, Emaline
Cobb, Viola
Cobb, Mrs. Wallace
Cohen, Mrs. Harry
Cohen, Mrs. Milton
Collin, Mrs. Rose
Cole, Gertrude
Cole, Mrs. Rex
Coleman, Mrs.
Collins, LeVern
Conway, Mrs. Edith
Corey, Ledena
Cormier, Mrs. Stacia
Covarelle, Minerva
Cradler, Mrs. Bessie
Craig, Eleanor
Cramer, Mrs. Harry
Crane, Mrs. Sydney
Cummings, Gloria
Curran, Mrs. Julia
Dagmar, Mrs.
Dane, Frances
Dandanello, Miss
Darling, Jackie
Davis, Mrs. C. D.
Davis, Mrs. L.
Davis, Phyllis
Davis, Ruby
Day, Mrs. I. Irene
DeAnan, Mrs. Mabel
DeWitt, Bobbie
Dean, Mrs. Dolly
Dean, Mrs. Myrtle
Decker, Molly
Dentler, Fannie M.
Dew, Mrs. Daniel
Dew, Mrs. Melba

- Kirkland, Mrs. E. R.
Kinko, Mrs. Mary
Kirklin, Monte
Kitchens, Mrs. Lillian
Kling, Mrs. Irma
Knight, Betsy & Kitty
Koehner, Mrs. Harry
Kon, Vera
Kreutz, Wilma R.
Kumulan, Florence
Lorraine, Madama
Laird, Bernice
Landers, Penny
Lane, Jackie
Lane, Velma
Lane, Waretta
Latimer, Mrs. Mae
Lawson, Virginia
LeRoy, Eva M.
Ledgett, Irene
Lee, Anna
Lee, Mrs. Ernest
Lee, Myrtle
Lee, Nellie
Lee, Ruby
Leonard, Dolly
Lorraine, Madama
Libby, Mrs. Frank
Liljedvall,
Linn, Jennie C.
Limbaugh, Mrs. Kathrine
Loane, Mary
Lorenz, Frances
Lucy, Mickey
Luce, Billie
Lorraine, Lillian
Lucas, Marlene
Lutheran, Mrs. John
Lutz, Mrs. C. John
Lynne, Mimi
McArdle, Mrs. V.
McBee, Madam
McCarthy, Janet
McMahon, Marjett
McMillan, Mrs. G. J.
Mack, Mrs. Ernestine
Mackin, Mrs. Marie
Macurio, Mrs. Helen
Madden, Adelaide
Maier, Mrs. Vickie
Mallard, Virginia
Manfield, Mrs.
Mason, Mrs. Mario
Marks, Mrs. Josephine
Stanley
Marsh, Juanita
Marsh, Lita
Jerry
Martin, Mrs. Cecil
Martin, Charlie
Martin, Mickey
Mason, Mrs. W. D.
Shannon, Peggy
Sharpsteen, Mrs.
Sheeks, Mrs. Tennie
Shoppard, Lorraine
Shelton, Mrs. E.
Shuman, Pearl
Sigrist, Helen
Simon, Mrs. Leo C.
Singer, Mrs. W. E.
Sinker, Mrs.
Jessamine
Smith, Mrs. Andrew
Smith, Mary Joe
Snider, Miriam
Soloviet, Marie (Rasputin)
Sparks, Billy
Soreling, Mrs. Lois
Staight, Joan
Stanley, Frenchy
Stanley, Mrs. Mary
Stansbury, Mrs. Drayson
Standy, Mrs. Daisy
Stark, Mrs. Charles
Stark, Mrs. John
Steele, Mrs. Ruck
Stevens, Julia
Stewart, Frances
Stilze, Chianne
Stone, Harriette
Streat, Mrs. Eddie
Stump, Mrs. Dianne
Sullivan, Mrs. Blanche
Sullivan, Mrs. Marion
Maurion, Maude
Murray, Mrs. R. G.
Myers, Mrs. R. G.
Nada, Miss
Neal, Anna
Nichols, Mrs. Ida
Noellett, Mrs.
Nolt, Gladys
Nolte, Mrs. Martha
Norman, Dolly
O'Brien, Pat
O'Connor, Frances
O'Connor, Patsy
O'Donnell, Julia
O'Leary, Francis M.
Page, Joan
Palmer, Madam
Parkins, Mrs. Myrtle
Pate, Blanche
Patrick, Mitzie
Patt, Mrs. Vera
Patterson, Mrs. Geo.
Vagner, Mrs. Robt.
Wagstaff, Mrs.
Wallace, Mima
Wallis, Jean
Ward, Mrs. Mabel
Ward, Mrs. Millie
Waters, Esther
Watkins, Mrs. Mary
Webb, Grace
Webb Sisters
Weiss, Mrs. Gertrude
White, Mrs. Helen
White, Zelda
Whitehead, Mae
Whitehouse, Mrs. Arthur
Whittier, Mrs.
Whitt, Mrs. Sarah
Whiley, Mrs. C. W.
Williams, Beverly
Williams, Dixie
Wilson, Madama
Wilson, Mrs. Goldie
Wood, Mrs. Plum N.
Woods, Ginger
Wrede, Vesta
Wright, Mrs. Lillie
Yardley, Marion
Zane, Rita
Zenia, Madam
Zis, Madam
Zimmerman, Mrs. Ruby
Zonne, Zu

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads -Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Hand, Marra
Rattle Snake
Princess
Ilay, Frances
Redmond, Mrs. Hazel
Reed, Alice Lucy
Reese, Mrs. E. I.
Reichert, Mrs. Thelma
Reinhardt, Mrs. Vera
Reynolds, Mrs. G. C.
Reynolds, Mrs. Jimmie
Rice, Mrs. A. C.
Rice, Nellie
Rice, Mrs.
Richard, Josephine
Richard, Dorothy
Richard, Mrs.
Riggs, Mrs. Lillian
Ringling, Mrs. Grace
Rogers, Betty Lou
Rooney, Tony
Ruebling, Helen
Rush, Tiny
Ruth, Madam
Ruth & Sundine
Revue
Sampson, Mrs. Jack
Sander, Mrs. Marie
Saunders, Renee
Sawyer, Mrs. Estel
Scarborough, Mabel
Schuler, Mrs. Helen
Schayes, Bessie
Schermerhorn, Margie
Schmidt, Agnes (Rubber Skin Girl)
Senter, Dorothy
Sexton, Mrs. W. D.
Shannon, Peggy
Sharpsteen, Mrs.
Sheeks, Mrs. Tennie
Shoppard, Lorraine
Shelton, Mrs. E.
Shuman, Pearl
Sigrist, Helen
Simon, Mrs. Leo C.
Singer, Mrs. W. E.
Sinker, Mrs.
Jessamine
Smith, Mrs. Andrew
Smith, Mary Joe
Snider, Miriam
Soloviet, Marie (Rasputin)
Sparks, Billy
Soreling, Mrs. Lois
Staight, Joan
Stanley, Frenchy
Stanley, Mrs. Mary
Stansbury, Mrs. Drayson
Standy, Mrs. Daisy
Stark, Mrs. Charles
Stark, Mrs. John
Steele, Mrs. Ruck
Stevens, Julia
Stewart, Frances
Stilze, Chianne
Stone, Harriette
Streat, Mrs. Eddie
Stump, Mrs. Dianne
Sullivan, Mrs. Blanche
Sullivan, Mrs. Marion
Maurion, Maude
Murray, Mrs. R. G.
Myers, Mrs. R. G.
Nada, Miss
Neal, Anna
Nichols, Mrs. Ida
Noellett, Mrs.
Nolt, Gladys
Nolte, Mrs. Martha
Norman, Dolly
O'Brien, Pat
O'Connor, Frances
O'Connor, Patsy
O'Donnell, Julia
O'Leary, Francis M.
Page, Joan
Palmer, Madam
Parkins, Mrs. Myrtle
Pate, Blanche
Patrick, Mitzie
Patt, Mrs. Vera
Patterson, Mrs. Geo.
Vagner, Mrs. Robt.
Wagstaff, Mrs.
Wallace, Mima
Wallis, Jean
Ward, Mrs. Mabel
Ward, Mrs. Millie
Waters, Esther
Watkins, Mrs. Mary
Webb, Grace
Webb Sisters
Weiss, Mrs. Gertrude
White, Mrs. Helen
White, Zelda
Whitehead, Mae
Whitehouse, Mrs. Arthur
Whittier, Mrs.
Whitt, Mrs. Sarah
Whiley, Mrs. C. W.
Williams, Beverly
Williams, Dixie
Wilson, Madama
Wilson, Mrs. Goldie
Wood, Mrs. Plum N.
Woods, Ginger
Wrede, Vesta
Wright, Mrs. Lillie
Yardley, Marion
Zane, Rita
Zenia, Madam
Zis, Madam
Zimmerman, Mrs. Ruby
Zonne, Zu

- Cowell, Charley
Cowan, Bud
Cox, Warren
Crane, Ray
Creason, Leo
Creig, Nolan
Creswell, A. L.
Crewe, Bill
Crewe & Summers
Crosby, Geo. Wilson
Croft, Jake
Cronin, S. L.
Cruy, A. C. (Smoky)
Cross, Chris
Crouse, Fred
Crown, H. S.
Crownson, W. P.
Crumb, Bert
Crumley, E. C.
Cruse, Chas.
Cruz, Dewey
Cruz, Tom
Dummins, Julius
Cupero, Eddie V.
Curt, Dr. A. M.
Curtis, Johnnie
Dale, Dr. J. H.
Daley, Jack
Daley, John Francis
Dale, Johnnie
Daley, Ray
Daley, Glen
Daniels, Mickey
Dardanello, Mrs.
Darwin, Harry
Darr, W. W.
Darr, R. H.
Cadinio, Capt. John
Calamari, Fred
Callahan, James
Calkins, Fred
Calkins, R. J.
Calvert, Tom
Calvert, Magician
Calvert, Tom
Calvert, Ray G.
Campbell, Jennings
Campbell, Frank A.
Campbell, John E.
Carey, Joe
Carroll, James E.
Carroll, Henry
Carroll, Mit
Carpenter, A. L.
Carpenter, Charlie
Carr, Jack & Jill
Carr, Lonnie
Carroll, Leo Mgr.
Carrigan, Jas. J.
Carroll, John (Scotty)
Carroll, S. J.
Carsey, Bee (Band Leader)
Carsky, Bill
Carter, Fred
Carter, Washington
Carter, The Signman
Casey, Frank
Casey, Tom
Casper, Col. Midget
Cassidy, Edw.
Cathie, Fred
Cathie, John (Slick)
Cate, Cecil L.
Cattiers, Les
Cattier, Earl
Chambers, Bob
Chambers, Bob
Chambers, Art
Chaunise, Ed
Cheatham, Peece
Cheek, Don
Chenworth, Bill
Cherry, Bert Wing
Cherry, Burt
Childers, Robt.
Childers, Frank
Christa, J. S.
Christian, Charley
Chubb, Randolph
Clark, Frank
Clarkson, A. F.
Clarkson, Flying
Clarkson, Al
Claude, Leo
Cleveland, Theo. M.
Cleveland, W. H.
Cleveland, Augie
Clifford, E. C.
Clifton, Eugene
Clifton, H. E.
Clifton, Wm. Lloyd
Cochran, Perry
Cockelberg, Alphonse
Coffrin, Will H.
Cogman Major Rides
Cogswell, Chas.
Cohen, Art
Cohen, Bobby
Cohen, Bob
Coly, Doc
Coleman, Max
Coler, Freddie
Collins, Freddie
Collins, Mike
Collins, Tomny
Comerford, Jack
Compton, Cy
Conroy, Ed
Conroy, Frank
Conroy, John
Conroy, John
Conroy, H. D.
Cook, Harry
Cook & King
Cook, Tomny
Cooper, Mickey
Cooper, Itoht
Cooper, Eric
Cordie, Bill
Cormors, Jack
Cortez, Eric
Cortez, Ray
Cortez, Duke
Costa, Zeke
Cotton, Dug
Coutreau, Chas.
Covington, Sam
Covington, Robt.
Coward, Linden
Guions, Hemon
Gunn, Stanley
Gunn, Warren
Gagan, Chas. W.
Haas, Larry
Haley, Niles Ben
Haley, Col. C. J.
Haggerty Jr., J. F.
Hale, Buster
Haley, Thos. H.
Haley, Joe
Haley's Show
Hale, R. S., Esq.
Hall, E. B.
Hall, Edw.
Hall, Edw. H.
Hall, Major John
Hall, Prince
Hall, Richard L.
Hall, Eugene J.
Halverson, Oscar T.
Hansberg, Leo
Hanson, Elden
Hansi, Bill
Hansford, Bob
Hansson, Earl F.
Hannons, Ernie
Hannick, Gail
Hanson, Frank
Hansler, Benny
Haney, J. J.
Hannak, John
Hanson, Eddie
Hanson, Harlow
Hanson, G. Morse
Hanson, Mors (Swede)
Happale, W. A.
Harbaugh, Chas. H.
Harbus, Roy
Hard, Richard
Harbeck, Jerry (Dick)
Harcourt, Vernon
Hardy, Bob Domingo
Harris, Ken
Harrison, Dexter
Harrison, George
Harris, Babe
Harris, High Diver)
Harris, Ring
Harris, Frank & Kitty
Harris, Frankie & Gladys
Harris, Geo.
Harris, Ted
Harrison, Johnnie
Harrison, Leonard
Harrison, Alex
Hartley Jr., Geo.
Harvey, Fred
Hartman, Billy
Harwell, W. A.
Harwood, W. R.
Hastner, Sam
Havest, Arthur
Hawes, Geo. E.
Hawley, Harold
Haynes, Cleveland
Hays, Harold
Hayes, Mary
Head, H. M.
Hearn, Millard
Heath, Wm.
Hedley, Bud
Heller, Bill
Heller, Chas.
Heller, Edwin
Helm, H.
Helvey, Neale
Hemlock, J. B.
Henderson, Cortus
Henderson, Frank
Henderson, T. M.
Henderson, Tommy
Henderson, Warren
Hendrixon, Hughie
Hennrich, Paul
Herbert, Paul
Herman, Prof. John
Heron, Jimmie
Herwitz, Chas.
Hesketh, Merton
Hess, Frank
Hessault, Blackie
Hess, Frank
Hickman, Musical
Hick, Warren & Myra
Higdon, H. B.
Higgins, Arthur J.
Hight, John
Hight, Jimmie
Hight, Jack
Hilburn, Dickie
Hildebrand, Frank
Hill & Oakley
Hinkley, Leo
Hinton, W. M. O.
Hortou, Jr. W. W.
Hotchkiss, Harry
Hottel, Sam
Hottel, Ralph
Hockett, Glen
Hodges, A. J.
Hodges, Clyde
Hoffman, Frank
Hogan, Santor
Hoge, Clarence
Hoge, Mac
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Hogden, Roy
Holderser, R. G.
Holt, Al. M. Pix
Holt, Wm. S. (Hawaiian Show)
Horst, Bill
Horton, W. M. O.
Hortou, Jr. W. W.
Hotchkiss, Harry
Hottel, Sam
Hottel, Ralph
Hockett, Glen
Hodges, A. J.
Hodges, Clyde
Hoffman, Frank
Hogan, Santor
Hoge, Clarence
Hoge, Mac
Hogden, Roy
Holderser, R. G.
Holt, Al. M. Pix
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Horst, Bill
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Hottel, Sam
Hottel, Ralph
Hockett, Glen
Hodges, A. J.
Hodges, Clyde



Side Show Swan Song
(This Is the Blow-Off)

AFTER a running controversy and exchange of ideas on side-showmanship and operation for the last few columns, interest must wane by all the laws governing reader fatigue. The corner therefore removes itself from the status of hired hall with the following contribution to the subject, a piece by James Thomposn, who writes from Philadelphia.

"I have read with interest the article by Doc Foster and agree with him to a certain extent as far as blow-offs and acts that peddle or mooch are concerned. As far as employing relatives is concerned, I believe he has an ax to grind. "Personally, I believe 'selling' acts are a detriment to any side show as it is only human nature for an act to see how much it can panhandle rather than dwell on the entertainment part of the act. As a rule, the talker on the front of the show usually plays up the blow-off attraction, so that the first thing the public wants to see after buying a ticket is that particular attraction. When they discover they have to buy another ticket they look upon the entire side show as a gyp regardless of how many entertaining attractions there are in the pit.

"During the last few years there has been hardly a side show on a carnival that has been able to pay every attraction in full, and in your list of side-show managers there are several who owe acts two or three months' salary. I don't happen to be one of these acts as I have had a side show of my own out for several years. Right now there are plenty of good acts working with traveling museums which are receiving less than if they were on relief.

"It is my belief that the day of side shows on carnivals having big line-ups is past and that unless the show is operated out of the office, three or four shows with three or four attractions in them will take the place of the 120 or 140-foot tops, as the carnival owner wants the huge fronts and long tops to flash up his midway. The carnival owner keeps harping about putting plenty of working acts in the pit but does not care or give a damn how the independent side-show operator is going to pay off this nut. At the same time, he will give the operator money with which to build a larger front, which means more help to put up and take down and not a meal ticket to help pay off this extra help.

"ON PRACTICALLY all of the smaller carnivals there are flat stores and clip joints of all kinds, with girl shows that work with the sky the limit; in many cases two girl shows, a sex show and perhaps a peep show working full blast, so that the better class people leave the lot and the lot's leavings are the rougher element only. The side show, which is the front for these joints and gal shows, is left holding the bag. "Last season there were a dozen carnivals begging for someone to take over the side show and any Tom, Dick or Harry who came along became the manager. In most cases acts were compelled to juggle-up to exist. This season it will be worse as there will be few good working acts that will want to go thru this again.

"If the carnival owner wants a real side show, it will have to be operated by the office with a capable manager in charge—a manager with more than just a suitcase."

BEFORE closing this series of chapters on side shows we have been persuaded that Pete Kortess, who has just opened an engagement with his museum in Birmingham, is a man to be reckoned with in the Side Show Hall of Fame. Roy B. Jones, one of Kortess' staff, thinks he is associated with the most successful side-show manager of them all. This could be so. We wouldn't know—the being quite a definite article covering the etymology business. Still, it's results that speak, and they speak a mouthful the way Jones dishes up the figures.

"When I say successful it means both financially and artistically. I thought I knew the museum and side-show business fairly well till I came over here with Kortess and saw the line-up and the nut, which would make 99 per cent of show owners faint even to think about it. The man pays off like clockwork because he makes money. Drew over 150,000 patrons in New Orleans in 14 weeks.

"When you talk about side-show operators and museum owners just say No. 1 in thinking about Pete Kortess because he has no equal. He carries a bigger line-up of attractions than the Ringling show. I noticed you never mentioned Kortess but excused you (Note from man being excused; for which I shall always be grateful, of course) because this fellow is a Western showman (Note again: I don't see how this follows, as I sometimes write about China but will skip the issue). See if anyone in the museum business can beat this for one day's business: Mardi Gras day in New Orleans, 8,234 people passed thru the gates at 20 cents a pop. We were compelled to give some 29 shows and operated from 8 in the morn till 2 a.m. the next morning."

I hope Roy Jones, whom I have known as a fast agent and promoter for years, isn't giving me a lot of fast double-talk in the manner of Gertrude Stein. This could also be so because Roy addresses me as "Dear Friend Friend." He says 99 per cent of show owners would faint thinking about the Kortess pay roll, but I wish he had mentioned who the other 1 per cent might be. Maybe this 1 per cent doesn't faint very easily. Or maybe the others faint too readily.

Anyway, thanks to James Thomposn, Roy B. Jones, Carl J. Lauther and Artie Steinhardt for tackling an important subject. Not to mention the Doc Foster whose thoughts on the subject put the firing squads back in harness.

Notes From the Crossroads

By NAT GREEN

THE PLAINT is frequently heard that fairs, parks, carnivals and circuses need new acts to hold the public's interest. "There is too much of the same old thing year after year," the critics chirp. We often wonder just what percentage of the general public these critics represent, and we are inclined to the opinion that it is a very small percentage. It is quite true that new acts, new stunts, new faces are necessary, but not to the extent some would have us believe. New acts are constantly being developed and if they have the necessary entertainment value and are properly exploited they eventually find their niche in the scheme of things. But the dear public, you may have noticed, has the habit of clinging to familiar things in entertainment as well as in its everyday pursuits. If an act is pleasing the length of time it has been playing makes small difference. It must be remembered that the average person may see a circus or fair possibly every other year or at the most but once a year, and an act that pleases does not pall or grow old when seen so infrequently. Rather it is likely to grow in popularity.

By all means let's have new attractions, but remember that time-tried acts that keep up to the minute have a stronger drawing power than an act whose work is unfamiliar. This is not disparaging to the newcomer. It is his job to build up a following thru his work and thru constantly keeping his name before the users of entertainment. If he does this he, too, will be listed among the time-tried who are always in demand.

Random Notes: Dwight Pepple is in Kansas City staging a style and trade show for the Chamber of Commerce. . . . Capt. Terrell M. and Dolly Jacobs' newly arrived twin babies have been named Terrell Jr. and Jacqueline. Terrell Jr. weighed in at 5 pounds 10 ounces and Jacqueline tipped the scales at 4 pounds 11 1/4 ounces. The parents have received congratulatory notes from hundreds of friends thruout the country. . . . Word from St. Paul states that Edna Curtis, whose indoor circus was playing there, was taken ill and removed to a hospital. . . . Floyd King and his wife were on the Magic Carpet for several days last week. . . . Listen in on Eddie Cantor's air program March 20. Clyde Beatty is to be guest artist. . . . Bob Matthew, whose wire-walking lion, King Tufty, attracted considerable attention last summer when Matthew had him in his back-

yard in Evanston, is now a feature attraction at the Winter Garden in Berlin.

J. W. (Patty) Conklin was back in Chi late last week to look after shipping a carload of Tom Mix equipment to Canada. . . . John Ellis dropped in to impart the information that he has opened in Chicago high schools with his Rip Van Winkle Co., with which he has been playing Detroit for the past year. . . . Rudy Rudyloff in from the Detroit Shrine show and off to his Wisconsin home for a week's rest. . . . Mickey Coughlin up from his winter hibernation at Hot Springs for a brief visit before going to New York for the Ringling opening. . . . Roscoe Goodwin, showman and formerly desk clerk at the Raleigh Hotel, is at the Chicago Municipal Sanitarium, Crawford and Bryn Mawr, suffering from a lung ailment and would like to hear from friends. . . . Altho Paul Jerome has been a top-flight clown for years, officials of the New York World's Fair insisted that he give an audition before they would engage him. . . . George Johnson, chairman of the Showmen's League Spring Frollics, says reservations are coming in at a brisk rate. . . . Jack Tavitl, jubilant over the outcome of his suit against the Del Rios, said: "I don't care about the judgment, but I wanted to prove that I was right and 12 men said I was."

Hartmann's Broadcast

WILL the taking of the smell out of the circus to "look thru" a quarter pole? Will a circus not be a circus without baggage stock?

The walls and complaints about these questions from week to week have gotten under the skin of George Brinton Beal, Boston newspaper man, author and lecturer who has as great a love for the circus as any man alive.

Like most people past 40, Beal is a little inclined to dislike change. But why not be fair? he asks.

"All of last season's failures in the tented world couldn't have been caused by labor difficulties," he continues. "There seemed to be a decided trend away from interest in the circus. Now a good showman doesn't stand still and watch his public, great or small, slide gracefully away from him. He does something about it."

"One of the most insistent howls of the show-going public in years past has been that 'the circus is always the same—see one and you see them all.' It wasn't true, but the public never knew that. And I have even heard showmen who should have known better chime in in the chorus.

"Last year John Ringling North tried some experiments. Not all of them succeeded. Not any of them had much chance for a fair trial as the shadow of labor difficulties hung low over the show from the very start.

"This year he is trying some more. Instead of being discouraged, instead of settling down into a pleasant rut, he is staking not only the show's capital but his own reputation as a showman on his ideal of a greater, more modern and vastly more beautiful circus than the world has ever known. After his varied adventures last season many a man would have never tried again.

"When P. T. Barnum, who in his time knew something about the circus business, planned to enlarge and practically remake the circus of his day he was frowned upon as a destroyer of the circus. He was sure to ruin it. It didn't need to be any bigger or better. It was doing all right. And so it was. At the moment. But the world was changing. And Mr. Barnum sensed that change, as all great showmen do. Railroads were becoming the usual carriers, so Barnum used them as no show had ever used them before. Size was becoming something to be considered. He built a bigger tent, put in more rings, added acts, gave a parade that was as good as most people's paid performances had been before him. He somehow failed to ruin the circus."

"Other innovators in the circus world suffered the same experience at the hands of the side-line critics of their day. When the old single round tops, each with a separate admission charge, were abandoned and the menagerie and performance housed in two large central tents another howl went up. It would ruin the circus. It didn't.

"When circuses stopped being dragged

over the road and thru the mud from town to town by that noble animal, the horse, the public did not stand silently by refusing to buy tickets because horses had been relieved of one of the heaviest tasks a draft animal could have. If they thought about it at all they remarked on how up-to-date the circus was in using railroads, or, if more thoughtful, how much nicer it was that horses no longer had to drag their hearts out pulling those heavy wagons over the weary miles of the route night after night.

"Mr. North proposes to air-condition the big top. It is a shame and a disgrace to even consider such a thing, comes the cry. Just imagine what Barnum would have done if air-conditioning had been available in his day! He would have played it bigger than Jumbo.

"Mr. North, I gather, proposes to relieve the hard-working baggage stock of its herculean task of hauling the heavy show wagons from the train to the lot and back again. That is an awful crime. And curiously enough the loudest yelling comes from those who profess to be lovers of horseflesh. I wonder if they have ever stood knee deep in the muck of a rain-soaked meadow lot, as I have, and seen five heroic horses literally give their lives to get those wagons set? Now they won't have to do it any more. But lovers of horses don't like the change.

"This is a machine age. Everybody on earth but the circus man seems to know it. And whether you like the change or not it is here.

"As for beautifying the show, why not? Is improvement a crime? I remember sitting before Billy Rose's ill-fated Jumbo at the Hippodrome, New York, some seasons ago, and I couldn't help thinking that here at last was the beautiful circus I had so often dreamed about and longed to see but had never been able to discover. Possibly John Ringling North saw that show, too. And he found in it perhaps a dream of his own. Now he is trying to make that dream come true, not only for himself, but for the thousands of circusgoers the country over. I admit that I love the circus as it was, but isn't that mostly because I never saw it different or better?"

"Let's be fair. Give Mr. North and his hard-working cohorts of the greatest show on earth a chance to show what they can do.

"When they try and fail it will be time enough to croak about what might have been.

"So here's one puny voice raised in a hearty cheer for John Ringling North, George Washington Smith and Roland Butler for what they are trying to do. . . . whatever the result, at least they tried."

NATIONAL SHOWMEN'S
(Continued from page 46)

March 15. Board of governors meets at 8 p.m.

Vice-President Art Lewis has returned from his Florida vacation, and House Committee Chairman Rothstein letters from Miami that he will be around the clubrooms soon. A daily visitor is Al Crossman, treasurer of the S.L.A. Club. He is once again indebted to Brother Arthur Campfield for obtaining thru his firm, Baker-Lockwood Co., a beautiful banner with the NSA lion emblem embossed thereon. It now adorns the walls of the writing room.

Birthday congratulations to Harry L. Horner, March 16; Max Linderman, David Pimentel, March 17; Richard E. Gilsdorf, Charles R. Miller, March 18; Thomas J. Coleman, March 19; Albert Halpin, William O'Shea, Frank Feit, March 20; Pat Martino, March 21; Sam H. Grisman, Charles Susskind, John Leonard, Thomas W. Kelley and Louis J. Kane, March 22.

Ladies' Auxiliary

Indicating the far-reaching interest in the auxiliary, Secretary Anita Goldie recently obtained as a member Mme. Anna, high trapeze worker with Prince Nelson, who is in Buenos Aires. Sister Edna Lasures has proposed Katie Benet, Mrs. Phil Isser's sister. Club's drapes and window curtains were laundered last week by Edna Lasures. . . . Sister Bess Hamid and the board of governors met this week and mapped out several creditable plans for the future. . . . At this writing Sisters Ida Harris and Martha Wagner are ill and were remembered by the auxiliary.

Saturday nights have been set aside as "Open House" in the clubrooms and all members are encouraged to make them their headquarters and participate in the games and entertainment.

Truck and Trailer Legislation

MEMPHIS, March 11.—Both branches of the Tennessee Legislature have passed a bill increasing load capacity of trucks from 18,000 to 24,000 pounds on State highways in return for heavier cost of licenses for vehicles in the State. Of six amendments proposed in the House-approved bill the Senate approved one change—that of striking from the original bill the proposal to make exceptions of unintentional overloading in first offenses. The other five defeated amendments would have cut the limit to as low as 20,000 pounds.

Cole Signs With Zimdars

NORTH LITTLE ROCK, Ark., March 11.—Rex Cole's Hollywood Cowboys, featuring a cast of Cherokee Indians, have signed with Zimdars Greater Shows for 1939. Unit will be framed as a Wild West show, carrying two buffalo, two Brahma steers and an elephant. Cole has been spending the winter in Kansas and Oklahoma.

ROUTES

(Continued from page 20) Maurice & Cordoba (Book-Cadillac) Detroit, h. Maurice, The Great (Waldorf-Astoria) NYC, h. Mercedes, Eileen (Queen Mary) NYC, nc. Michon, Michel (Russian Kretchma) NYC, nc. Mignac, Jacqueline (Bal Tabarin) NYC, nc. Millar, Joan (Club Nomad) Atlantic City, nc. Miller, Susan (Earl Carroll's) Hollywood, nc. Mock, George (Gray Wolf Tavern) Youngstown, O., nc. Modie & Lemaux (Clover Club) Portland, Ore., nc. Moffett, Adelaide (Plaza) NYC, h. Moke & Pake (Plantation) NYC, nc. Monroe & Adams Sisters (Capitol) Washington, D. C., t. Montmartre Boys (Jimmy Kelly's) NYC, nc. Mona, Jean (Drake) Chi, h. Momi, Mill (St. Regis) NYC, h. Moody, Gertrude (Village Brewery) NYC, nc. Morgan, Helen (Chez Paree) Chi, nc. Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc. Morton, Eddie (Dude Ranch) Berwyn, Md., ro. Murphy, Dean (Rainbow Room) NYC, nc. Murphy, Joe (Hi-Hat) Bayonne, N. J., nc. Murray & Alan (Old Rumanian) NYC, nc. Murray, Arthur, Daners (Netherland Plaza) Cincinnati, nc. Murray, Elizabeth (Diamond Horseshoe) NYC, nc.

Nadeau, Fred (Garde) New Haven, Conn., h. Nataruko, Three (Netherland Plaza) Cincinnati, h. Nazareno, Yasha (St. Regis) NYC, h. Nevin, Thelma (2 o'Clock) Baltimore, nc. Nichols, Red, Hollywood Premieres (Villa Rica) Villa Rica, Ga., 20-21, t. Nicholson, Jane (St. Regis) NYC, h. Nikagoso, Yasha (Russian Kretchma) NYC, nc. Noland, Nancy (White) NYC, h. Norman, Karyl (Woodside Gardens) Woodside, L. I., nc. Norre, Kate (Nappo Gardens) Chi, r. Novak, Wilma (Butler's Ye Old Tap) NYC, nc.

Oakes, Jimmy (Club Tivoli) Juarez, Mexico, nc. O'Brien & Evans (Frances Kokomo, Ind., h. O'Day, Darlene (Bismark) Chi, h. O'Day, Anita (Off Beat) Chi, nc. O'Hanlon, Kathleen (Pepper Pot) NYC, nc. Ogdin, Patste (Village Barn) NYC, nc. Ortega, Eva (St. Regis) NYC, h. Ortega, Rosta (Havana-Madrid) NYC, nc. Ortons, Four (Adelphia) London, England, t. Osterman, Jack (Little Club) NYC, nc.

Palge, Ken & Roy (State-Lake) Chi, t. Paley, Nellie (Gallant's) NYC, nc. Palma, Pam (Wonder Bar) Union City, N. J., nc. Palmer, Gladys (Rose Bowl) Chi, nc. Paloma (Penthouse) NYC, nc. Paris, Frank (Royal Palm) Miami, nc. Parker, Murray (Barkley's) Brooklyn, nc. Parks, Bobby (Plaza) NYC, h. Parks, Bernice (Drake) Chi, h. Patricola, Tom (Diamond Horseshoe) NYC, nc.

Paul, Fred (Garde) New Haven, Conn., h. Paul & Paulette (Benny the Bum's) Phila., nc. Payne, Johnny (Elysee) NYC, h. Pedro & Dolores (Harlem Casino) Pittsburgh, nc. Pedro & Luis (44th St.) NYC, t. Pepper, Mack (356 Club) San Francisco, nc. Perkins, Johnny (State-Lake) Chi, t. Petry, Gedda (St. Regis) NYC, h. Phillips, Jimmy (Bill's Gay '90s) NYC, nc. Picchiammi Troupe (Lyric) Indianapolis, t. Pickens, Jane (Plaza) NYC, h. Plant, Mark (New Yorker) NYC, h. Pliner & Earle (Blackstone) Chi, h. Powell, Scot (Little Club) NYC, nc. Powell, Walter & Orch. (State) NYC, t. Prager, Colonel Manny (Pennsylvania) NYC, h.

Price, Jackie (Hi-Hat) Bayonne, N. J., nc. Punjab (Expo.) San Francisco, nc. Quentmeyer, Bill (Gay Nineties) NYC, nc. Quinn, Johnny (B & B Nut Club) Brooklyn, nc. Quintones, The (Pennsylvania) NYC, h.

Rabb, Joseph (Tokay) NYC, re. Rae, Mona (Clover Club) Portland, Ore., nc. Ramston, Esther (Bradford) Boston, h. Rambeau, Clay (Alms) Cincinnati, h. Ramos & Nanette (Edgewater Beach) Chi, h.

Randolph, Amanda (Black Cat) NYC, nc. Raoulettes (Green Gables) Drum, Pa., nc. Ray, Jill (Chateau Moderne) NYC, nc. Rays & Naidi (Palm Island Club) Miami Beach, Fla., nc. Rayes, Billy (Palmer House) Chi, h. Raymond's, Bill, Co-Eds (Wonder Bar) Union City, N. J., nc.

Read, Jane (Colosimo's) Chi, nc. Redford & Wallace (Majestic) Johnstown, Pa., 16-18, t. Reiter, Erie (St. Regis) NYC, h. Rhodes, Teris (Pal.) Chi, t. Rivlin Rockets, Sixteen (Capitol) Washington, D. C., t. Rice, Evelyn (Club Avalon) Hot Springs, Ark., nc.

Rich, Lucille (Show Bar) Forest Hills, N. Y. Rich, Gloria (Strand) NYC, t. Riggs, Curly (La Fonda) Hollywood, nc. Rileys, Four (Walton Roof) Phila., h. Rita & Rubens (Arabian Club) Columbus, O., nc.

Rives, Tubby (Nut Club) Miami, nc. Roark, Edith (La Marquise) NYC, nc. Roberts, Dave & June (Avalon Supper Club) Hot Springs, Ark., nc. Robin, Eddy (Colosimo's) Chi, nc. Robins, A. (Earl Carroll's) Hollywood, nc. Robinson, Bill (Cotton Club) NYC, nc. Rocco, Toni (Hi-Hat) Bayonne, N. J., nc. Rodrigo & Francine (Stevens) Chi, h. Ross, Harry (Colosimo's) Chi, nc. Roselle, Mildred (Butler's Ye Old Tap) NYC, nc.

Rosini, Paul (Beverly Hills) Newport, Ky., cc. Ross, Geraldine (Midnight Sun) NYC, nc. Ross, Nestor (Wonder Bar) NYC, nc. Ross & Stone (State) NYC, t. Rotols, June (Wonder Bar) Union City, N. J., nc. Roth & Shay (Ambassadeur) Copenhagen, Denmark, h.

Roy, Jill (Chateau Moderne) NYC, nc. Russell & Farrar (Chateau Moderne) NYC, nc. Ruth & Frances (Belden) Canton, O., h. Ryan, Tommy (Commodore) NYC, h.

Sackley, Mary Fran (Edgewater Beach) Chi, h. Saksosky, Simeon (Russian Kretchma) NYC, nc. Samuels, Three, & Harriet Hays (Lyric) Indianapolis, t. Santry, Bryce (Village Barn) NYC, nc. Sava, Marussa (Russian Kretchma) NYC, nc. Schafer, Bob (Blue Mirror) Newark, N. J., nc. Scheff, Fritz (Diamond Horseshoe) NYC, nc. Scott, Hazel (Famous Door) NYC, nc. Seaton, Ann (Governor Clinton) NYC, h. Seifert, Anna (Kenmore) Syracuse, h. Sennett, Joan (Hi-Hat) Bayonne, N. J., nc. Sett, Nick (Nut Club) Miami, nc.

Shambur, Art (Nut Club) Miami, nc. Shaw, Ralph (Holland) NYC, nc. Shaw, Miriam (Edison) NYC, h. Shayne & Armstrong (Hollywood Beach) Hollywood, Fla., nc. Sherrin, Dale (Essex House) NYC, h. Sherr, Lew & Les (Embassy) San Francisco, nc. Shutta, Ethel (Chicago) Chi, t. Shipstead, Roy (Pan-Pacific Rink) Los Angeles, h.

Shutta, Ethel (Versailles) NYC, nc. Siegel, Irving (Wonder Bar) Miami, nc. Silver Star Rangers (Wivel) NYC, nc. Sitt, Maxine (Nut Club) Miami, nc. Simpson Sisters (St. Regis) NYC, h. Smart, Dick (Fefe's Monte Carlo) NYC, nc. Smith, Cyril (New Town Casino) Miami Beach, nc.

Smith, Jean (Rainbow Grill) NYC, nc. Smoots, Three (Belmont-Plaza) NYC, h. Sothernairs (Paramount) NYC, t. Spangler, Jack (Raulf) Oshkosh, Wis., h. Spaulding, Marie (Armando's) NYC, nc. Sperry, Frank (Rosevelt) NYC, h. Spivy (Tony's) NYC, nc. Sted, John (Butler's Ye Old Tap) NYC, nc. Stephany, Karen (Orange City) Orange, Fla., h.

Stuart & Gilrone (Evergreen) Bloomfield, N. J., nc. Sullivan, Lee (Paradise) NYC, nc. Sully & Thomas (State-Lake) Chi, t. Suter, Ann (Club Alabam) Chi, nc. Sutherland, Ann (356 Club) San Francisco, nc. Swayne & Christine (Continental) Miami, nc. Sylvia, Franco & Drigo (Bradford) Boston, h.

Tarasova, Nina (Le Ruban Bleu) NYC, nc. Tate, Katherine (Queen Mary) NYC, re. Tchekassy, Alexis (New Russian Art) NYC, nc. Terrace Boys (Barney Gallant's) NYC, nc. Terry, Mariel (Garbo) NYC, re. Thaw, Evelyn Nesbit (Gay '90s) Chi, nc. Therrien, Henri (Rice) Houston, h. Thomashefsky, Boris (Rainbow Inn) NYC, re. Thorsen, Carl (Nebolo's) Detroit, nc. The Peppers (Mammy's Chicken Farm) NYC, re. Tisco, Sam (Wonder Bar) Union City, N. J., nc. Tidale Trio (Coo Rouge) NYC, re. Trevers, Jean (Hi-Hat) Chi, nc. Treymour, Millie (Savarin) Buffalo, nc. Troy, Theo (Royal Palm) Miami, nc. Truce, Mildred (B & B Nut Club) Brooklyn, nc. Tucker, Sunny (Village Celler) NYC, nc. Tullah & My (Colosimo's) Chi, nc. Tyler, Thorn & Post (Colosimo's) Chi, nc.

Underwood & Underwood (Troadero) Boston, t. Valdez, Vern (Tivoli) San Francisco, nc. Vail, Pedro (Gauch) NYC, nc. Van, Sam (B & B Nut Club) Brooklyn, nc. Van & Victor (Village Celler) NYC, nc. Van Deusen, Bert, & Arrvola (Glass Bucket) Kingston, Jamaica, nc. Venecia, Chigita (Midnight Sun) NYC, nc. Villa, Panchita (Club Gauch) NYC, nc. Villon, Rene (Harry's New York Bar) Chi, nc. Vinay, Marlon (Colosimo's) Chi, nc. Vine, Billy (Park Central) NYC, h. Vodery's, Will, Choir (Cotton Club) NYC, nc.

Voorhes, Bob & Hannah (Hi-Hat) Bayonne, N. J., nc. Wallace, Beryl (Earl Carroll's) Hollywood, nc. Wallis, Nathan (St. Regis) NYC, h. Walsh, Muriel (La Marquise) NYC, nc. Walsh, Scott (Panhouse) NYC, nc. Walthar, Jinx (Lookout House) Covington, Ky., nc. Warren, Richard (Stork) NYC, nc. Wayne, Bob & Ethelyn (Midnight Sun) NYC, nc.

Webb, Chick, & Orch. (Paramount) NYC, t. Weeks, Ida (Village Celler) NYC, nc. Weiss, Martha (Lookout House) Covington, Ky., nc. Wendling, Mary Louise (Hungaria) NYC, nc. Wences (Dorchester) London, h. Wendt, Ray (Faust Club) Peoria, Ill., nc. Wenzel, Dorothy (Wivel) NYC, nc. West, Everett (Chez Paree) Chi, nc. Westcott, Wilma (Clover Club) Portland, Ore., nc.

Westfield, Catherine (Lyric) Indianapolis, t. Westoff, Florida (New Yorker) NYC, h. Whalen & Wood (2 o'Clock Club) Baltimore, nc. White, Ann (Queen Mary) NYC, re. White, Jack (18) NYC, nc. White, Eddie (Royal Frolics) Chi, nc. Whittier, Charlie (Royal Palm Club) Miami, nc.

Wicke, Gus "Poppye" (Radio Frank's) NYC, nc. Wicks Bros. & Armida (Singapore) 13-27. Wiley, Lee (Fefe's Monte Carlo) NYC, nc. Willis, Claire (Brookly House) NYC, re. Williams, Jack (Palmer House) Chi, h. Williams, Frances (Little Club) NYC, nc. Williams, Gwen (Village Barn) NYC, nc. Willard, Harold (Gay Nineties) NYC, nc. Willis, Claire (Brookly House) NYC, re. Wilson, Charlie (Commodore) NYC, h. Wink, Paul (Crawford House) Boston, h. Winston & Lollet (2 o'Clock) Baltimore, nc. Wolandt (Biltmore Hotel) Miami, (Everglades Club) Palm Beach.

Woodrow, Bill (Lexington) NYC, h. Woodsum, Gertrude (Copley-Square) Boston, h. Wright, Charlie (Buckingham) NYC, h. Yost Men, Four (Diamond Horseshoe) NYC, nc. Zephyrs, Two (Paramount) NYC, t. Zimny, Al (606 Club) Chi, nc.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given) Angela Is 23 (Selwyn) Chi. Barrymore, Ethel (Biltmore) Los Angeles. Cart, D'Oyly Opera Co. (Forrest) Phila. Chatterton, Ruth (Wibur) Boston. Ellis, John, Rip Van Winkle (Chicago schools. Five Kings (National) Washington, D. C. Flashing Stream (His Majesty's) Montreal, Can. Hepburn, Katharine (Colonial) Boston. I Married an Angel (Grand) Chi. Importance of Being Earnest (Royal Alexandra) Toronto, Can. Kiss the Boys Goodbye (Harris) Chi. Kiss the Boys Goodbye (Cox) Cincinnati. Knickerbocker Holiday (Chez) St. Phila. Lunt and Fontaine (Municipal Aid.) Kansas City, Mo., 14-15; (Shrine Aud.) Des Moines, Ia., 16; (Iowa) Cedar Rapids 17; (Orpheum) Davenport 18. Skinner, Cornelia Otis (Nixon) Pittsburgh. Skypit (Theater) NYC, h. Susan and God (Hartman) Columbus, O., 13-15; (Victory) Dayton 16; (Memorial Aud.) Louisville, Ky., 17-18; (Cox) Cincinnati 20-25. Tocco Road (National) Louisville. What a Life! (Erlanger) Chi. Women, The: (Shubert) New Haven, Conn.

MISCELLANEOUS

Arthur, Magician: Yarbo, Ala., 15-16; Cul-lomburg 17-18. Birch, Magician: Indianapolis, Miss., 15; Greenwood 16; Moorhead 17; Lake Villa & Ark., 20; Dermott 21; McGehee 22; Warren 23; Camden 24. Boscart, Magician: Winter Garden, Fla., 15-16; Clermont 20; Groveland 21; Crystal River 22; Dunnellon 23; Williston 24. Campbell, Loring, Magician: Merceusburg, Pa., 15; York 16; Williamstown 17; Dalmatia 18; Williamsport 20; Bloomsburg 21; Oberlin 22; Erie 23; Ardara 24. Couden's Wonder Car: Thomasville, Ga., 13-18. Coward, Lindert, Magician: (Auditorium) Sharon, Ga., 16-17. Craig Bros, Show: Westminster, Md., 13-18. Daniel, E. A., Magician: Washington C. H., O., 13-18. De Cleo, Magician: Napoleon, O., 13-18. Delmar, Hypnotist, Escape: (Civic) Wichita, Kan., 13-18. Emerald Sisters: (Indoor Circus, Armory) Waterbury, Conn., 13-18. Harlan, Doc Matt, & Family: Sheridan, Ind., 13-18. Lewiston's, Harry, Museum: Akron, O., 13-18. Lippincott, Magician: Corpus Christi, Tex., 13-18. Long, Leon, Magician: San Antonio, Tex., 13-20. McClung's Zoo & School Circus: Clinton, La., 15-17; Baton Rouge 18-19. McNally's Variety Show: Nanjemoy, Md., 13-18. Magrum, C. Thomas, Magician: Mandan, N. D., 15; Rugby, 16; Nook 17; Saury 18. Melloy, J. R., Circus unit: North Industry, O., 17. Mammoth Expo, Train (Hutton & Antenger's): Bainbridge, Ga., 15; Thomasville 16; Idaho 18; Albany 19-20; Macon 21-23; Opelika, Ala., 24; Columbus, Ga., 25. Marquis, Magician: Clarksville, Ark., 15; Rogers 16; Nevada, Mo., 17; Ft. Scott, Kan., 20. Miter, Al, H. Show: Tazewell, Ga., 13-18. Oddities on Parade: Pittsburgh, Pa., 13-18. Powers, Vee D., Dogs: Hamburg, N. Y., 15; Depew 16; Lancaster 17; Batavia 20; Albion 21; Cheektowaga 22; Medina 23; Celeron 24; all schools.

Ricton's Dog Circus: Gainesville, Ga., 13-25. Slout's, L. Verne, Theater Workshop: Wau-pun, Wis., 15; Johnson Creek 16; Delavan 17. Thurston Miracles of Magic: (Ritz) Athens, Ala., 15; (Princess) Decatur 16-17. Toby's Funmakers: Ebridge, Tenn., 13-17. Virgil, Magician: Three Rivers, Tex., 15; Wilson 16; Austin 17; Charlotte 18; Lockhart 20; Lagrange 21; Glidings 22; Georgetown 23; Taylor 24; Liano 25.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) B. & H. Am. Co.: Springfield, S. C. Barfield's Cosmopolitan: Dothan, Ala., 18-25. Blue Ridge: Rome, Ga. Bright Light Expo: Clar, S. C. Buckeye State: Natchez, Miss.; Port Gibson 20-25. Crafts 20 Big: (Orange Show) San Bernardino, Calif., 16-28. Crescent Am. Co.: Daytona Beach, Fla. Dyer's: Shuqualak, Miss. Eddy Bros.: (Fair) Miami, Fla. Evangeline: Crowley, La. Fleming, Mad Cody: Roberta, Ga. Gem: Monticello, Ky.; Burkesville 20-26. Greater United: Austin, Tex. Greater U. S. & Dalley Bros.: Maud, Okla. Hames, Bill: (Stock Show) Ft. Worth, Tex., 13-19. Heller's Acme: Greenville, S. C., 17-25. Hilderbrand's United: Huntington Park, Calif., 13-19; Alhambra 20-26. Lang, Dee: Tyler, Tex. Liberty Am. Co.: Niles, Tex., 15-25. McKee, John: Davis, Okla., 18-25. Modern Midway: Nashville, Ark. Paramount: Miles, Tex., 13-16. Rainbow Am. Co.: Reyno, Ark. Regal United: Nederland, Tex.: Anahuac 20-25. Rogers & Powell: Canton, Miss. Scott Bros.: Georgiana, Ala. Shugart, Doc: Idabel, Okla. Texas Kidd: Sinton, Tex. United: Eaton, Ga.; Madison 20-25. Wallace Bros.: Dyersburg, Tenn., 16-25. Ward, John R.: Baton Rouge, La. West's World's Wonder: (Fair) Meibourne, Fla.; Columbia, S. C., 20-25. Wise & Sutton: Roopville, Ga. Work, R. H.: North Charleston, S. C., 13-25.

CIRCUS AND WILD WEST

Admire, J. C.: Harriman, Tenn., 15; La Pollette 16; Williamsburg, Ky., 17; London 20; Somerset 21; McKee 22; Berea 23; Manchester 24; Beattyville 25. Davenport, Ortrin: (Main St. Armory) Rochester, N. Y., 13-19. WPA: (Stauch's Arena) Coney Island, N. Y., 17-19.

IMPORTANT ANNOUNCEMENT

New 1939 Chevrolet Trucks and Passenger Cars available in immediate delivery. Write CHAS. T. GOSS With STANDARD CHEVROLET COMPANY, East St. Louis, Ill.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man. CHARLES A. LENZ Permanent Address, Chicago, Ill. A738 Insurance Exchange Bldg., Chicago, Ill.

WILL BOOK FOR 25%

Or Buy Kiddie Auto Ride and One Flat Ride for Chithowen Park, Knoxville, Tenn., Which Also Includes the Fair. Park Opens in May. Also booking Concessions for Knoxville Fair. Games already sold. New \$225,000 building being built. Will have good booths for Demonstrators and Pitchmen. Royal American Shows on Midway. Reply to JOHN GALLAGAN, General Delivery, Columbus, Ga., until March 25; after that as per Route of BLUE RIBBON SHOWS.

LAST CALL - LAST CALL

Clark's Greater Shows

OPEN Bakersfield, Calif., Saturday, March 25. ANDERSON-SRADER SHOWS, INC. WANT TO BOOK ROLLOFLANE AND PONY RIDE. Open in Wichita, Kan., in April. Address all mail to Wichita, Kan.

BARLOW'S BIG CITY SHOWS Opens April 5 Paragould, Ark. Will sell Ex. on Corn Game, Cook House, Candy Floss, Diggers, Seals, Palmistry, Penny Pitch, Fish Striker, Photo Gallery, Long Range, Custard, WANT Athletic, Hawaiian Shows, 10-14 Shows. Have outfits open for Shows. WANT Loop-o-Plane and Octopus. WILL PLACE Family Free Acts. Address 529 North 52nd St., East St. Louis, Ill.

Russell Bros. Circus

Will Sublease Lunch Stand, Novelties or any Legitimate Privileges. Also want Good Seat Butchers. Address Russell Bros., C. C. CRAWFORD, 1345 S. Emporia Ave., Wichita, Kan.

Send your correspondence to advertisers by mentioning The Billboard.

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 Generate your own electric current—all you need to carry up to 5,000 bulbs
 Universal Electric Plants are built for traveling shows; light in weight, compact, economical. They're first choice among America's Road Shows. Ask about them. Ask for Catalog B3.

UNIVERSAL MOTOR CO. OSHKOSH WIS.

WANT SIDE SHOW ATTRACTIONS
 OPENING APRIL 4, CAPE GIRARDEAU, MO.
 Frecks to Feature: Maurice Pierce, Ossified Man, Robert Pony Boy, Teddy and Bobbie Ward, Jumbo Finn, Eddie Kukin, Armless Wonder; Dell Plant, Dwarfs, Working Acts, Fire Eater, Magician, Tattooer, Torture Acts, Anatomical Wonder, Musical Act, Hill Billies. Other Acts write. When answering give full details. Money sure. Cook House for your convenience.

JACK W. KELLEY,
SOL'S LIBERTY SHOWS
 Caruthersville, Mo.

FUN HOUSE
REVERE BEACH, MASS.
 Complete Equipment for Sale.
 • Slides
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VERY CHEAP
 Must be moved at once.
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 14x22, 22x28 paper and cardboard posters, one-sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.
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 No collect wire—no advance—pay each day. 25% Commission.
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LAST CALL
 FOR CONCESSIONS
 MERCHANTS' AND MANUFACTURERS' IN-DOOR FAIR, HENDERSON, KY., WEEK APRIL 1-5
 Write P. A. BIRD, Box 177, Henderson, Ky.

FOR SALE—Itanley Automatic Four-for-a-Dime Photo outfit. Booked for season on best carnival playing best Middle West territory. Complete to set up, including 10 by 12 top and frame with floor, draperies, displays, large mirror, counter, cash register, visualizer, darkroom equipment, etc. Larger, reducer, stock trucks. Very flashy. Sickless forces sale. \$1000.00. Truck to transport same priced right. **BOX D-183, care The Billboard, Cincinnati, Ohio.**

SAM LIEB WANTS
 Experienced Corn Game Agents. Write or wire care
SOL'S LIBERTY SHOWS
 Caruthersville, Mo.

WANTED
 For 10 weeks—Photo Gallery, Seales, outstanding Freak Attraction drawing large crowds.
H. REED
 6 York, Newport, Ky.

APRIL FOOLEM JOKES
 Items Listed Below at Dozen Price:
 Imp. Crackup Golf Ball 1.20
 Squinting Bloody Finger70
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HOT PEPPER GUM, 60c Bx. 20 pkgs.
 Shoot. Matches25 Snake Kodak80
 " Gig. Plugs25 " Camera35
 " Books, Asst.50 " Telescope50
 " Fount'n Pen50 " Pencil50
 " Cigars40 " Pack Cards60
 " Murad Box75 " Cigs. Box50
 " Powder Box70 " Matches35
 Squirt Eyeglasses60 Rubber Pretzels50
 Leaky Fount. Pens75 Rubber Rats60
 How to Raise a Dog Book, 1.50; **GARLIC SCENTED CHOCOLATES** in Box, 75 Cts. Boxes: U. G.otta Go Chewing Gum, 60. All the new Hot Sellers in stock. Send 2.00 for 25 Practical Joke Samples, or 25c for Catalogues.
MAGNETIC NOV. GORP., 136 Park Row, N. Y.

Minn. Fair Program Set
 ST. PAUL, March 13.—Minnesota State Fair here will again have Royal American Shows on the midway. Barnes-Carruthers Fair Booking Association will again present the grand-stand show and a rodeo and displays will be put on by Thearle-Duffield Fireworks Co., it was announced by Fair Secretary Raymond Lee after sessions of the State Fair amusement committee here on March 9 and 10.

Mrs. Pearson Guest Speaker
 PANA, Ill., March 11.—Mrs. Anna Jane Pearson, recently elected president of the Missouri Show Women's Club, was guest speaker at a meeting of the Pana Business and Professional Women's Club in the Hotel Pana here. She addressed the meeting on the subject *Carnival Life*.

Showmen Die in Hotel Fire
 HALIFAX, N. S., March 11.—Given up as dead in the fire which destroyed the Queen Hotel here on March 2 are Charles Cohen, veteran showman, and Clinton Roy (Slim) Bibber, North Vassalboro, Me., also a showman and vaudeville man. Of the 28 burned to death only Bibber was identified.

Poster Plant for Shapiro
 ATLANTA, March 11.—Bernie Shapiro, formerly connected with the Triangle Poster Printing Co., covering this city and Dallas, Tex., the past 10 years, is opening a poster printing plant here to be known as the Southern Poster Printing Co. Shapiro is sole owner.

SHREVEPORT, La., March 11.—Captain David Barnett opened his Mammoth Marine Hippodrome for four days' stand here on March 9. In addition to whale and sea show lineup includes Custani, Holyland shepherd; Prince Buddha; David Lynch, flea circus, and Nino Sontata, headless girl.

GREAT SOUTHERN SHOWS WANTS
 For spring opening, Cowan, Tenn., March 20-25. Rides of all kinds with or without transportation, Grind Shows, Legitimate Concessions, no racket. Will sell X on Bingo, Cookhouse or Grab, also MIT Camp. This week Centerville, Ala.; then Cowan, Tenn. All people wire.
 A. H. MURPHY.

WANT SHOWS
 Of all kinds. Kid Rides, Octopus, Roll-o-Plane, any new Ride. Concessions: Cookhouse, Grab, Long-Range Gallery, Photos, Custard and Penny Pitch, Palmistry, other choice Concessions. We will sell exclusive.
 Show opens Union City, Tenn., April 15, 1939.
 Wire

ROGERS GREATER SHOWS
 112A 15 Ave., S. Apt. 5A Nashville, Tenn.
 —UNITED SHOWS—
 Spring Opening on the Streets
 Madison, Ga., March 20-25, then Tennessee, Virginia, Kentucky and Ohio. Can place Ferris Wheel and Kiddie Rides. Will sell X on Cookhouse, Bingo, Photos. Can place Concessions that work for 10 cents. Have complete outfit for Minstrel Show. Want someone to take full charge. Want Agent with car. Write or wire **UNITED SHOWS, Eatonton, Ga.,** this week, then Madison, Ga., week March 20.

THE J. LACY SMITH ATTRACTIONS
 Want Second Man for Wheel and Plane. State all his first, small Cookhouse, Legitimate Concessions. Show opens April 1, St. Stephen, S. C. Write Rockwood, Tenn., until March 20; then St. Stephen.

PACKAGE CANDY CONCESSION
 Long season, week stands. Show going on road in 10 days. John Burgess, Paul Keller, Larry Zern, Bill Heffner please answer. **BOX D-184, The Billboard, Cincinnati, Ohio.**

WANTED
 Complete Minstrel Show on percentage. Chas. Taylor wire. Address
MIGHTY SHEESLEY MIDWAY
 JOHN SHEESLEY, Mgr., Brownsville, Tex.

SIEBRAND BROS. SHOWS WANT
 Side Show, join at once. Have new Top and Banner. Line and same Builders. Wire or write Bisbee, Ariz., March 12 to 18.

LATLIP SHOWS
 Opening April 15th, Charleston, W. Va., With Three Celebrations, Six Fairs, Maryland and Pennsylvania.
 WANTED: Concessions, all Legitimate Grind Shows, good opportunity Bingo, Cookhouse, everything open, no grift.
 WANTED SHOWS: Have complete outfit for good Side Show Manager with Acts, also New Panel Front for good clean Girl Revue, Monkey Show and any other Show not conflicting. One more Grind Show.
 WANTED RIDES: We have two Ferris Wheels, Octopus, Loop-o-Plane, Merry-Go-Round, Chairplane. Can use one good flashy Kiddie Ride.
 WORKING MEN IN ALL DEPARTMENTS: Foremen for Loop, Wheel and good opportunity for Electrician. Boxers, agitators save stamps.
 Everybody write: **MORRIS VOLTAGGIO, Gen. Mgr., Belle Glade, Fla.,** until April 5. Winter Quarters: Charleston, W. Va.

O. C. BUCK SHOWS
 Opening 1939 Season, Portsmouth, Va.
WEDNESDAY, APRIL 12
 (Note: The Norfolk Navy Yard is in the City of Portsmouth with a million a month civilian payroll)
 Can place one or two Grind Shows, such as Fat Show or Midgets. Will furnish new outfit for same. Will book Rolloplane. No other rides needed.
 Want high-class man to take charge Revue and Posing Shows; both new outfits and modernistic. Ride help on all rides. Can place one more High Free Act.
 Will book two or three Merchandise Wheels exclusive. Good opening for Long-Range and B Galleries, also few Grind Shows. Everybody contracted please acknowledge.
 Address P. O. BOX 629, Portsmouth, Va., or 506 1st Street.

WEST SHOWS WANT
 Shows and new Rides, Silver Streaks. Concessions all open. No ex. Corn Game open. Our still dates start Columbia, S. C.; Greensboro, N. C.; Winston-Salem, N. C. Minstrel Show Performers wanted, Girl Show Manager wanted, good Free Act wanted.
FRANK WEST, Mgr., Melbourne, Fla.

HENNIES BROTHERS SHOWS, INC.
 SHREVEPORT, LOUISIANA
 Wants Monkey Show and Glass House. State what you have in first letter. Also Carnival Electrician capable of handling 40-Car Show. Dick Duboise, answer. Also Al Zimmers for Neon Department, Caterpillar and Rubber Tire Tractor Drivers.

SHOW OPENS APRIL 1
 Want Athletic Show. Bud Turner wants Girl and Man Riders for Drome, sure salary. Want immediately, experienced Caterpillar Foreman and Lot Man, Legitimate Concessions, Diggers, Palmistry, Address
KAUS EXPOSITION SHOWS, INC. 202 George St., Newbern, N. C.

CLYDE'S UNITED SHOWS
 SEASON OPENS APRIL 27.
 CAN PLACE the following Concessions: Ball Games, Scales, Hoop-La, Candy Floss, American Palmistry, Penny Pitch, High Sinker, Penny Arcade.
 WANTED—Fun House, Snake Show, Mechanical City, Minstrel Show, Midget Show, Orme Show.
 WANTED—Pony Track, Loop-o-Plane, Merry-Go-Round.
 Prince Oswald wants all kinds of Acts for Side Show. Chief Wana-Pony and Hermeda get in touch with me right away, in care of the following address:
GEO. C. SMITH, Manager, Box 521, Cumberland, Md.

OHIO VALLEY SHOWS
 OPENING NEAR WHEELING, W. VA., APRIL 15.
 Have 5 Rides. WANTED—Grind Shows with own transportation. Concessions of all kinds except Bingo, Milk Bottles, Popcorn and Penny Pitch. CAN USE Photo Gallery, String Game, Scales, Pitch-Bill-Yon-Win, Ball Games, Candy Floss, any Grind Show not conflicting. No racket. No gate. Playing West Virginia, where the natives are not carnival to death. Jess Bradley, Earl South, Earl Burkett wire me at once. All wire or write
F. J. SWEENEY, 1150 Water Street, Wheeling, W. Va.
 P. S.—Mr. Brannon, can use your Loop-o-Plane.

FOR SALE DODGEM
 10 Cars, 3/16 Steel Floor, 50x75 ft., Bumper Boards and Springs, Automatic Shut-off for 2, 3 or 4 minute rides. Ride can be made portable or stationary. This Ride is in storage and is in perfect condition in every way. Will sell for \$400.00 at storage. Address
W. H. MUNGER, Waverly Beach, Beloit, Wis.
 P. S.—Reason for selling is that we are discontinuing all Rides and closing an existing partnership.

ALL AMERICAN EXPOSITION SHOWS
 Opening April 15, Webb City, Mo.
 WANTS: Cook House, String Game, Watch-La, Lead Gallery, Athletic Show, Mechanical Show. Diego the Great Magician wants Working Acts and Freaks for Ten-in-one Show. Address: Webb City, Mo.

AT LIBERTY
 ELI WHEEL AND CHAIRPLANE
 Book Wheel as one of Dual if necessary. Prefer Show with long season and Fairs. Have own transportation. Write or wire. **35 East Wacker Drive, Room 2308, Chicago, Ill.**

FLUSHING FRONT

(Continued from page 28)

which opens for biz March 16. Plan to cater to fair employees who have been practically confined to the Administration Building luncheon for more than a year. Will also get a nice play from exhibit and concession boys hurrying to complete their projects by April 30.

The Lighter Side

Billy Rose chooses the smile over sex. He informed Dorothy Lamour, of the films, that he wants her for his Aquacade—wants to present her smile without her sarong. Very nice going, Mister Bantam Barnum, but it doesn't add up in view of his letter to *The World Telegram* peevish about Westbrook Pegler's satire re sex at other expos, including Fort Worth. Rose said his nose is strictly clean, that he presented strictly high-class entertainment in that Texas town. That being his modus operandi, how come all that fanfare about wanting Lamour and her sarongless smile? Faulty arithmetic say we.

Peeve No. 2. . . . General Motors' low bid on a fleet of Chevrolets for the city's police department rejected because Mayor La Guardia said GM's Alfred P. Sloan did not support the mayor's campaign to make Floyd Bennett Field the city's airport in competition with Newark. This reminds the column that Chrysler, holdout exhibitor, was "persuaded" to occupy a building or else. Or else the mayor would see that Chryslers would not be purchased by the city. Chrysler is now set up in the fair-built transportation building on which space has gone begging.

Peeve No. 3. . . . A big firm was set up in a building under its name. The fair sold balance of the space to another company with a few competitive products and changed name of building to that of second company. First firm put its legal department to work. Result: It now occupies a building erected by the fair.

Banks are in show business—still and again. Harvey D. Gibson is chairman of fair's finance board. Is one of the leaders of the syndicate formed (now apparently abandoned) to finance merit attractions in fun zone. He's top boy of Manufacturers' Trust Co., from where the scratch emanates. Ringling-Barnum circus owns the bank about \$800,000. So they finally filled Plot T, which had thus far gone begging, with a Wild West show under John Ringling North's aegis. Three or four other Wild Westers were after the plot, at least two of them well backed, but Manufacturers' Trust won out. The brilliant organizer and executive, Commander Flanagan, fair's general manager, has a brother. Brother is a vice-pres of Manufacturers' Trust. So is William P. Dunn Jr., Big Show's secretary-treasurer. Complicated? Nepotistic? We wouldn't know. (P.S.: There'll be some sort of bank structure in the amusement area.)

If anyone has \$50,000 to finance a show, save it. It cost Schless Construction Co. nearly that much for a foundation for its Merrie England Village. Scores and scores of pilings. Show is set about as close to Fountain Lake as possible. Maybe 75 to 100 feet before the pilings hit bottom. It will take another \$300,000 or so for construction from that point, including the interiors, of course. (308 miles of fir and pine logs were used for foundations and stabilizers throuth the grounds.)

These are some of the more complicated and often comic phases of the World of Tomorrow. There is, of course, the serious side. For instance, that the fair is already, while nearing completion, a terrifying spectacle, so huge and so sweeping that it staggers the imagination. It has been the greatest building job of all time no doubt. The night scene will be especially impressive with its color and illumination to bring the majestic buildings into relief.

FOREIGN CAFES

(Continued from page 30)

France, cafe and roof garden; Finland, food, also emphasis on sports as Olympic Games will be held there next year; this might furnish opportunity for athletes, gymnasts, etc.; Norway, food and drinks; Poland, restaurant and bar, also fashion display; Rumania, restaurant; Sweden, restaurant, film house; Switzerland, restaurant, concert, lectures; Turkey, bazaar.

New York State's exhibit is part of the State's Marine Amphitheater, setting for Billy Rose's Aquacade. Pennsylvania will have a large restaurant. New York City permanent building will have band concerts, but no visible opportunity for

pro bands seen here, as the city will have its departmental bands on tap.

Each government is represented at the fair by a commissioner whose headquarters are either at the fair or in the office of the consul-general of the particular nation. These are in New York. Embassies of these countries are, of course, in Washington, with consuls in important cities of the United States.

French Mayors Will Visit

PARIS, March 2.—Mayors of principal French cities, headed by M. Le Provost de Launay, president of Paris municipal council, will visit New York's World Fair in May. It is expected about 15 mayors will be in the party, which will sail on the Champlain on May 16 and arrive on May 23.

CONCESSIONERS

(Continued from page 34)

necessitating repairs and closing of the slip. Members told the expo officials that since the ferry closed Gayway attendance and volume had decreased from 95 to 50 per cent. Altho officials first said that the ferry would be discontinued indefinitely, they apparently relented when concessioners recalled the original agreement.

Another idea that the WFCFA is trying to sell to President Leland Cutler and other heads is that of a 5-cent Children's Day, such as was so successful at Chicago's A Century of Progress, in lieu of expo-suggested 10-cent days on several Sundays. Board of management is being told that Saturdays and Sundays will take care of themselves, and concessioners believe the board will finally decide in favor of some 5-cent week days. School trustees have granted pupils in public schools in San Francisco and Oakland five days out of the next five months on which to see the fair without having those absences counted against them. The WFCFA committee is working on a plan for five Friday 5-cent days with sanction of school trustees.

On Gayway Jurisdiction

Members of the association say that after Sally Rand was made chairman of the shows committee of the WFCFA, Frank Zambrino having declined the post, she made an effort to get the entire Gayway into the American Federation of Actors, of which she is a director. It is also stated that Vice-President Charles Hardy of the International of Building Maintenance Men, under which the San Francisco beach has been organized several years, told Miss Rand that it claimed jurisdiction over the Gayway.

Several Gayway ride operators are authority for the statement that Mr. Hardy said their own employees could work more than eight hours per day at a \$5 per day minimum, paying an initiation fee of \$10 per person and \$5 monthly dues. In event that a device owner pays \$10 initiation fee and a man he has hired leaves he can transfer the card to another person after notifying union headquarters, it was stated. It is declared that Miss Rand contends she can get a better arrangement than this, altho some motordrome men say that an APA agent informed them that he could offer prospects of a better scale later in the season.

857,000 PAY

(Continued from page 34)

Wednesday. When it wasn't raining, a blustering wind caused crowds to turn away.

At that the attendance the third week was only about 1,500 under the second week, but 250,000 under the first week.

A check-up today showed that more than 857,000 paid their way into the grounds since opening day.

Weddleton Job to Maxwell

General treatment of the announcement of the resignation of Frederick Weddleton as director of concessions, effective March 15, and of the ousting of his assistants, Walter K. Sibley and John A. Pollitt, caused no end of comment, especially on the Gayway, where apparently they were highly considered. In explaining Weddleton's resignation, Expo President Leland Cutler said promotional work of the concession department has been finished and that the department is no longer in need of this particular effort. For a long time Weddleton and the expo board of management have been at loggerheads over policies pertaining to the Gayway.

Weddleton has been succeeded by Ray Maxwell, director of food concessions.

It was also announced this week that the official catering concession owned by Roy Westafer had been taken over by George D. Smith, manager of Fairmont and Mark Hopkins hotels. The change, Westafer said, was an outright purchase by Smith, of the concession. Deal was said to concern Smith personally and did not involve the hotel corporation. John A. Meany, Chicago caterer, was announced as chief of the catering department for Smith.

Pollock Quits Commission

As reorganization plans went ahead, another resignation went into the records on Tuesday, when August Pollock stepped out as secretary of the Fine Arts Commission. "Quite frankly I have found it difficult to operate with too many bosses," Pollock commented. With general reorganization under way, General Director Harris Connick took time out to deny that he had resigned.

Sibley has taken over management of the Midget Village in addition to operating the Headless Girl attraction, which is doing good biz. Sibley said the Village would be revamped. Show has been closed since the fair opened.

Eateries won't repeat the greed of opening day and Washington's Birthday, as all have been scaled under orders of the expo management. Tex Cameron is turning 'em away week-ends at his Happy Valley Ranch, with liquor sales boosting the average. Evidently much to the annoyance of Gayway operators, the city police department has taken over supervision of that sector. From the Gayway come squawks of workers who claim they are being gyped on food prices, altho the tariff is the same as charged visitors.

Hollywood Cast Coming

Noel Wesley, Hollywood dance director, who hopes to put on a girl show, is producing at Greenwich Village the most lavish Gayway effort to date, which opens today. Hollywood is to have an exhibit of sorts when 20th Century-Fox gives the world premiere of *The Story of Alexander Graham Bell*, cast and all, on March 29. A train load of celebrities and news writers are coming.

Alexander's London Flea Circus of 300 "performers" opens on the Gayway in a few days. Cavalcade of the West is about breaking even. Show is best seen at night—in a blanket—when lighting effects and 20-foot water curtain are working. Stage is 400 feet wide and cattle, cavalry, street cars, Barbary Coast cancan and steam engine are included in the pageant.

Entry of an exhibit for Denmark was announced by Major O. J. Keatinge, director of foreign participation. Contract calls for a display in International Hall, to be completed on Thursday, exhibit to cover more than 2,200 square feet, with a tourist bureau and Danish porcelains and silverware.

San Fran Niteries Must Close Early

SAN FRANCISCO, March 11.—By a narrow margin of 25 to 22 votes, the Alcoholic Beverage Advisory Council disapproved a proposal to extend the closing time of local drinking places from 2 a.m. to 4 a.m. during the Golden Gate International Exposition.

Defending the proposal were Al Smith, representing the American Federation of Actors; Tom Nickola, past president of the Bartenders Union; P. J. Kelly, of the Taxpayers Defense League, and Charles Kay, representing San Francisco tavern owners.

State Board of Equalization also cracked down on 10 San Francisco night clubs and suspended their licenses for violating the 2 a.m. closing law, effective for five days starting Monday.

Affected were the Club Tivoli, Embassy, Music Box, Royal Hawaiian, Club Moderne, the 36er, Breakers, Sloppy Joe's and two unnamed clubs. Suburban night spots penalized were Dick's Tower and the Out of Town Club at Brisbane and the Highway Inn in Colma.

Schaller Six in Free Act

SAN FRANCISCO, March 11.—Jack Schaller's Six Monarchs Aerial Ballet was featured as free attraction at opening of the exposition on February 18. It is estimated that they played to 100,000 in front of the California Coliseum Building at the opening. Booking was arranged thru Barnes-Carruthers Fair Booking Association, said Jack Schaller.

Pay and Policy Reasons He Quit, Says Weddleton

SAN FRANCISCO, March 11.—Frederick Weddleton, well-known outdoor showman, who resigned as director of concessions of Golden Gate Exposition this week, gave two specific reasons for his action.

"First, the exposition management failed to redeem commitments covering my compensation made at the time of my appointment," he declared. "Second, the exposition's policy of committee control in connection with the conduct of concessions has not been compatible with the best interests of the fair or the concessioners.

"I am unable to reconcile this policy with my conviction that only by the application of sound, proven principles of showmanship can the concession zone and concessions at the exposition be made profitable both to the fair and those concessioners who have invested so heavily in the Gayway. I wish to emphasize that I resigned of my own free will."

Cantor Has Good Gross; French Show Follows for Month

SAN FRANCISCO, March 11.—Eddie Cantor fans crowded California Auditorium when the comedian and his troupe played a week's run at the exposition, opening on March 3. Eighteen performances in the first four days, including 10 over the week-end, grossed \$22,000, the comic getting 65 per cent over \$20,000, plus a \$15,000 guarantee on the week. Auditorium seats 3,200. Prices were scaled at 25, 50 and 75 cents.

Folies Bergere followed Cantor, opening yesterday in the Auditorium for three performances daily. Mindful of the legit fanfare surrounding Sally Rand's Nude Ranch, the curious expect some ruling regarding what the French show will be allowed to display. Expo is paying \$12,500 per week for the troupe, set for four weeks.

Illions Rides for Toronto?

SAN FRANCISCO, March 11.—Harry A. Illions, GGIE ride operator, will leave in a few days for Montreal to look over the rides and other attractions he operates in Belmont Amusement Park prior to its season's opening. It is understood that he had several conferences here during the visit of J. W. (Patty) Conklin, manager of Forexland at the Canadian National Exhibition, Toronto, and that Illions super rides will be at the 1939 CNE if arrangements can be made with Manager Rex D. Billings, Belmont Park, to release the rides before closing of the park season.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, March 11.—Expo averaged 46,340 attendance daily for the first 14 days. Weather has been good but nights cool. It is believed the daily average will go up greatly after the middle of April.

Stutz Bros.' Dancers of the World Show will have a nice building job and should be open in a few days. Johnny Branson's Globe of Death, fast taking shape, is about ready to open. His Deep Sea Diving Show and Lion Drome are doing their share of business. Martine's Diving Bell attraction has been having difficulties with a leaking tank, which had to be sunk in the ground four feet below level of the bay. Water pressure is so great at this depth that it keeps springing seams in the tank so it is constantly losing water. Martine says he will have it beaten in a few more tries.

At Tropic Skies, a pineapple drink stand on the Gayway, all of the people connected came direct from the Hawaiian Islands, built the stand themselves and it is a credit to the zone. Presided over

by Nadia Vezey and Ruth Yturriaga Penny.

Treasurer John F. Forbes announced gross revenue of the exposition for the first 10 days was \$595,000. Of this the concessions took \$424,000, while gates clicked off \$171,000, which seems to prove the concession department quite important and that Fred Weddleton must have done a pretty good job. The fair's the thing, but the concessions make or break it.

Clive's Palace of Mystery, still dark, is

ATTENTION EXHIBITORS and CONCESSIONAIRES

Light Up With Us For the NEW YORK WORLD'S FAIR OF 1939. Buy Your Electric Bulbs Direct From the Manufacturer and Save Money. QUALITY Laboratory Tested Lamps at LOWEST PRICES. **BRIGHTON LAMP CO.** 13-15-17-19 Hudson Street, Telephone, Waiver 7520 New York City. Members of National Showmen's Ass'n.

BLOTNER MODEL SHOWS

OPENING MIDDLE OF MAY. WANT Seasonal Free Act, RIDES: Octopus, Tilt-a-Whirl, Loop-o-Plane and Kiddie Rides, and any other Ride that does not conflict with what we have. SHOWS: Five-in-One, Midget, Freak Animal, or any new and novel Show. CONCESSIONS: Grind Stores and Wheels open. Ride Help for Merry, Ferris Wheel and Chairplane. 8 Chelmsford Street, Methuen, Mass.

LEE BROS. SHOWS

WANT TO BOOK AT ONCE FOR APRIL OPENING: Clean Cook House, Milt Camp, Candy Floss, Scales, Cig. Gallery, Bumper. Good proposition to Shows with own outfits. WANT Side Show, Ossified Man, Mechanical Illusion. RIDES: Loop-o-plane, Pony Ride. Want to hear from Shorty Tappin, Louie Hot Papa, Monkey Show. WANT good Electrician. Sober reliable Ride Help wanted. All write BOX 46, North Topeka, Kan.

GREAT SUTTON SHOWS

Open Saturday, April 15, Osceola, Ark. CAN PLACE Cook House, Kid Auto Ride, Octopus, Tilt-a-Whirl and Loop-o-Plane. I have new outfit for Ten-in-One will furnish anybody that has Acts for same. F. M. SUTTON, Box 304, Osceola, Ark.

BARFIELD'S COSMOPOLITAN SHOWS

Last Call for Opening Here March 18. WANT Photo Studio and a few more legitimate Grind Stock Concessions. Also Frombone and Trimmer with outfit for Colored Band. Address C. E. BARFIELD, Dothan, Ala.

J. HARRY SIX ATTRACTIONS

Opening Atlanta, Ga., Monday, March 20. Account disappointment can place Chairplane, Kiddie Auto Ride, Ring, Photos, Lead Gallery, Palmistry, any Legitimate Concessions. Want Shows with own outfits. Pullen Mechanical Show write. Address 291 Walker St., Atlanta, Ga.

WANT FOREMEN FOR DUO LOOP-O-PLANE, TILT-A-WHIRL. GREATER UNITED SHOWS

WILL BUY

A 50 or 60 ft. Top used, with three 30s or three 40s. Middles. One Top, 40x60 ft. Two Tents, about 14x18. Air Calliope, Motor and Blower. Also Scales. What have you? Grooms answer. SHOW MANAGER, Port Vincent, La.

Now Showing — L. J. HETH SHOWS

WANT SHOWS: On account of disappointments can place Side Show, Posing Show, Girl Review, Athletic Show. Will furnish complete outfits for same. WANT RIDES. Will Book Loop-o-Plane. WANT ACT: Want High Class Aerial Free Act. HAVE FOR SALE: Swooper Ride, first class condition, best cash offer takes same. Charlie Wrenn wants Lady Drome Rider. Address: NORTH BIRMINGHAM, ALA.

one of the attractions that the fair management assisted but when it reached a certain point in financing it apparently stopped. As the show is incomplete, it will have to stay dark until some fresh money is secured. Transportation Engineer I. S. Shattuck shuffled off Treasure Island a "free man." 'Tis said his work is finished.

The writer has been engaged by owners of the dormant Midget Village to redesign it, finish building and to act as operation manager. Entire motif will be changed. Wild West scheme to be abandoned for the diminutive idea; in other words, "Lilliputianized."

Two most popular restaurants are those of the Owl Drug Co. and Doughnut Corp. of America on the Gayway. Esthonian Village is fast taking shape and by the time Dr. Judas returns from Esthonia with her people and equipment the buildings should be complete.

Al Vollman's Cavalcade feels effects of cold nights, the grand stand facing the winds, and he did a smart trick by contracting for all of the selling concessions, one being paper blankets. Boys are hawking them on the seats. As the Scottish Village is about completed, it is expected Bill Russell, managing director, will start using the showmanship for which he is noted. All rides are doing fair business, only drawback being cold nights. Cliff Wilson's Monster Show is still leading the 10-cent shows, with the Headless Girl close behind. T. A. Wolfe's Venetian Glass Blowers are about ready to spring with John T. Backman in charge. Tom is still working on a restaurant deal. Claude Bell, sand sculptor, is in a fine location and doing exceptionally good business with four artists working.

Sally Rand's Nude Ranch is manned by these fellows, who help get the money: Chuck Bedell, in charge of front and first opener; Billy Pitzer, second opener and lecturer; Cliff Lowe, Jack Panell, grinders; Jack Keeno, "King of Robots," ballyhoo, plus three shapely girls. Inside: Charles (Chisey) Mayon, manager; Jack O'Shea, assistant manager and tickets; Peggy White, director of personnel; Arthur Barrett, Frank Gibson, Jimmy Carter, guards; Cokey Keane, publicity. The 40 girls work in shifts. On March 4, when attendance was nearly 55,000, weather was cool at night, and most of the Gayway crowd came after 9 p.m., every attraction played to capacity, the Rand show taking top money honors of higher priced attractions and the Headless Girl and Wilson's Monsters fighting for laurels among the lower priced.

Cameron's Happy Valley Ranch, opened on March 4, is a four-acre barbecue place with a 150-foot bar with entrance from the Gayway, connecting to a great polished barn floor for free dancing. Music for dancers is by the Hill Billy Orchestra. Barnyard of over three acres will have seating for over 4,000, to whom barbecued meats will be served from the largest barbecue plant ever constructed. This latest venture of Cameron makes his investment in the GGIE over \$400,000, with eight major concessions. Exposition is now up to its full restaurant seating requirements.

Fred Weddleton, late director of concessions, showed me a copy of the letter of resignation that he sent in, as well as President Leland Cutler's eulogistic letter of acceptance of the resignation. Naturally, after a short rest, Fred probably will accept one of the numerous offers of managerial positions that have been offered by concessioners. He said that not now nor at any time has he had any financial interest in any concession, but that he did assist a number of concessioners in an advisory capacity, which he considered part of his job of building an amusement zone almost out of thin air. That's that.

Fred McFalls, operator of the two leading shooting galleries on the Gayway, went the limit in framing them, even engaging one of the most prominent artists on the Coast to do his decorative work, A. Dupont. Fred reports business beyond expectations.

CALL CALL CALL
RINGLING BROS.-BARNUM & BAILEY
COMBINED SHOWS, Inc.
Opening Season
1939
 Madison Square Garden, New York City, Wednesday Night, April 5.
All people engaged for various departments will report for rehearsal, Madison Square Garden, as follows:
Aerial Performers with Rigging, and all other SATURDAY, APRIL 1st
Performers, as well as Musicians, Big Show Band TUESDAY, APRIL 4th
Freak and Side Show Performers
 All others for opening of season under canvas. Performers answer this call to PAT VALDO. Musicians, Big Show Band, to MERLE EVANS. Side Show Freaks and Performers to CLYDE INGALLS. All others to GEORGE W. SMITH.
 Address all, Care RINGLING BROS.-BARNUM & BAILEY, Sarasota, Fla.

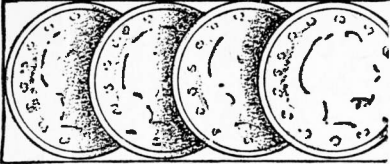
ZACCHINI BROS. SHOWS
 with
DOUBLE CANNON ACT Shooting 2 Men at Same Time
 WANT for Opening May 1, St. Louis, Mo. 40 Weeks of Celebrations and Fairs and All Winter in Florida.
RIDES Will Book or Buy Rides of All Kinds.
SHOWS Motordrome, Fun House, Illusion, Pit Show, Minstrel, Circus Side Show and any other Show of merit.
CONCESSIONS Legitimate Concessions that can and will work for 10c. Can place high-class Cook House. Will book Stock Wheels, Scales, Diggers.
ZACCHINI BROS. SHOWS
 2601 FOUNTAIN BLVD.
 TAMPA, FLA.

LAST CALL FUZZELL'S UNITED SHOWS LAST CALL
 OPENING APRIL 1 — TWO SATURDAYS
 WANT—Capable Managers for Athletic Show and Girl Shows. Will furnish complete new outfits. WILL BOOK—Minstrel Show, Geek Show, Crime Show, Uplorn Show, Mechanical, Indian Village, or any meritorious Shows with own outfits. Hearne's, Lincoln Minstrels or George Harris write. WILL BOOK—Octopus, Pony Ride or any Ride not conflicting. W. J. Dunne wants Capable Talker, Mind Reading Act, or Acts of merit for brand new Side Show. WANT—Capable Electrician who can drive truck. Don't misrepresent. Harry Pailor write. CAN PLACE Capable Ride Help and Real Show People at all times.
CONCESSION DEPARTMENT
 CAN PLACE—Frozen Custard, Juice and Grab, Photo Gallery, Long or Short Range Gallery, Mouse Race, Novelties, Candy Floss.
 CAN PLACE—Capable Agents for Grind Stores, etc., Cookhouse Help. Can place Truck Drivers on Concession Trucks. A-1, sober, reliable Truck Mechanic with own tools to handle six Concession Trucks. Prefer single man. Good treatment. Cash salaries here. People in all departments report to N. Little Rock, Ark., March 25.
LONG LIST OF FAIRS — NORTH AND SOUTH — Route Furnished to Interested People. T. A. FUZZELL, Gen. Mgr., R. F. D. No. 4, Box 225, N. Little Rock, Ark. ROY GOLDSTONE, Concession Mgr., 217 Washington, N. Little Rock, Ark.
FREE GATE FREE GATE

CALL WORLD OF PLEASURE SHOWS CALL
FIREMEN'S SPRING FESTIVAL
 HAZEL PARK, MICH. (9 Mile Rd.—John R St.)
 OPENING FRIDAY, MARCH 17-28 (2 SATURDAYS—2 SUNDAYS).
 WANT Shows, Motordrome, Fun House, Hawaiian, Penny Arcade, Monkey Circus, Illusion, Posing, Snake. Good proposition for real Ten-in-One. Fred Miller (Girl Show), write.
 CAN PLACE Cook House, Scales, American Falmist, Candy Floss, Diggers. All legitimate Grind Stores \$15.00 a week. Have sold Ring, Photos, Popcorn, Lead Gallery.
 We hold contracts for seven Michigan Fairs and three Street Celebrations. Also some of the Best Industrial Cities in Michigan, where the Automobile Factories are working day and night. Our Route to interested parties. All address
FRANK MILLER, 16884 Stansbury Street, Detroit, Mich.

HENNIES BROS. SHOWS
WANT FOR "HARLEM ON PARADE"
COLORED MUSICIANS—Trumpet, Sax, Tuba. Willie Lawson write. **LIGHT BROWN SKIN CHORUS GIRLS.** Send photographs. **SPECIALTY ACTS.** Address **INEZ RAY, P. O. Box 144, Shreveport, La.**

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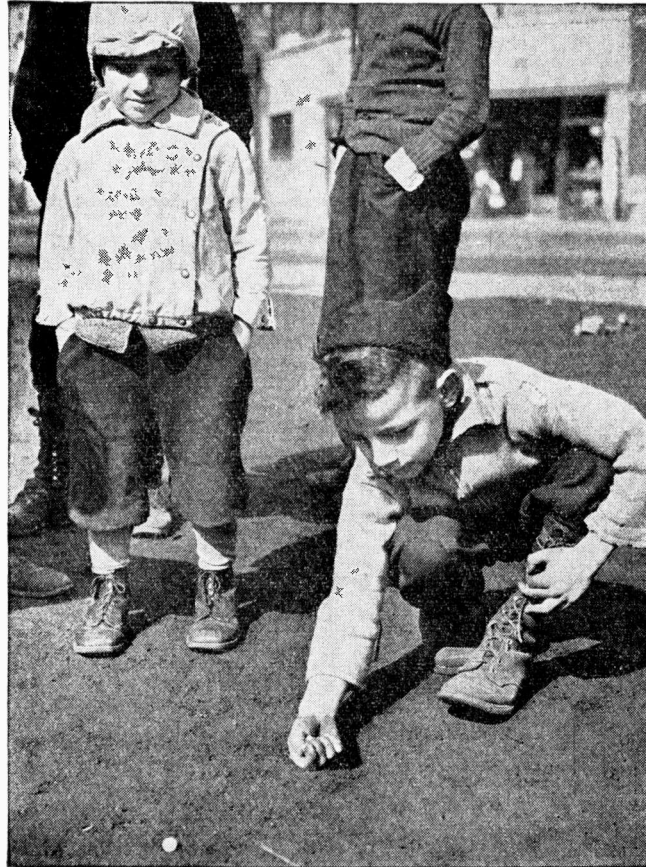


AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

MARBLES



—Photo courtesy The Chicago Daily Times

Many an oldster will watch boys at their marble games and wish for the days when he himself was a boy at play. It is a sure harbinger of spring, reliable as the robins, when boys start their marble games here and there and everywhere. For many a lad, it is his first introduction to the rules of the game, and he learns how to get along with his fellows. It is his early schooling in the game of life, too.

There are some who will look on the boys at their marble games as if the lads might be going to the devil. For they may be playing "keeps."

The machine age with all of its problems has not been able to destroy the fun and the spirit of the ancient game of marbles. For grownups, the machine age has

brought new adaptations of ways to play at marbles. The machine age has brought the advantages of design, electricity and other ideas to make the marbles roll for the oldsters in what we call pinball. The man matches his wits against the machine, while as a boy he matched skill and wit against his comrade.

When as a lad he played for keeps, so the man today prefers to play his game for some kind of an award.

But around the modern game today there whirls a great deal of excitement. Political battles in great cities and States are fought around such minor things as bagatelle and newspapers herald the stories as if they were major scandals. It all seems to be too much noise to make about such things as marble games.



HARRY HOPPE, popular factory representative, who has just resigned his present position and will announce his new connection next week.

cigarette merchandisers' association

A capacity crowd of 320 members and their guests filled the banquet hall of the Hotel Pennsylvania Saturday night, March 11, for the Third Annual Banquet and Dance of the Cigarette Merchandisers' Association of New York. Operators and equipment manufacturers mingling with jobbers, distributors and manufacturers of allied products gave the event the appearance of a convention of the Eastern cigarette merchandising machine industry.

Martin M. Berger, president of the New York CMA, and Matthew Forbes, manager, together with their associates, deserve well-earned thanks for the splendid manner in which the affair went off. Following a delicious meal, the guests enjoyed a bang-up floor show which included a galaxy of talent booked in from leading night spots. Henny Youngman, well-known radio star, emceed the show. On the bill were such headliners as Clyde Hager, pitcher extraordinary from Billy Rose's Diamond Horseshoe; Lou Sax, mimic; Mann, Dupree and Lee, ballroom dancing team; Gene Marvey, singer; the Three Eltons and others. Marty Beck and his orchestra furnished the music for both the show and the dancing which followed.

LeRoy Stein, manager of the CMA of New Jersey, headed the Jersey delegation which included President John Sharenow, Charles W. Stange, Sam Malkin and others. Anthony Massone headed the Connecticut CMA group, while the New York association turned out en masse. Among the leading cigarette manufacturers that had delegations on hand were Axton-Fisher; Philip Morris, Ltd.; P. Lorillard & Co. and Brown & Williamson.

Leading equipment manufacturers' representatives present included those from U-Need-a-Pak Products Corp.; Stewart & McGuire, Inc.; Rowe Mfg. Co.; Arthur H. Du Grenier & Co., Inc., as well as representatives from New Jersey Match Co. and Cigarette Service, Inc.

Guests registered for the banquet and dance included: Mr. and Mrs. M. Weiss, Les Paul, Mr. and Mrs. L. Roshkind; Messrs. Gruber, Kent, Harry Kolodny and guests; Mr. and Mrs. A. Denver, Mr. and Mrs. J. Denver, Mr. and Mrs. S. Greenberg, Mr. and Mrs. B. Gottlieb, Mr. and Mrs. J. Marino, Mr. and Mrs. W. Weiner, Mr. and Mrs. T. Gordon and Mr. and Mrs. J. Amee.

J. Lutsky and guest, E. Buehler, L. Strong, R. Hanley, J. Regan, Mr. and Mrs. M. Levy, Mr. and Mrs. B. Meltzer, Mr. and Mrs. I. Silverman and guests, Babe Kaufman and guests, Mr. and Mrs. J. Porco, R. Hawthorne and guest, Mr. and Mrs. A. Mimiach, Mr. and Mrs. J. Lishner, M. Berger and guest, Mr. and Mrs. H. Kronengold, B. Popal and guest, Mr. and Mrs. M. Crivy, G. Currier and guest, Mr. and Mrs. Fred Durr, Mr. and Mrs. J. Levine, Mr. and Mrs. N. De Maria and Mr. and Mrs. M. De Maria.

Mr. and Mrs. M. Lascari and guests, Mr. and Mrs. N. Friedman, Mr. and Mrs. H. Salton, Mr. and Mrs. J. Harmon, Mr. and Mrs. R. Harrison, N. Mansfield and guest, Mr. and Mrs. A. Frazer, L. Serlin and guests, Mr. and Mrs. William Peek, Mr. and Mrs. Walter Peek, Mr. and Mrs. J. O'Neill, A. Nack and guest, Mr. and Mrs. M. Forbes and G. Vassar and guest.

Mr. and Mrs. A. Jacobs, Mr. and Mrs. I. Jacobs, Mr. and Mrs. S. Jacobs, Mr. and Mrs. I. Genser, Mr. and Mrs. H. Pincus, Mr. and Mrs. L. Falk, Miss N. Orowitz and guest, Mr. and Mrs. Harold Pincus, Mr. and Mrs. Harold Jacobs, Mr. and Mrs. Harold Roth, Mr. and Mrs. C. Greene, Mr. and Mrs. Aaron Gosch, Mr. and Mrs. B. Rosen and Mr. and Mrs. M. Levine.

Mr. and Mrs. D. Soltis, Mr. and Mrs. L. Schwartz, Mr. and Mrs. S. Bruck, Mr. and Mrs. C. Schlobohm and guests, Mr. and Mrs. R. Kline, Mr. and Mrs. S. Alenier, Mr. and Mrs. T. Coia, J. Cola, Frances Marino, W. Pinto and guest, J. Pinto, Mr. and Mrs. S. Yolen, Mrs. Yolen Sr., Mr. and Mrs. S. Dranoff, Mr. and Mrs. Krasner, Mr. and Mrs. Davidoff, and Mr. and Mrs. W. F. Miller.

Mr. and Mrs. M. Helcher, Mr. and Mrs. P. Helcher, Mr. and Mrs. J. Edwards, Mr. and Mrs. S. Silverman, M. Friedman, P. Glinas and guests, Mr. and Mrs. S. Shapiro, Mr. and Mrs. J. Gavarin, Mr. and Mrs. Maynard Reuter, Mr. and Mrs. W. Littleford, Mr. and Mrs. J. Csisda, Mr. and Mrs. B. Smith, J. Orleck, Mr. and Mrs. N. Franklin and guest, D. Calloway, L. Lipset, Mr. and Mrs. I. Wildstein and Mr. and Mrs. J. Noonan.

Mr. and Mrs. F. Du Grenier, A. Du Grenier, Mr. and Mrs. S. Alenier, Miss H. Kolman, R. Kolman and Adelaide Solomon.

CMA BANQUET NOTES: In spite of a snowstorm of midwinter proportions, all tables were full by the time the first course was served, and before the evening was over all were glad they had braved the storm to be on hand. . . . "Ons" (See **MERCHANDISERS** on page 76)

OPERATORS FIND "PROSPERITY CORNER"

Big Earnings Located at 20th Street and Calumet, Chicago

Operators who have been playing *Pussy Wants a Corner* trying to locate that corner around which Prosperity is hiding, have discovered its location. And they're back in **BIG MONEY** again!

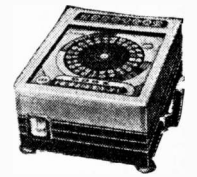


Prosperity Corner

"Prosperity Corner" is now known to be at 20th Street and Calumet Avenue, Chicago—the factory site of J. H. Keeney & Co.

Daily Collections Required

From out of this factory comes Keeney's console - action counter game, **SPINNER-WINNER**, which necessitates daily collections so the game doesn't fill up completely with coins.



Spinner-Winner

"The House That Jack Built" is also making hourly shipments of the famous **POT SHOT** payout table and free game; the game that is restoring operators' incomes to Boom Days' size.

Truckloads of Consoles

Truckloads of Keeney's consoles also continue to come out of the Keeney factory. There's **PASTIME**, the newest console with its new "match-point" play principle. **TRIPLE ENTRY** also with a 9-coin head, but with 3 dials with awards paid on any played number coming on any dial. And the famous 1938 **TRACK TIME** is still in volume production.

These Keeney all-star hits are making it possible for operators to have bigger-than-ever incomes with fewer available locations.

Any operator who is still searching for Prosperity Corner can surely find what he is looking for by addressing a wire or letter to the corner of 20th & Calumet, the address of —

J. H. KEENEY & CO.
NOT INC.
CHICAGO

MILLS SMOKER

NEW JACKPOT BELL

\$57.50

MINT VENDING CO.
211 N. 17th St., BIRMINGHAM, ALA.
Phone 7-5072.

NOBODY KNOWS

whether the world will still be here five years from now—but if it is, you can bet your bottom dime that people will still be taking pictures and forming lines at the locations with **PHOTOMATIC** machines!

INVESTIGATE
International Microscope 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

GREATEST MONEY MAKER
EVER BUILT

C.R. KIRK & CO.
2626 W. WASHINGTON BOULEVARD
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ALL MECHANICAL OPERATION

ALL GAMES IN PERFECT CONDITION

Bally Reserves.....\$17.50	Stoner Zeta.....\$27.50	Mills Blue Front, rebuilt late model.....\$37.50
Stoner Ball Fan.....10.00	Jennings Paddi Pushers in original crate.....47.50	Cherry Bells.....42.50
Exhibit El Topo.....19.00	Galloping Dominos.....75.00	Factory Rebuilt Chiefs.....35.00
Genco Running Wild.....12.50	Tanforan.....23.50	38" Model Cattle.....20.00
Bally Daily Dozen.....17.50	Mills Dance Master.....25.00	Pace Comet, 25c.....20.00
Genco Football.....18.00	One-Half Deposit, Balance C.O.D.	
Daily Baseball.....10.00		

PARAMOUNT AMUSEMENT CO., 1426 Wells St., Ft. Wayne, Indiana

NORTHWESTERN DE LUXE

The World's Finest Bulk Vender. Slug proof. Porcelain finish. Operates on either penny or nickel. Vends peanuts, pistachio nuts, small candy and many other kind of confection. Sample vender complete with 20 pounds **SPECIAL CANDY.....\$17.95**

\$1 Cash With Order, Balance C. O. D.

M. T. DANIELS
1027 B University Ave., Wichita, Kan.

Smoker

Mills New Jackpot Bell—\$57.50

BILL FREY
148 N. W. First Street, Miami, Fla.

ATTENTION RESORT OPERATORS BUY NOW SAVE MONEY

WHILE THEY LAST.

1938 Keeney Skill Times (Late Model)	\$89.50
1938 Keeney Track Times (Late Model)	89.50
1938 Keeney Kentucky Club Skill (Late Model)	69.50
1938 Keeney Derby Champ	39.50
Keeney Red Head Track Times	54.50
Keeney Grey Head Track Times	39.50
Derby Day or Liberty Bell Consoles	24.50
Tanforan	19.50
Across the Board	24.50
Will Consider 20 or 24 Records Phonographs In Trade. 1/3 Deposit, Balance C. O. D.	

J. C. Novelty & Music Co.
5511 Euclid Avenue, Cleveland, O.
Phone: Henderson 5050.

Will Buy

"WESTERN" BASEBALL NOVELTY GAME.
Quote Lowest Price.
V. B. LEMON, Salina, Kan.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



MUSIC MERCHANDISING



Texas Music Men Active

Launch State drive to enlist every music operator in program

DALLAS, March 11.—Texas Music Machine Operators' Association is making a strong effort to enlist every music operator in the State as a member. John Backman, secretary, 5400 Goodwin avenue, has been given the job of touring the State to enlist new members.

At a recent meeting of the association various steps were taken to meet the present legislative situation in the State. Attorneys were retained and members will be kept informed of the general situation.

One of the most important happenings was the decision of the Restaurant Owners' Association to co-operate with the music operators in every way possible. Many of the legislative bills that will affect phonographs are bills aimed at regulation of locations in some way. Some are to enforce early closing hours, some to regulate sale of beer, etc. In the majority, locations and music men feel that the proposed regulations would be a nuisance and do little good.

All phonographs on location belonging to members will bear the association seal. Membership dues are \$1 for each phonograph on location and the fee is to be paid annually to the treasury.

Marshall Phono Biz Booms in Michigan

DETROIT, March 11.—B. J. Marshall, of the B. J. Marshall Co., Rock-Ola phonograph distributor in Michigan, reports his business at boom level. "From every side, all over the territory," exclaimed Marshall, "all we hear is, 'Get us Rock-Ola Luxury Light-Up phonographs right away.' I make frequent trips to the Chicago factory to get new shipments. When they get to us those phonographs go out so fast to the operators that we can hardly believe we ever had a shipment.

In the premium division of his business Marshall has a very able assistant in Mrs. Marshall. He gives her the lion's share of plaudits for having developed this end of the business into an important division.

"We are certainly pleased with business conditions in our territory," stated Marshall. "Our business is rushing, and from the way the locations are demanding the Luxury Light-Up models plenty of customers have money to spend for their favorite entertainment."

Read Rushed With Rock-Ola Orders

BEAVER FALLS, Pa., March 11.—Eugene Read, well-known operator throughout this territory, reports that he is practically snowed under by the demands for the new Rock-Ola Luxury Light-Up phonograph. He keeps closely in touch with the Rock-Ola distributor in Pittsburgh, B. D. Lazar Co.

In his words: "I was sold on the new phonographs from the very first, but I had no idea that they were going to be such a sensation. They are the biggest money-makers I've ever operated. Since these phonographs have been installed they have hit a good average every week and you may be sure the locations are happy."

"We are all especially enthusiastic about the 99 per cent slug-proof coin chute. I know from my experience in last year's operation that these chutes do exactly what they're supposed to. The savings we make with this feature are astounding."

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

Penny Serenade. Outstanding among currently popular songs on the air, over the sheet-music counter and in the phonographs in this English importation, and it's as definitely a must for those operators who have somehow overlooked it as the needles necessary to play it. Guy Lombardo has the record here, but Sammy Kaye and Horace Heidt also have strong entrants.

Deep Purple. Equally as big a number and just as important from the standpoint of representation in the machines, this beautiful ballad—which quite a few music men are beginning to call another *Star Dust*—is handled in contrasting manner by Larry Clinton and Jimmy Dorsey. Both discs are swell, and both are in demand.

Little Sir Echo. As was predicted in this corner some weeks ago, this unique novelty has risen to a high position among the most profitable recordings of the moment. It is likewise a strong sheet-music seller, and all in all, there is no question about its belonging in every phono. It's Guy Lombardo's Royal Canadians on this, also.

Hold Tight. Beginning to ease off a little, this front-running swinger can now be classed only as fair, rather than strong. It had a long, honorable run, however, and it ought not to be taken out of the boxes until the returns prove that it is absolutely dead. The Andrews Sisters and Pats Waller are the only discs on this one insofar as ops are concerned.

My Heart Belongs to Daddy. In a similar state of decline is this Cole Porter hit from *Leave It to Me*. Keep playing the Clinton disc until the call for it is over.

COMING UP—BETTER STOCK THEM

I Get Along Without You Very Well. It's only a matter of another few days before this Hoagy Carmichael ballad will be hopping into the section above. It's going pretty well right now and is lingering in this department only because it hasn't really hit its peak as yet. Red Norvo has a popular waxing, and Jimmy Dorsey's is meeting with mounting favor.

The Masquerade Is Over. Another potential number that's right on the brink of breaking into the higher brackets is this new tune by the writers of *Music, Maestro, Please*. Their latest brainchild seems to be starting out to duplicate the success of their hit of last summer, so don't delay in getting it into a slot. Next week will probably find it accompanying *Get Along Without You* into the "going strong" category. It's Jimmy Dorsey or Larry Clinton again for ops' purposes.

Heaven Can Wait. Eddie DeLange (the band leader) and Jimmy Van Huesen have turned out what will no doubt be their third hit since last fall in this appealing ballad. This looks like a worthy successor to *So Help Me* and *Deep in a Dream*, and from the way it's beginning it may even surpass those two in public favor. Glen Gray and the Casa Loma boys do their usual fine job on it, and so does Kay Kyser.

Undecided. A rhythm tune that started its career inauspiciously, this one gives promise of continuing it quite to the contrary. Written by Charlie Shavers, trumpeter in John Kirby's Band, it has a lift and a lift that can't be denied, and in the hands of either Benny Goodman or Chick Webb makes excellent phono fodder.

This Night. Watch this tune from MGM's *Honolulu*, the Eleanor Powell starrer, because you may be needing it pretty definitely in a short while. For that matter, it mightn't be a bad idea to have it around right now, inasmuch as the film is going the rounds and they'll be wanting to hear more of it. Platters here are either Glen Gray or Tommy Dorsey.

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.

Sweet Adeline. Here is a record, turned out by the Mills Brothers, that absolutely bears watching. This remake of the eternally popular quartet ballad by the sepia warblers is more than likely to become one of the biggest machine items of the spring season.

Ah! Sweet Mystery of Life. Advance excitement over Bing Crosby's recording of this Victor Herbert classic would seem to indicate its future strength as an operators' special. It's the best entry in a newly released album of Herbert's best known and best loved works.

I Cried for You. Still continuing along its merry way to the sweet accompaniment of dropping nickels, with Glen Gray and the Casa Loma-ites for the dance version and Bing Crosby for the balladeering.

Melancholy Baby. Another Crosby platter that has everything to make it as popular as any of Bing's endeavors on wax. A grand song and a great artist to do it—that's when the jitneys start rolling in.

Tain't What You Do. With the impetus given the song by the excellent Jimmy Lunceford recording and the added push of Chick Webb and Ella Fitzgerald's version, this is apt to follow the example set by *Hold Tight* several weeks ago and jump from an operators' special into a universally popular sheet seller and radio favorite. At any rate, no operator should overlook it.

Begin the Beguine. Artie Shaw's disc has been one of the greatest sellers in the last decade, and now comes an Andrews Sisters' version—purely vocal—to attempt to set some records of its own. It has what it takes to do it, at that.

There's a Hole in the Ole Oaken Bucket. Joining the Sammy Kaye platter as a nickel inducer is Eddie DeLange's arrangement of this ditty of the Ozarks. Eddie's disc is mostly vocal and all good.

The Gal From Joe's. A superior bit of swing is this Duke Ellington song and arrangement as played by Charlie Barnett's Band. It's the kind of thing that, if heard once, is bound to be repeated again and again.

Delmarva Ops Form Assn.

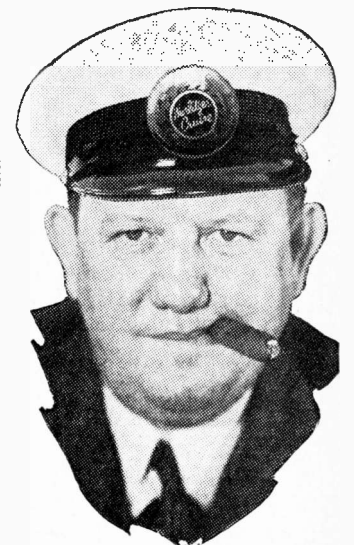
Tri-State operators organize to improve operating conditions—Callahan prez

CAMBRIDGE, Md., March 11.—Music operators of the Delmarva Peninsula, comprising sections of the States of Delaware, Maryland and Virginia, recently met to organize an association in order to clarify operating agreements and conditions. Elected to head the new organization were the following: Lawrence M. Callahan, Centerville, Md., president; Winston Custis, Belhaven, Va., vice-president; J. Clinton Brotemarkle, Cambridge, Md., secretary; Arron Saltz, Crisfield, Md., treasurer.

Secretary Brotemarkle, in reviewing the first meeting, said, "At the invitation of Frank Hammond, manager of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, a group of operators met in Salisbury, Md., March 3 for a general discussion of operating conditions and organization of the territory known as the Delmarva Peninsula. This territory includes two counties of Delaware, nine counties of Maryland and two counties of Virginia, which form the peninsula east of the Chesapeake Bay. It is immediately adjacent to the southern part of territory organized under the Eastern Pennsylvania and New Jersey Association.

"After several hours of discussion, the consensus of opinion being that the operators in this territory should form their own association, it was moved and seconded that steps be taken to proceed with organization. Frank Hammond served as chairman in organization proceedings. Officers and directors were elected for a period of 90 days for the purpose of adoption of a constitution and by-laws and the orderly establishment of a permanent working organization."

Charter members of the organization who will serve as directors are: Walton C. Bounds, Princess Anne, Md.; V. A. Downes, Centerville, Md.; O. A. Evans, Dover, Del.; Morris C. Cantwell, Salisbury, Md.; Every Truitt, Salisbury, Md.; K. Saltz, Crisfield, Md.; Frank Shockley, Pittsville, Md.; Roland Helmar, Middle-town, Del., and Frank B. Preston, Delmar, Md.



SKIPPER HOMER CAPEHART, who will lead the nation's music merchants and their wives on Wurlitzer cruise to Bermuda aboard the S. S. Ile de France. Trip is scheduled for September 30 and will continue until October 4.

Wurlitzer Bermuda Cruise Gets Nation-Wide Interest

Skipper Capehart sending hundreds of applications to eager operators daily

NORTH TONAWANDA, N. Y., March 11.—The announcement of a free cruise for music merchants and their wives to Bermuda has met with nation-wide interest, reports Homer E. Capehart, vice-president of the Rudolph Wurlitzer Co. Applications for passage and requests for additional details are being received in increasing quantity each day, indicating that the Bermuda cruise will have a full sailing quota of music merchants and wives.

Marking the gigantic entertainment to be planned for music merchants, the Wurlitzer Bermuda cruise will eclipse in magnitude even the previous factory party of 1937 and the transcontinental tour of 1938, it is said. The French Line's famous luxury ship, the S. S. Ile de France, has been engaged under special charter to cruise to Bermuda. Only Wurlitzer guests will be aboard this majestic liner as she sails from New York City on September 30.

One of the large liners in transatlantic service, the S. S. Ile de France will provide ample facilities for fun and entertainment as she cruises the Atlantic Ocean. Famed for fine food, an entire staff of French chefs will cater to the appetites of the vacationers. The magnificent dining salon of the Ile de France will add an additional touch to excellent meals served in an exquisite manner. All facilities of the spacious ship have been made available to cruise guests. Deck swimming pools, games, dancing entertainment and motion pictures will be provided to pack every minute with fun and frolic. The cruise aboard the Ile de France promises to be a real adventure that will provide a long-remembered vacation holiday for music merchants and their wives.

Anchoring at historic St. George harbor, cruise guests will be transferred to shore, where an "open-air" railway awaits them for a sight-seeing trip to Hamilton, Bermuda.

See Bermuda Charms

The day will be spent in enjoying the scenic splendor and tropical charms of

MR. PHONO OPERATOR SEZ:



The "CALCUTTONE" is the Only Needle for Me! Rides in the Grooves with Ball-Bearing Smoothness. Gives Finer Tone. Practically Eliminates Record Wear and Saves Money Because It Lasts Longer. Take My Advice, Order a Supply of "CALCUTTONE" Needles Today.

- Sample ... 35c
- 10 Lots ... 31c
- 25 Lots ... 28c
- 100 Lots ... 25c

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

Bermuda. Numerous side trips are being planned for cruise members who wish to inspect the island's many historic shrines and marine wonders. Arrangements are being made for ocean bathing on one of Bermuda's coral beaches in the warm waters of the Gulf Stream. The itinerary plans also include a trip thru the famous Crystal Caves. Music merchants and wives will also delight in the typical English merchandise which may be purchased in Bermuda's quaint shops at Hamilton.

The cruise will return to New York City on October 4, giving music merchants and wives an opportunity to visit the New York World's Fair if they desire.

In short, the Wurlitzer Bermuda cruise promises exciting days of sport and fun, enchanting nights of lights, laughter and relaxation on board the gigantic Ile de France. Every minute afloat and ashore will supply thrills that will make the cruise a memorable sea-going holiday for music merchants. It will be an opportunity to renew old acquaintances and enjoy the vacation of a lifetime with the Wurlitzer company as a host.

Calcutt Explains Calcuttone Needle

FAYETTEVILLE, N. C., March 11.—Drawing an analogy between a fountain pen and a common straight pin, Joe Calcutt, of the Vending Machine Co., has been explaining the play principle of his automatic phonograph needle, the Calcuttone.

He stated: "The Calcuttone actually rides in the record grooves just like a greased ball bearing. In this fashion it causes very little record wear, captures every musical note and lasts for an unusually long period of time."

"Now when sharp-point needles are used this is just like pulling a pin over a sheet of paper. It scratches, tears and wobbles. Our point is like that of the point of a fountain pen going over a sheet of paper and giving a straight,

Modern Vending's Surprise Coming

Nat Cohn tells us that Modern Vending Co. will make a surprise announcement for all music merchants in the March 25 issue of *The Billboard*. Nat was very secretive about the whole thing, but he did say that it had to do with Wurlitzer phonographs—and that all music merchants should make a note of the dates . . . March 22 to 24.

smooth, even line. The ball-bearing effect of the Calcuttone therefore gives smooth, clear, even tone. The point fits the groove completely."

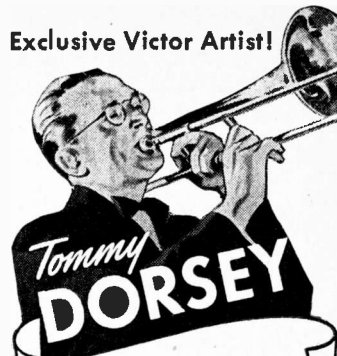
Study Reaction To Music Therapy

DETROIT, March 11.—Music is now a healer of minds, according to *The Detroit Free Press* in a recent editorial. "From time immemorial music has been employed to excite the loftiest exaltation and the deadliest, most poisonous passion," declared the newspaper. "Even savages long have utilized its sedative and provocative influence, and some have been extremely clever in their prescription for wooing life or death for their patients or victims. The value of this much-neglected form of mental and emotional treatment is now being widely recognized among those who deal with the ills and ailments of man."

That music is sought for its relaxing qualities or its stimulation is no news to operators of automatic phonographs. They have noted the era of jazz and swing. The people as a whole react to the music and actually seek it. It has been often said that love of music is a fundamental characteristic in everyone, even tho it may not be realized by the individual himself.

Radio technicians have developed music consciousness to a high degree. Backgrounds for dramatic plays require the use of music to fit the mood of the script. Martial airs, mysterious and weepy symphonics—all have their part in affecting the imagination and the actions of man.

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Tommy DORSEY
His trombone and his orchestra ... headline biller in coin machine profits

When Tommy gets that trombone sizzling, the nickels flow thick and fast. Victor keeps his newest hits coming up on Victor Records . . . Put them in your machines as fast as they arrive, and the profits will take care of themselves!

- KEEP YOUR MACHINES WHIRLING WITH THESE NEW VICTOR HITS:**
- 26172—This Night, Tommy Dorsey and His Orchestra.
 - 26157—There's a Hole in the Old Oaken Bucket, Sammy Kaye and His Orchestra.
 - 26165—You've Got Me Cryin' Again, Hal Kemp and His Orchestra.



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IT'S SENSATIONAL!



MAESTRO POINT gets what you want out of the record in tone and plays. No groove alignment, it fits into the groove. Guaranteed to give satisfaction. A real forward step in phonograph needles. It's a money saver. Single needles 35c—get quantity prices



AUTOMATIC PHONO NEEDLE

2000 and Better Plays

THE ELDEEN COMPANY,
176 W. Wisconsin Av. Milwaukee Wis.

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(Want Some Sea Food, Mama)

Recorded by **TOMMY DORSEY'S ORCHESTRA** (Victor-26163)

ANDREWS SISTERS (Decca-2214)

FAT WALLER'S ORCHESTRA (Bluebird-10116)

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- 25 WURLITZER 616s @ \$ 89.50
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- MILLS DANCE MASTER \$17.50
- SEEBURG 1936 SELECTOPHONES 17.50
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YEAR'S TOP

(Continued from page 3)

Following closely in number of successful creations during '38 are Frank Churchill and Larry Moray as a team, and Johnny Mercer, penning the lyrics to different composers' tunes. Churchill and Moray landed four songs among the best sellers, due partially to the fact that they were part of the score of Walt Disney's *Snow White and the Seven Dwarfs*, the enormous success of which carried the songs to the heights. Of the quartet, *Whistle While You Work* achieved the most prominence, placing No. 1 three weeks in succession. Mercer delivered four hits in *Bob White*, music by Bernie Hanigan; *Garden of the Moon*, with Harry Warren and Al Dubin; *You Must Have Been a Beautiful Baby* and *Jeepers Creepers*, both with Warren melodies. Latter three were pic tunes.

Told, *Alexander's Ragtime Band* and *Change Partners*. With the exception of *Long Last Love*, all were pic tunes, with the interest in the 27-year-old *Alexander* revived by its inclusion in the film of the same name. Hoagy Carmichael and Fred Hollander, turning them out for Paramount pictures, landed three each in the real hit class.

During the last part of 1938 a new combination of lyricist and composer came into view showing enough stuff to make a pretty certain prediction that if the team continues along the same lines this year it will wind up at the head of the class for 1939. Duo is Eddie DeLange (words) and Jimmy Van Huesen (music) and in the few months since their first hit, *So Help Me*, they have written *Deep in a Dream*, also a big number, and *Heaven Can Wait and Good for Nothing*, both likely candidates for hit honors. *Heaven* is doing particularly well at the moment.

Interesting is the fact that four of the above-named six blue-ribbon writers are comparative newcomers to the business. Loesser joined Paramount only about a year ago, after contributing special material to Broadway musicals, and clicked almost immediately with his first work for the studio. Continued big things are predicted for him by Lou Diamond, head of Paramount's music interests, and the opinion the studio has of him is indicated by the fact that Loesser is one of the handful of staff writers retained by Paramount after a purge that resulted in dropping Hoagy Carmichael and Rainger and Robin. Diamond's faith in the lyricist is predicated upon his ability to evolve original, different and unique title ideas, such as *Two Sleepy People* and a forthcoming Loesser creation, *That Sentimental Sandwich*.

Among other leading songs of last year are several noteworthy facts. *A-Tisket A-Tasket* was penned by Al Feldman, an arranger now fronting his own band under the name of Van Alexander, and Ella Fitzgerald, vocalist with Chick. *Ti-Pi-Tin* was the work of Maria Grever, a popular songwriter in her native Mexico but unknown along Broadway until her terrific hit of last summer. *Music, Maestro, Please* came from the experienced and capable Alle Wrubel and Herb Magidson, and Larry Clinton turned from the style of *The Dipsy Doodle* to carve *My Reverie* in popular form out of the Debussy original masterpiece with such success that the maestro has streamlined Tschalkowsky's *Rome and Juliet* music and the result, *Our Love*, may duplicate *Reverie's* career.

Altho Churchill has been writing background music for Disney cartoons for several years, he was a tyro in the field of popular song hits until the *Snow White* ditties pushed his tune-smithing stock sky high. Johnny Mercer has been a name writer longer than the others of the quartet—*Goody-Goody* and *I'm an Old Cow-Hand* were among the songs that established him a couple of years ago—but he is a Tin Pan Alley youngster in comparison with the Carmichaels, Raingers, Robins, etc. Whereas Loesser's particular forte lies in conceiving startlingly original titular ideas, Mercer's ability is in turning out easy, natural and humorous lines and rhymes.

Five teams and four individual writers supplied *The Billboard's* Sheet Music Leaders lists with three hit songs apiece last year. The prolific and successful Mack Gordon and Harry Revel had a slightly off year (for them), coming thru with only *Sweet Someone, Sweet as a Song* and *I've Got a Date With a Dream*, all film tunes. Jimmy McHugh and Harold Adamson knocked out three winners in *You're a Sweetheart, I Love To Whistle* and *My Own*, also pic material, but it remained for Johnny Burke and Jimmy Monaco to deliver the strongest seller of the entire year, *I've Got a Pocketful of Dreams*, among their three top tunes from two Bing Crosby pictures. *Pocketful* was the No. 1 sheet seller on *The Billboard* list for eight consecutive weeks and placed among the first three for 11. In the face of the younger crop of writers leading the field is the significant fact that Monaco has been writing hit tunes for the past 25 years.

Terry Shand and Jimmy Eaton started last year like a house on fire with *I Double Dare You*, followed closely and as successfully by *Cry, Baby, Cry*, and *I'm Gonna Lock My Heart*. The pair had their contract renewed by Shapiro-Bernstein but haven't produced a real hit since the start of the year. Nick and Charles Kenny were the remaining team of the quintet, giving the list three smash items, *Gold Mine in the Sky*, *Cathedral in the Pines* and *White a Cigarette Was Burning*. Cole Porter and Irving Berlin upheld the honor of the old guard who write both the tune and the words by contributing, respectively, *Rosalie, In the Still of the Night* and *At Long Last Love*, and *Now It Can Be*

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WURLITZER 618	94.50	PHONOGRAPH FLOOR STANDS (Used)	3.50
WURLITZER 616A	117.50		

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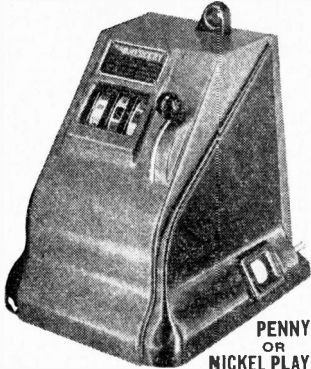
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MERCURY will open your territory for you. Its earning power is a sensation.

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Electric Testing Device Marketed

CHICAGO, March 11.—A new testing device for use with practically any type of electrically operated equipment has been marketed by the Universal Tester Mfg. Co., according to a recent communication from the company.

They state that the device would be useful to coin machine men who have any electrical equipment which upon occasion needs testing or repairing. Declared the firm, "The Universal tester is a startling new invention that will test any electrical appliance manufactured, cord sets, switches, etc. It will test any electric bulb of any size, any fuse of any type or size, motor windings, cut-outs, relays and various circuits.

"It is simple, safe, foolproof and accurate. It is so simple to operate that no one can make a mistake while testing. It is small and compact, does not consume current while not in use and can be operated on 110-120 volt a. c. or d. c. current.

"It is made in two models, the Standard and the Master. The only difference in the two models being that the master model is equipped with two jacks with extension cords for testing various circuits, motor windings, etc."

Name Klenck Acme F. & M. Ad Head

CHICAGO, March 11.—"The present time looks like the opportunity of a lifetime to lead the field in fast-moving salesboards," says H. A. Klenck, recently appointed advertising manager and chief designer of the Acme F. & M. Co. salesboard manufacturer.

"I've watched this company's progress in the last year as it has brought out new idea after new idea for the operator, each time making improvements and each time gaining additional operator acceptance. When this offer came to get in on the ground floor of such a progressive company I felt I couldn't afford to turn it down."

"Here is a most modern equipped manufacturing plant of unlimited resources and experience, manned by a group of hard-working executives with years of salesboard experience behind them.

"Jack Morley, general manager, is a man with many years of experience both on the road and on inside production. He is the watch dog of the Acme organization, seeing that every item used in the production of Acme boards is up to the exacting standards he sets."

EARN \$10 to \$20 A DAY!

Genco's

PUNCH-A-BALL

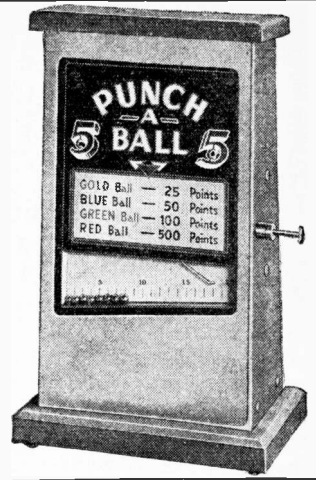
WORTH TWICE \$18.50

F. O. B. Factory

Immediate Delivery!

THE VENDING MACHINE CO.

205-15 Franklin St. Fayetteville, N. C.



O. K. TAGGED

COUNTER GAMES		YOUR CHOICE	
Ginger, 5c, latest model	\$14.50	Bally Baby	\$ 8.00
Ginger, 1c, latest model	16.50	Jennings Club Vendor	16.50
Sparks (Jackpot)	21.50	(Cigarettes)	
King Six Jr.	9.50	Mills Kounter King	13.50
Wilkey Seven Grand	22.50	De Luxe Cent-Pack	9.50
Punchette	3.50	Hit Me (Cards)	6.50
Highstakes	7.50	Blue Bonnet	9.50
Daval Reel Spots	6.50	Bingo	13.50
Daval Bell Slides	7.50	Gotlieb Single Gripper	6.50
Homestretch	5.00	Changemaster	12.50
Longbeach	5.00		
Running Wild	5.00		
Electric Scoreboard	5.00		
Home Run	5.00		

\$9.50 ea.

3 for \$25.00

1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO., 1731 Belmont Ave., Chicago, Illinois.
Write for Price List.

McCALL'S WEEKLY SPECIALS

COUNTER GAMES

- BALLY NUGGET \$ 6.50
- DEUCES WILD 13.50
- JOKER WILD 13.50
- LITTLE POKER FACE 10.50
- TALLY 12.50
- WESTERN HORSES 6.50

NOVELTY PIN GAMES

- BALLY VIEW \$29.50
- CHICO MARVEL Reserve 29.50
- CHICO ERBY 5.00
- HOME STRETCH 45.00
- JITTERBUG Reserve 45.00
- CLICK, Free Game 45.00
- GENCO ZIP

WANTED Mills Vest Pocket Balls, Bally Grandstands, Rock-Ola World Series.

Write for New Price List No. A212

WE BUY, SELL OR EXCHANGE.

3147 Locust St., St. Louis, Mo. **McCALL NOVELTY CO.**

CASH IN ON THESE VALUES

1938 Skill or Track	\$105.00	Bucky Track Odds	\$85.00	Bump-a-Lite	\$14.00
Time	85.00	Exhibit Races, 7coin head	34.50	Bally Entry	25.00
Kentucky Clubs	85.00	Exhibit Chuckalette	34.50	ARCAD E QUIPMENT	
Red Head Track Times	59.50	ONE-BALLS		K. O. Fighters	\$90.00
Grey Head Track Times	45.00	Grand Stands	\$97.50	Magic Finger	45.00
Tanfores	24.50	Seabiscuits	87.50	Chester-Pollard Golf Machines	15.00
Dark Horse	29.00	Sport Pages	76.50	Golfmore Machine	27.50
Exhibit Longchamps	55.00	Fairgrounds	32.50	World Series	99.50
Liberty Bells or Derby Days	29.00	Fleetwoods	32.50	Fan-Front Microscope	
1937 Lincoln Fields	45.00	1-2-3 Reversed Reels	35.00	Diggers	55.00
1938 Lincoln Fields	45.00	Across the Board	30.00	Roll Chute Mutoscope	
Teasers	19.50	Stones Champ	45.00	Diggers	30.00
Saddle Club	30.00	Quinella	30.00	Roll Chute Mirror Back, Streamlined Electric Hoists	35.00
Club House	30.00	Paddis	30.00	Flap Chute Mirror Back Hoists	25.00
Domino	25.00	Her-Der	30.00	Done or Flat Top Merchantmen	25.00
Paces Races, Black 20-1	65.00	Arlingtons	22.50	Keeney Targettes	45.00
Bally Favorite	27.50	Preakness	19.00	Tables—For Cash or in Trade	Half Deposit, Balance C. O. D.
Bally Bells	25.00	Caroms	14.00		

WANTED: Late Used Novelty Tables—For Cash or in Trade. Half Deposit, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, 2336-B Prospect Avenue, Cleveland, Ohio

A TRULY GREAT MONEY MAKER

1939 CONTACT

JUST WHAT YOU NEEDED TO PUT NEW PROFIT LIFE IN YOUR OPERATING BUSINESS--ASK YOUR JOBBER.

"Modernization of Thing"--Fred Mills

CHICAGO, March 11. — Fred Mills, president of the Mills Novelty Co., one of the industry's largest manufacturing concerns, has spent many years in the study and making of coin-operated devices. In discussing the latest product of his concern, the Mills Smoker Bell, he stated: "Just like automobiles, coin machines today have to be made to fit the current styles. It isn't what is the best thing to do so much as what is the right thing, having all obstacles and interferences in mind. Today's machines, like today's cars, have to be more capacious in their utility but smaller in their cubic area; lighter in weight but stronger in action; able to give superlative service and still keep in style. Coin machines, like cars, have to be

AUTOMATICS (USED)	NON AUTOMATICS (USED)				
Sport Page	\$84.50	Preakness	\$19.50	Zeta	\$24.50
Fairground	39.50	Derby Day	19.50	Rita	24.50
Flasher	49.50	Carom	14.50	Palm King	24.50
		Racing Form	14.50	Paramount	32.50
		Classic	14.50	Bally Reserve	19.50

BOYLE AMUSEMENT CO.
522 N. W. Third Street, Oklahoma City, Okla.

speedier, more mobile, more streamlined. "Acknowledgment of these trends explains the tremendously favorable reception our new Smoker Jackpot Bell is now getting. The Smoker is a bell, just like the old-time bells in its nature, but in appearance and in action it is streamlined just like a modern automobile. Its quietness is amazing; you can't hear it in action. Jackpot and payout are not noticeable, yet their appeal is stronger than ever. The wood treatment of the case is an entirely new idea in a bell machine. Its small size, combined with its terrific strength, makes it an investment that can't fail."

Mills Smoker

1c to 5c play

\$57.50

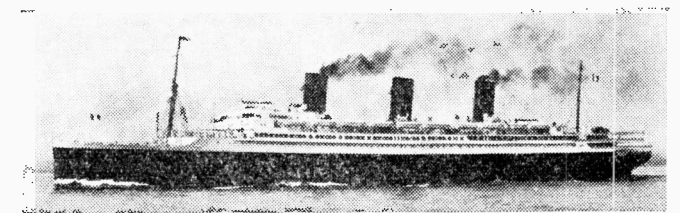
Keystone Novelty & Mfg. Co.
26th & Huntingdon Sts., Philadelphia, Pa.

Jackpot Bell!

WATCH FOR

TRIO

A 5 BALL NOVELTY GAME AS ONLY DAVAL CAN MAKE IT!



S. S. ILE DE FRANCE, chartered by the Rudolph Wurlitzer Co. for music merchants' cruise to Bermuda September 30.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



CANDIES FOR BULK VENDERS

by

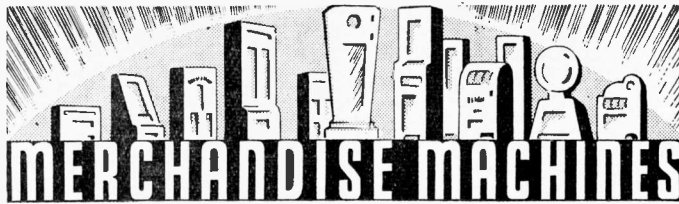
Pure, wholesome, fresh
Appetite appealing
None better

Conform with Pure Food Laws
Over 40 different varieties
Noted for high gloss finish
Fast and efficient service
Extra uniform size pieces
Colored for attractive display
Tastily flavored for repeat sales
In handy sturdy containers
Over 47 years making candies
National distribution
Sure—Let's order some today

PAN CONFECTION

345 W. ERIE ST., CHICAGO, ILL.

Write for Complete Price List
"Originators of Hard Shell Candies"



Victor Challenger Placed on Market

CHICAGO, March 11.—Harold M. Schaefer, president of Victor Vending Corp., announced recently that he had placed his newest bulk merchandiser, the Challenger, in the hands of the trade. Latest reports, he declares, from distributors and operators alike indicate that the Challenger is getting a fine reception.

Said Schaefer: "Challenger is the result of many months of careful planning. It is designed and constructed to overcome all objections operators have experienced in the past. It offers streamlined beauty, genuine quality and full-time performance at a price amazingly low. Operators looking for a machine to vend closely uniform portions with wide-range adjustment, one on which you can change the set of the portion adjuster without even removing the globe, will find these features on Challenger.

"Some of the outstanding features are a special porcelain slick-slide delivery chute which is absolutely sanitary, non-corrosive and nonclogging; protection against slugs of all kinds; finest casting materials; special screw-type lock; sturdily built, heavily ionized crystal clear glass globe and other features. "Our production facilities are geared up to meet all demands for Challenger. We are confident that Challenger will be the most profitable vender that operators have put to work for many years."

Vending Notes...

PHILADELPHIA.—What won't be sent thru coin machines next? Newspapers carried plenty of publicity about the suggestion that telegrams be sent thru coin-operated boxes placed on street corners. Next thing is to put television on coin machines—with a guarantee that your mother-in-law can't peer thru the machine or your money back.

PHILADELPHIA.—Penny gum-vending machines have been placed on the platforms of all subway stations in the city, which is rather surprising since nobody made use of this idea before.

SHREVEPORT, La.—S. E. Nelson and his Cigarette Service Co. are unusually busy these days. Nelson is one of Shreveport's lively merchandise ops who keep abreast of the times. He is the operator who won the second prize at the recent NACOMM coin machine show in Chicago. The prize was a radio.

LONDON.—Haworth, of Blackpool, Eng., exhibited at the recent London Amusement Trades Exposition a new machine called a Camera Obscura. The machine stands seven feet in height, giving sufficient clearance to view over heads of surrounding public. At top is the optical arrangement which receives the view and projects it upon a white screen. This is made visible thru eyescopes upon insertion of coin in chute.

LONDON.—British scale operators incline these days towards giant models with neon lighting. Autoway Co., of Glasgow, presented a range of these with perfume spray as part of machine.

NEW ORLEANS.—One of the biggest music and games operators in this city has ordered out a large line of Du Grenier cigaret merchandisers. He requests that his name be withheld until the deal has been completed.

Operators Fight Wis. Cig Taxation

MADISON, Wis., March 11.—Michael Klein, of Milwaukee, appeared before a hearing of the joint finance committee of the State Legislature here March 2. He spoke in opposition to the Sauld cigaret tax bill recently introduced, which would place an emergency levy of 2 cents a package on cigarets and cigaret papers.

Klein said that cigarets were already overtaxed and that such odd fees would create difficulties for vending machines in the State.

Retail tobacco dealers and jobbers also informed the committee that the tax would give their business to chain stores, mail-order houses and bootleg sources.

Houston

HOUSTON, March 11.—Executive offices of Music Operators' Association of Houston are now located at 518 Anita street, Houston. W. A. Niemacki, secretary, announced that he would be in the office from 1 until 6 every afternoon in performance of his duties.

Niemacki is again the paid executive secretary of the association. He was largely responsible for actually forming the organization, and for the first several months was employed as full-time secretary. Then with things running smoothly he resigned in favor of a part-time secretary. Recent increased activity of the association necessitated his recall.

George Cunningham, music operator, was initiated into the Fraternal Order of Eagles on the evening of March 2.

Probably Fred McClure's ability to recognize real value when it was shown had had something to do with his being a top-notch music operator. He is firmly convinced that he doesn't want to miss a single copy of *The Billboard* and has entered his subscription for three years.

Natchez, Miss.

NATCHEZ, Miss., March 11.—During the eighth annual pilgrimage of the Natchez Pilgrimage Garden Club, which opened March 4 and continues for two weeks thru March 19, and during the two weeks pilgrimage of the other club, the Natchez Garden Club, which is also for the same duration, the Natchez Hotel is opened. This hotel, serviced by the Seramac Novelty Co., has a number of machines and is the newest spot for the operators. Other pilgrimage locations are also in operation.

A new Rock-Ola, the first of 1939 models in this territory, has arrived at the Seramac Co. and will be placed at the Golden Anchor night club by Sam McCabe and Sam Serio. It is a beautiful machine and is attracting favorable comment.

MERCHANDISERS'

(Continued from page 71)

and "ahs" were plentiful in admiration of the masterful job Matthew Forbes, Arthur Nach, Martin Berger and their cohorts had done in editing and designing *Cigarette Merchandisers' Almanac*. Especially pleasing were those little red cards. All one had to do was to place one's name and address on a card to have a copy of the *Almanac* mailed to one's home. . . . The most surprised man of the evening was Martin Berger, president of the New York group, when William Peek presented him with a beautiful ring in appreciation of his services on behalf of the association. He covered up his surprise beautifully, however, in a bit of repartee with Peek in which he accepted the ring as a "token of his engagement to Peek." That makes Bill a bigamist or something. . . . An

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.



CHALLENGER

Offers You Streamlined Beauty, Genuine Quality and Full-Time Performance.

Write at once for complete details and prices.

Distributed by

ROY TORR
2047 So. 68th St., Philadelphia, Pa.

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.

S. Broad and Wickman St. Palmyra, N. J.



CHALLENGER

Offers You Streamlined Beauty, Genuine Quality and Full-Time Performance.

Write at once for complete details and low prices.

Distributed by

Reliable Vending Machine Co.
452 Venice Blvd., Los Angeles, Calif.

CHALLENGER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.

CHALLENGER

Meets the Challenge for a Bulk Merchandiser That Provides POSITIVE FULL-TIME Performance.

Write at once for complete details and low prices.

Distributed by
Vending Machine Headquarters
1160 Mission St., San Francisco, Calif.

PERMANENT INCOME

Big profits if you operate a route of America's most beautiful vender, The Lucky Boy. Establish a permanent paying business in your community by placing machines in Drug Stores, Tail Rooms, Taverns, Cigar Stores, and many other places. Easy to place; merchants are glad to display machines. Have an independent business of your own and establish a permanent income. Write at once for brochures of easy starting plans. Do it now. Write **RAKE, Dept. N. M., 5438 Woodland Ave., Philadelphia, Pa.**

AGENTS WANTED

End your correspondence to advertisers by mentioning *The Billboard*.

added note of festivity was the announcement that Sam Yolen was celebrating his birthday along with his fourth anniversary in the cigarette merchandising machine business. "And I'm still paying off notes," he added. . . . Mrs. Jackson Bloom also was celebrating her birthday but she wouldn't reveal the number. . . . Babe Kaufman, attired in a gold cloth dress, proved to be one of the belles of the ball. It seems she didn't miss a dance and proved that she knew all the latest jitterbug steps. . . . Something unusual noted at the affair was that the wind-up of the floor show served as a prelude to increased fraternization amongst the guests instead of the usual exodus. . . . Everyone was loud in his praise of the excellence in the food, the high degree of efficiency in which the affair was carried off and close attention to minute details which the committee in charge had exercised to make the affair such a sterling success. . . . It is impossible for the author of this column to give a complete story of the affair at this writing since this is being written a half hour after the conclusion of festivities.

For a complete report see next week's issue.

Philadelphia

PHILADELPHIA, March 11.—The history of the Philadelphia Coin Machine Operators' Association, to be published in its souvenir book which guests attending its banquet on Sunday, March 12, will receive, was written by Ben Witt. Witt is almost as well known for his writings as for his coin machine operations and has undoubtedly done a bang-up job on this write-up.

Jake Cohen, one of the most regular attendants of meetings and association affairs in the entire local organization, may have to miss the gala affair held this Sunday at Benny the Bum's because he is momentarily expecting his wife to present him with either a son or daughter.

Louis Lall, partner of the Mutual Music Distributors with Sam Weinstein, is taking things easy now. He recently returned from a trip to Hot Springs, worked about the office for a few days and saw that the route was running

smoothly, then departed this week for a vacation in Miami, Fla.

The Royal Record Shop, conducted by Harry Elkins, who distributes music machines on his route under the title of Royal Distributors, is doing a good business on swing records.

Exhibit Sales is plugging a variety of novelty salesboards. At least 200 different types of boards were displayed in their showrooms. Exhibit is distributor for Superior, Ajax and Esco products, the latter being its own trade-name on boards.

Charles Green, who lays claims to being the longest established coin machine operator in Southern New Jersey, was in town this week looking over the new machines and products.

Ed Heller, manager of the Royal Record Shop, is also manager of a fast-climbing 15-piece band named the Royalist Orchestra. Report is that several recording companies have extended offers to put the bunch on records.

Cigaret machines are being placed on the floor of centrally located 5 and 10-cent stores.

Back home from an enjoyable trip to Florida and Cuba is L. H. Rothstein, of the Banner Specialty Co. While Banner Specialty is not doing promotion on any special machine, it finds that its entire line is enjoying a fine reception.

Wally Schneider, who operates as the Metropolitan Amusement Co., has found business so good that he hired a new man to help him on his route. Bill Johnson is an experienced service man, Schneider reports, and should help him cover his territory easily.

Maurice Finkel, of the High Point Amusement Co., which distributes Federal tubes, reports that local operators are buying plenty of his tubes. He recently received a large amount of publicity when a local columnist mentioned that one of his machines was rented to a graduate of Boys Town who was living in Philadelphia.

Edward J. Dingley, Unit Vending Co., president of the Automatic Cigaret Venders' Association of Eastern Pennsylvania and delegate to Interstate Cigaret Merchandisers' Association, was elected a member of the board of directors of the Interstate Association at a meeting in New York.

The meeting of the Automatic Cigaret Venders' Association of Eastern Pennsylvania, which was held in February, marked the second birthday of this organization. Norman Fuhrman, counsel and secretary, reminded members of the occasion.

The Automatic Amusement Co., headed by Frank Engel, distributor of Seeburg phonographs, is doing a nice bit of business. Sales have been most satisfactory since the new models have been presented.

Arrangements are being completed for the inauguration of a complete service and repair department at the headquarters of Automatic Amusement. Extension of services for operators is offered in the belief that the organization should offer the utmost help to its dealers, Frank Engel declared.

Morris (Reds) Margolis, who has been vacationing in Florida for the past few weeks, is expected back home soon.

Home again after a vacation down south, which left him tan as an Indian, is popular Bill Rodstein.

Henry Margolis, who has only recently started operating for himself, opened another record store at 1401 1/2 Columbia avenue. This store is his second since beginning operations, which indicates business must be swell.

Penny gum vending machines have been placed on the platforms of all subway stations in the city, which is rather surprising since nobody made use of this idea before.

What won't be sent thru coin machines next? Newspapers carried plenty of publicity about the suggestion that telegrams be sent thru coin-operated boxes placed on street corners. Next thing is to put television on coin machines—with a guarantee that your mother-in-law can't peer thru the machine or your money back.

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.

CHALLENGER

Meets the Challenge for a Bulk Merchandiser That Provides POSITIVE FULL-TIME Performance.

Write at once for complete details and low prices.

Distributed by **VIKING SPECIALTY CO.**
530 Golden Gate Ave., San Francisco, Calif.



UNIVERSAL-TOPPER

\$6.95 LESS IN QUANTITY, **\$6.75**

America's Finest Vending Machines Of Them All

Send for sample and write for quantity prices. Many more good makes at attractive prices. Also good used machines. Get our descriptive literature.

DO IT NOW

And Save Money.

RAKE

Factory Distributors,
5438 Woodland Ave., Philadelphia, Pa.



Bargain! BRAND NEW

STEWART & McGUIRE
1c-5c COMB. BULK VENDERS

24 Machines... **\$7.45**
12 Machines, \$7.95 Each, Sample \$9.95 EA.

USED MACHINES
Columbus 5c Peanut Venders... \$3.00 Ea.
MASTER 1c-5c No. 27 Venders... \$6.50 Ea.
EVER-READY 4 Col. 1c Venders... \$6.50 Ea.


D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



Profits Increase!

WITH THE

U-NEED-A CANDY MERCHANDISER



- VENDS ALL STANDARD BRANDS
- FAST AND EFFICIENT LOADING
- LOCATION GETTER
- SLUG PROOF FOOL PROOF
- PROVEN EFFICIENCY
- SIMPLE OPERATION
- GREATER VOLUME
- FIVE COLUMNS

"Most beautifully designed 5c Candy Merchandiser"

Write or wire today for latest literature, prices and terms.

Get on our mailing list. Send your name and address.

U-NEED-A-MERCHANDISER, INC.
135 Plymouth Street
Brooklyn, N. Y.



SPUDS

Now \$6²⁵

PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. *Cork or Plain.*

The Axton-Fisher Tobacco Company
Louisville, Ky.



CHALLENGER
Provides a Bigger Income for Operators Everywhere.
Write at once for complete details and low prices.
Distributed by
The Atlas Sales Co.
6121 Lorain Ave.,
Cleveland, O.

Introductory Sale Merchandise Machines

Stewart & McGuire Model S, 7-Col-urn (1937)	\$47.50
National 6-30	40.00
Arcor 5c Candy Bar Vendors	6.00
Advance 5c Candy Bar Vendors	5.00

All machines repainted and perfectly reconditioned.
1/3 Deposit With Orders. Balance C. O. D.
COMPLETE LINE OF CIGARETTE, CANDY AND MERCHANDISE VENDORS.
MOHAWK COIN MACHINE EXCH.
604 10th Avenue, New York City.

CHALLENGER
Provides a Bigger Income for Operators Everywhere.
Write at once for complete details and low prices.
Distributed by
E. T. Barron & Company
19 East Lake St.,
Minneapolis, Minn.

EASTERN FLASHES

Photomatics at the Fair

There'll be no time for a vacation for Bill Rabkin this summer. He'll be too busy watching over International Mutoscope Reel concessions at the World's Fair. Rabkin's contract calls for the erection of two buildings within the amusement area, each to house from 8 to 10 Photomatics and completely equipped studios for photographic accessories. In addition, he'll have three studios for his Photomatics in fair-controlled buildings. Rabkin also has the right to operate machines as subconcessions in any of the villages or other major concession attractions and is busy negotiating with the heads of these enterprises for space. At the present time he's also drawing up plans for a giant arcade which will be spotted in the middle of the amusement area. This arcade will have a 55-foot front and house a wide variety of coin-operated devices.

Rabkin reports that foreign visitors will be well acquainted with the firm's Photomatics since these machines are now in operation in such far-flung spots as Australia, British West Indies, New Zealand, South Africa, Peru and Venezuela, the Philippines, India and the Straits Settlements, not to mention such better known countries as England, Sweden, Finland, Mexico, Canada, Syria, Belgium, Puerto Rico and several others.

From the New Jersey Front

Dick Steinberger, of Stirling Distribs, Newark, celebrated his 33d birthday March 3 and reports he is the third son. No wonder, he says, "all good things run in threes." . . . Tom Burke, Dave Stern, Harry and Sam Wichansky, who do the thinking for National Vending Co., Elizabeth, N. J., piled into a car and left for an extended stay in Miami. On the way down they intended to visit with prominent coin firms. Definitely on the list of stops was Fayetteville, N. C., where the boys want to look over Joe Calcutt's way of doing things. . . . Irv Morris, of Ponsers' Newark offices, hopped over to the Big Town to have a specialist yank a tooth for him. He spent the rest of the day wandering among the new games at the Ponsers New York headquarters holding his jaw. . . . Jack Kay, of Ace Distribs, Newark, is back on the job again now that he's overcome the severe cold he contracted on his return from Florida. . . . Freddie Law, of Hercules, is mighty proud of his new baby daughter and will ramble on for hours about the cute things she does.

Encore at Ponsers'

George Ponsers reports that it's been a long long time since any sample

game received such close attention from ops as Daval's Encore, five-ball novelty game, which they received this past week. "Ops are going strong for Encore's unusual play action," Ponsers observed. "This action is entirely different from any other game on the market at the present time. It features the shutting off of 20 bumpers with five balls and scoring after the bumpers are out. Each bumper calls for 1,000 points. As these are shut off they register two points at a time for winning awards. Already we've one of the largest reservation lists for advance orders we've ever had." George also reports that ops are demanding Chicago Coin's Majors and Exhibit's Speedy in large quantities.

Big Rush at Fitzgibbons

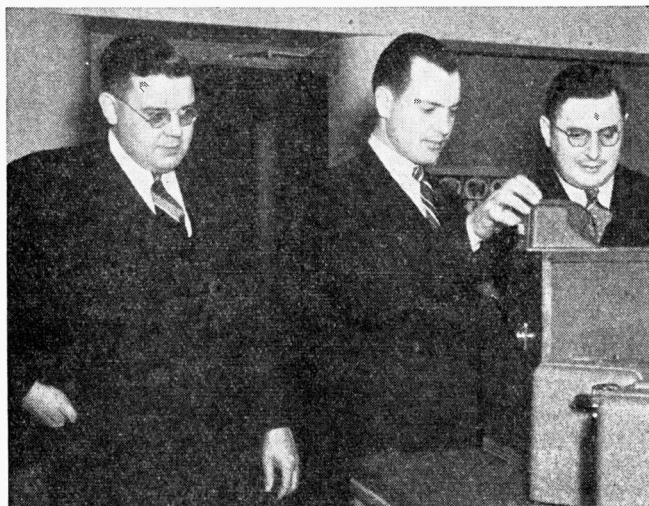
Sales are being made quick and fast at Fitzgibbons' Bally Building these days. In explaining the rush, Fitz stated, "Once Bally Royal samples got out on location the ops began to flock here demanding immediate delivery. Then came Bally Spottem and the rush doubled. The days of Reserve and Bumper are nothing compared to demands for Bally Royal, Bally Supreme and Bally Spottem. We're doing our best to meet the demand and have been in constant touch with the factory. Ops are really taking to the new Bally games because of their fast action, thrilling play and quick results." . . . Bill McDonald, of Fitz's force, made it a practice to enjoy a game of handball during his lunch hour. Says it keeps him fit for his desk work. . . . Everyone is wondering why Gene Callahan, of Fitz's uptown offices, seems to be growing taller and taller. He's long since passed the six-foot mark.

Johnson in Town

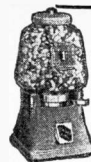
Ed Johnson arrived in town this week with Jennings' In-a-Bag Peanut Vender in tow. Spent some time explaining it to the boys and showing them the many angles for operating this new number. . . . Mac Perlman has a system all his own for judging new games. He explained his theory to some of the boys while looking over a new game at one of the local distrib offices the other day. Many believe now that Mac really knows his stuff. . . . Mit Soffer is planning a surprise for his charming wife. He's reported making the rounds of various leading jewelers.

Hart Enters Counter Field

Frank Hart, of Eastern Machine Exchange, Newark, entered the coinless counter game field this week with his New Deal Trade Stimulator. "There is no doubt in our minds," Hart claims, "that the method in which our machine stimulates trade is sure to prove legal in every territory. At the same time this machine will not accept any coins. It uses a special check which comes free with the machine. Our tests proved this machine the best both in earning power and mechanical excellence of any we've ever had."



"IT'S A SWELL TRADE STIMULATOR," comments Jim Longaker (left), of Mills coin machines sales department. Oliver Williams (right) and his son (center), both of Egg Harbor, Wis., try out the Mills Smoker Bell.



MUSIC and GAME OPERATORS

SILVER KINGS

With No Extra Stops.
Watch PROFITS Grow
Everything furnished for a quick start.

SPECIAL—One Vendor, 10 lbs. Candy, 4 Gross Charms, . . . \$8.45
One Sample Machine, Only \$6.50.
Ask for Special Information on Vending. Send for FREE Circular and Terms. Factory Distributor.

TORR 2047 A-SO. 68 PHILA.

SMOKER
Mills New Jackpot Ball
\$57⁵⁰
★
Ellis Nasif, Box 821, Vicksburg, Miss.

California Communications

Lou Wolcher, former sidewalk of New York boy, writes from his adopted town of San Francisco that he is back on the job again after having spent his vacation in New York and Miami. . . . From Oakland, Calif., comes a note from Gordon Mills, Mills Sales Co., Ltd., reading: "If you know anyone who thinks he has something that can go over at the San Francisco fair please have him get in touch with me."

Lane Gets Action

Every day is filled with activity for Bert Lane at Seaboard since Genco's sensational Punch-a-Ball arrived. "Never before have I handled a number which brought so many repeat orders as this new non-coin-operated counter game," Lane says. "Punch-a-Ball with the convertible baseball glass known as Play Ball is making money on location lightning fast. It has the sportiest appeal of any game that has hit the market in a long time. The op has many advantages with this game, and it looks like the smash hit of the year to me."

Joe Darwin Returns

Joe Darwin and Mrs. Darwin have just returned from their South American cruise. Joe reported that it was the best vacation he has ever had and that he enjoyed it immensely. . . . Sol Silverstein, now with Chicago Coin as traveling sales manager, was greeted warmly by his many friends on his arrival here. Sol told some interesting tales about the rest of the country but still maintains that there is no place like the Big Town.

Munves Is Asker Distrib

Mike Munves is mighty proud of having been chosen distrib for the new counter-size horoscope machine Asker. Joe Munves, who is in charge of sales for his brother, Mike, maintains that Asker is one of the most ingenious horoscope machines on the market. "Being small, light, compact and low in price," Joe says, "Asker opens a big field to every op. It brings the machine to locations that have always wanted a horoscope machine but couldn't give up the space the large-size machines require. This machine is all profit for the op." Munves reports his firm's territory for Asker includes the New England States as well as New York, New Jersey and Pennsylvania.

Best Dressed Ops

Marty Roth and Gil Faria are voted among the best dressed ops in town. Marty always has his cigar while Gil sports his high-priced derby. . . . Nat Conn, of Modern Vending, reports that Wurlitzer's statement that there would

be no new models for the rest of 1939 has zoomed sales to new highs. . . . Earle Winters and Melba Schnepps, of Mutoscope, get that extra lift at 3 in the afternoon by ordering malted milks. Earle prefers his with an egg in it.

Rothstein Speaks

I. H. Rothstein, Banner Specialty exec of Philly, is loud in his praise of the current crop of games. "Some of the games we have on display now," he states, "are the finest we've ever had. The method of simplifying the electrical mechanism, the strides made in rendering the games cheat-proof, the fascinating play action and all-round mechanical excellence and beauty of the current crop of games make them all winners. It is only by recalling how the games looked a while back that we really appreciate the strides that have been made by the manufacturers."

Baby Production

Ruth (Shapiro) Katz, well known in coin machine circles when she held down a desk at Mutoscope, has just had her first child. It's a girl which she has named Letitia. In case you remember send her greetings. . . . Babe Kaufman proved she could do the latest jitterbug steps at the ciggy ops' affair at the Hotel Robert Treat in Newark. . . . Mike Munves is back from Florida, where he enjoyed a real vacation. Mike claims he took things easy and played pinochle most of the time for excitement. "Went fishing once," he says, "and caught a few lobsters or something."

Nat'l Vending Co. Clicking

Dave Stern, prior to leaving for Florida on his vacation, reported that ops are really going for the trade-in offer made by his National Vending Co., which is New Jersey distrib for the new Rock-Ola phono. "This trade-in plan calls for allowances on practically any type of coin-operated equipment. Many ops thinking of entering the automatic phono biz are much interested in this trade-in plan," Stern stated. He also revealed that it is the plan of National Vending Co. to give complete service to ops in all parts of the State. "We will carry a complete stock of parts for all Rock-Ola phonos as well as supplies of every kind for the ops, including records and needles," Stern revealed.

Budin Back on Job

Herman (Chubbie) Budin returned from Florida looking like the proverbial million dollars and rarin' to go. He's all pepped up over Stoner's Lido, which he says will top the sales records hung up by their famous Chubbie. "The game looks like a winner to me," he said.

Off the Cuff:

Sain Kressberg, of East Coast Phono Exchange, is brown as can be as the result of his vacation in the summer clime. He says the winter rest did him a load of good. . . . Ben Kulick has his missus visiting New York. She did the town in a real patriotic way, taking in two Broadway shows, *Abe Lincoln in Illinois* and *The American Way*. . . . Bob Scher, well-known Brooklyn op, went to Los Angeles recently on his honeymoon. He is returning by the water route. His friends in Brooklyn are pretty peeved at him for not dropping them cards. His partner, however, alibis that Bob must have been too busy.



KEENEY FORCED to draft Chief Engineer Binks, Sales Manager Becker and "P. A." Muenzer in handling Sptinner-Winner shipments.

British Games Expo Has Good Attendance, Display

Main exhibit is American-made games—many new British models shown

LONDON, March 5.—London Amusement Trades Exposition during four days' run, February 21-24, had attendance well up to standard of last year and three previous coin-operated machine shows. Provincials turned up in force, plus fair contingent from Continent. Among latter were Rene Godin, editor of *La Revue de L'Automatique*, and Yeni, of Novelty Co., Paris. No visitors from United States, but registering in from Canada were M. A. Collins, of Brantford, Ont., and J. Hays, of Hamilton, Ont.

At least half of the show was devoted to coin-operated equipment with higher percentage than ever of British devised and manufactured machines. In two instances these were table games—Ol, of Samson Novelty, incorporating Zeta-type bumpers and odd ball; Shuffle-Board, of Electric Equipment Co., with player-controlled shuffle board and balls running from top to bottom to be manipulated past losing holes. Otherwise, exhibits of this class were American. Outstanding in operator interest was Genco's Circus shown by Coin Amusement Machine Supply, Ltd., the same firm's Bubbles being a close runner-up.

E. A. Meller, Ltd., of London and Paris, showed cranes equipped with inverted grabs. Prongs of grab point downwards when dropped into candy and swag; after prescribed time prongs turn up and grab is pulled up in usual way. Advantage of inverted grab is that it enables greater use of swag with loops and rings such as clocks and watches.

Haworth, of Blackpool, exhibited among other new machines a coin-operated Camera Obscura. This machine stands seven feet in height, giving just sufficient clearance to view over heads of public. At top is the optical arrangement which receives the view and projects it upon a white screen. This is made visible thru eye scope upon insertion of penny in slot.

Samson Novelty enjoyed big business with British unit for converting electric table games into payouts or cigaret delivery machines. This firm as agent for Groetchen made fine display of Sparks and Columbia Bells, entire stocks in hand of latter being sold out by third day of show.

A somewhat surprisingly brisk demand was experienced for bells. This particularly applies to Coin Amusement Machine Supply Co., Ltd., with Mills products and Dave Buckman, who introduced the new Caille ranges.

British engineering firm, Vernon Lockwood Mfg. Co., Ltd., had no difficulty in securing interest in its revolutionary

electric scoring devices for all kinds of machines and games.

Standard equipment proved top liners. British scale operators incline these days towards giant models with neon lighting. Autoway Co., of Glasgow, presented a range of these with perfume spray as part of machine.

Western Novelties Co., with Tony Gasparro back in charge, was disappointed at not receiving Gottlieb's Fire Alarm table in time for showing. Center of attraction here was Caille seven-slot bell.

Goddard Novelty Co., with Percy Goddard and Buck Taylor well to fore, had its busiest time with Bally's Supreme and Stoner's Chubbie and Tommy.

Wurlitzer stand, under direction of M. J. Gubay, was one of the busiest spots in entire show. On third day these coin-operated phonographs were demonstrated for a while by Reginald Dixor, ace player of Wurlitzer organ at Blackpool Tower.

Thruout the show *The World's Fair*, British trade publication, displayed cablegram from *The Billboard* wishing exhibition every success and British trade a year of peace and prosperity.

Among the big sellers was coin-operated anti-aircraft machine gun with light-up aeroplane target, of J. G. Brenner.

Working nonstop, greeting old friends, were Solly, Morry and Phil Shefras, of Shefras Automatics, Ltd., agent here for Jennings.

Agents for Rock-Ola were at a disadvantage thru nonarrival of latest model machines. Where fault lies is not too clear, altho agents avow that manufacturers promised delivery in time.

Dick Scott and Al Adickes, of Scott, Adickes, Ltd., had to miss show because of influenza. As usual, this firm made big show, outstanding features being new Exhibit crane, Exhibit's Chief table and Daval's Rajah.

Exposition was opened by Sir Walter Womersley, M. P., assistant postmaster general, who said that members of parliament had to indulge in a bit of a gamble. To obtain privilege of putting before House of Commons a bill or motion they had to take their chance in a ballot. There were 615 members with but 10 chances for bills and 10 for motions. "If that were not a bit of a gamble what on earth was."

Banquet on third night, organized by British Automatic Machine Operators' Society, was attended by 320, a good figure for this annual function. Bill Green, managing director of British American Novelty Co., Ltd., presided, and

NEW O.K.

Indicator shows what player will receive before he deposits coin in the machine



NEW O.K. FUTURE PLAY FRONT VENDER

The above machine is equipped with an indicator at the left hand side of the reels, which shows the player the number of trade checks he will receive before he deposits a coin in the machine.

For every nickel played into the machine he will receive a package of mint and the number of trade checks indicated on the register in the window on the left-hand side of the machine.

In place of the Jack Pot we give you a machine with a \$3.00 payout; in other words, when the 3 bars line up the player receives \$3.00 worth, or 60, no value checks.

THE ONLY FUTURE PLAY FRONT VENDER ON THE MARKET TODAY WITH A \$3.00 PAYOUT

Write or Wire for Special Prices.

MADE ONLY BY

WATLING MFG. CO.
4640-4660 W. Fulton St., Chicago, Ill.
Est. 1889—Tel.: Columbus 2770.
Cable Address: "WATLINGITE."
Chicago.

ASTROSCOPE

A GOLD MINE FOR PROFITS

The most sensational Horoscope Vending Machine ever made. Mysterious, flashing front. Operates on AC or DC. 10c per reading and each reading different. 7 Feet Tall, yet base is only 1' x 2'. Locations go for it! People WANT IT! Best machine ever built for BIG, CONSISTENT, Year In and Year Out PROFITS! This is the machine YOU NEED to build a LEGAL, BIG PROFIT BUSINESS on the BEST LOCATIONS in your territory! WRITE OR WIRE FOR COMPLETE DETAILS TODAY!



JOBBER WRITE FOR SPECIAL PROPOSITION!!

MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
Cable: "MUNMACHINE"

guests were entertained by cabaret from Grosvenor House Hotel, where banquet took place.

Wedding Bells

NEW YORK, March 11. — I da (Pearly) Perlman will be married March 25 to Sol Fankin. "Pearly" is perhaps the best known of all secretaries in the metropolitan New York area, having been connected with Herman Budin since 1929. In many instances "Pearly" has conducted the business for Budin without any assistance and has always done an exceptional job. "Pearly" will be away for a two-week honeymoon but is returning to the job.

MAYFLOWER

* Smoker Jackpot Bell by Mills \$57.50 Completely Automatic Payout.
Mayflower Novelty Co., 1507 University Avenue, St. Paul, Minn.

THE BIG 4



MANUFACTURERS OF NOVELTY GAMES

Chicago Coin
Daval
Exhibit
Keeney

HAVE JUST SENT US THEIR BRAND NEW SENSATIONS! WRITE! WIRE! PHONE! CALL!

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.

All Busy on The Keeney Front

CHICAGO, March 11.—“The picture elsewhere in this issue which shows Mel Blinks, Oscar Muenzer and myself wrestling Spinner-Winner shipments may appear to be a publicity picture. Actually, it's a candid camera shot,” said Ray Becker, Keeney sales manager.

“In spite of increased factory facilities, there are times when all hands are called on deck in catching railway and air express shipments of our new console-action counter game,” continued Becker, “and then everybody works.”

“Our second large run of Spinner-Winners is now on the production lines and a third release has been made to prevent any gap in volume production and deliveries.”

British Coinage Lower in 1938

LONDON, March 11.—The British Royal Mint has issued its annual report showing a lot of details about coinage for the year 1938.

There was a brisk demand for coin in 1938 which caused in the first three months of the year the mint staffs to work in double shifts, but there was a falling off in the total issue when compared with that of 1937.

The increased demand is said to have been due to the industrial activity caused by rearmament, altho this phenomenon was not made known to the public until some weeks after the Munich settlement, toward the end of September. The total number of farthings put into circulation is now 449,347,200, but no one seems to know where they have gone.

Silver coins issued in 1938 totaled 44,210,956, compared with 66,689,383 in 1937. The sixpence was, as usual, the most popular and accounted for 13,344,438. Shillings came next with a total of 10,115,907. The popularity of these two coins was partly due to the widespread use of coin-operated gas and electricity meters and cigaret machines. Large quantities of shillings and sixpences were required to supply new building estates, particularly on the South and Southeast Coasts, where most houses are equipped with coin-operated meters.

Public favor with the shillings seemed to be equally divided between those with the King's English crest and those with the Scottish one. The numbers issued were 4,925,900 and 5,190,007, respec-



MARK STERN (left), son of Al Stern, of the Atlas Novelty Co., Chicago, is now convalescing at home after a serious illness. Shown with him in his younger brother, Joe.

tively. Half-crowns totaled 6,313,403 and florins 7,647,300.

In spite of the competition of its novel 12-sided rival, the silver threepenny bit was still in demand. At any rate 6,788,542 were issued. This total was exceeded, however, by that for the nickel threepenny bit—15,686,400.

Altho no five shilling pieces were actually struck last year there was an issue of 1,366. These probably went to those people who wished to give a new crown as a Christmas present and, being unable to get one dated 1938, did the next best thing and took a 1937 one.

Bronze coin issued in 1938 amounted to 172,812,000 pieces, compared with 148,148,400 in 1937. These figures are much above the average of recent years. The output of bronze during 1936, 1937 and 1938 has been greater than at any period since the abnormal early post-war years of 1919-'21.

Included in the 1938 total were 123,789,600 pennies. It is interesting to note that the number of pennies issued was more than double that of all the silver coin combined. Halfpennies amounted to 41,572,800, and this figure is noteworthy because it is the largest of any year since the bronze halfpenny was first struck in 1860.

San Antonio

SAN ANTONIO, March 11.—Warm spring days are increasing receipts for operators in the Alamo City. Already a stream of tourists are pouring into this city of sunshine and flowers, and with the tourist always comes better play on coin-operated machines. Distributors and jobbers report some increased sales in both new and used games.

K. F. Wilkinson, Rock-Ola phono jobber, is doing a nice job on the two new Rock-Ola models. Wilkinson is kept busy jumping around in his territory in an effort to give his customers the best of service.

San Antonio Novelty and Amusement Co. is one of San Antonio's busy coin machine centers. The firm is doing a nice business.

Dick Warneke is piloting his Santone Coin Machine along profitable paths.

American Machine Sales Co. starts the month of March off with good business and looks forward to a further upward trend as the months go by.

Clyde Fowler, well-known coinman of this city, continues active in the operating field in and around San Antonio. Clyde is the boy who used to advertise his “Flying Service” when he once operated a large distributing firm here.

Shreveport, La.

SHREVEPORT, La., March 11.—Coin machine activities in this city are running along about normal with a promise of better business during the coming summer. Oil activities promise to take on renewed life shortly and this means more business for coin-operated devices.

Verda Rodgers is one of our city's leading lady ops. She has been connected with the coin machine business for several years.

S. E. Nelson and his Cigaret Service Co. are unusually busy these days. Nelson is one of Shreveport's lively merchandise ops who keeps abreast of the times. He attended the NACOMM Coin Machine Show last December and won

the second grand prize given to operators, a radio. His firm features cigaret machines.

H. C. Howell, Royal Novelty Co.; Robert Ehrhardt, Shreveport Novelty Co., and W. Y. Lancaster, Shreveport Coin Machine Exchange, are three of the old-time operating and distributing firms of Shreveport. They have all been in business here for a number of years.

Dapper Bill Thompson, operator of diggers, was a Fort Worth, Tex., visitor recently. He features the Buckley equipment and reports his business fair.

Arkansas Notes

LITTLE ROCK, Ark., March 11.—Operator Roy Bangs, well-known music merchant of Little Rock, has been adding some new phonos to his large string. Bangs is one of the largest music operators in Arkansas.

Operating conditions thruout the State are only fair at the present, but business is expected to grow better with the coming of warmer days. Lumber activities, as well as renewed oil production movements, are in evidence; all of which gives the Arkansas operators much courage.

E. M. Elkins with his Novelty Sales Co. certainly keep the spots well cared for around Boonville. Elkins was an interested visitor to the recent CMMMA show in Chicago.

H. W. Jeffries is the pioneer operator of Fort Smith. Jeffries can tell some tall tales of the early days in Arkansas and Eastern Oklahoma—days when operating was a real art.

One of Arkansas leading lady operators is none other than Mrs. James Sasbee, of Little Rock. Mrs. Sasbee is active in and around the capital city.

J. D. Dunaway holds down the spots in and around Conway. His firm is known as the Mid-State Coin Machine Co.

Corpus Christi, Tex.

CORPUS CHRISTI, Tex., March 11.—This gulf port city is taking on renewed life every day. Large export and shipping firms are locating their outlet headquarters here and operators are enjoying some nice increases in receipts. No less than 20 active operators keep machines going in and around this city, which rests deep in South Texas.

Heading the Gulf Coast Music Co. is that stalwart gentleman, W. F. Daniel, who entered the operating business several years ago with a route of penny merchandise venders. Daniel now services one of the largest string of phonographs in this part of the State.

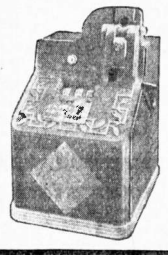
Morris Liedeker heads another large music operating firm of this city. Liedeker is a music merchant of long experience and is pushing his music business to a big successful goal.

John Black Novelty Co. is always a busy place with ops dropping in all during the day. They are distributors and jobbers and are enjoying a nice early spring run of business.

Mexican tunes are the big money-earners for phono ops in many spots in this section. No doubt Corpus Christi music ops service as many Mexican locations as any Texas border town. Ops have been having a little trouble securing good Mexican recordings which they need so badly.

SMOKER \$57.50

MILLS NEW JACKPOT BELL



Denver Distributing Company

1850-58 Arapahoe Street Denver, Colo.

JITTERBUG \$17.50

ONLY \$7.50 DEPOSIT BALANCE C.O.D.



STRIKE A NEW HIGH IN PLAYER APPEAL

Be the first in your territory to hit with this colorful counter game. Five busy jumping dice that are clicking out big cash returns everywhere.

LEGAL—NOT COIN OPERATED

More than a flash in the pan—a game that will last!

JOBBER—DISTRIBUTOR—Write or Wire for Low Quantity Prices.

Immediate delivery. Can be sold or operated.

PROFITS UNLIMITED

BILL FREY inc. 140 N.W. FIRST ST. MIAMI, FLORIDA

A PACIFIC COAST SENSATION! NOW READY FOR NATION-WIDE DISTRIBUTION

THE FOOT OSCILLATOR

A General Electric Equipped Product.

A SCIENTIFIC “FOOT MASSAGE” MACHINE, that Instantly Works Wonders on Tired, Aching Feet for a Dime. 8 out of 10 people have foot trouble; BEAUTY SHOPS, DEPARTMENT STORES, SHOE REPAIR SHOPS, and thousands of other high-class locations are preising this wonder service. The magic in this machine brings them back for more. Be the first in your locality with this sensation. NEVER OBSOLETE; NO COMPETITION; A STEADY PROFIT MAKER, WITH LONG EARNING LIFE.

PRICE \$99.50

DISTRIBUTORS—SALESMEN—OPERATORS Write for Full Details.

THE VIPEDEX CORP. STOCKTON, CALIF.

1939 CONTACT IS COMING----

SENSATIONAL REVOLUTIONARY 5-BALL REGULAR OR FREE PLAY. ABSOLUTELY NEW. THE GAME YOU'LL MAKE TOP MONEY WITH ALL THROUGH THE YEAR

OPERATORS! PROTECT YOUR RECEIPTS!

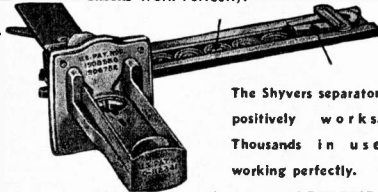
SHYVERS MFG. CO. proudly present The New Monarch Coin Chute. The result of 32 years of originating and developing Coin Chutes.

- 4 Mounting Holes Are Standard.
- Micrometer Adjustment.
- Slide Support Stops All Bending.



This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

Mae Shyvers Steel Centered Checks Work Perfectly.



- The Front Guard Stops Cheating, Stops Shimming, Stops Bending Up or Down, Stops Driving, Stops Forcing and Rejects all Off Size Checks. Takes money easily.

The Shyvers separator positively works Thousands in use working perfectly.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take, or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

SHYVERS MFG. COMPANY 2315 W. HURON ST., CHICAGO.

Gottlieb Markets Game, Lot-o-Fun

CHICAGO, March 11.—“This sensational new and radically different free-play thriller is proving so amazing on locations because of its tremendous come-on that it has been called profit dynamite,” declared officials of D. Gottlieb & Co. in launching their new novelty game, Lot-o-Fun.

“This radically new departure is more than true to its name. It's not only lot of fun for the player, with a thrill every split second, but it's earning amazing profits for the operator because of its appeal. It looks like a cinch to win and it's almost impossible to play the game without coming very close to a winner every time. Yet it requires real skill. That feature alone is proving an unparalleled play-getter.

“Then other new ideas like key-lite selections, flash signal of all field lights when a winner is made, flash of winner's total score on backboard, new free ball and a dozen other features make Lot-o-Fun an overtime worker in any location.

“Lot-o-Fun is the result of Gottlieb's years of pay-table building experience and is built with the highest standards of quality. It is the first of a line of unique and original novelties to be launched by Gottlieb.”

Lane Doing Big On Punch-a-Ball

CHICAGO, March 11.—“There are smiles around the Genco office every time the mailman calls,” say Genco officials. “The reason for the cheer is that every mail brings another large

order for Punch-a-Ball from Bert Lane, of Seaboard Sales, Inc., Genco's direct factory representatives in the East.”

Meyer Gensberg reports: “The entire country has taken to this little counter game. Operators' reports are so flattering that they seem almost impossible.

“Genco's Punch-a-Ball is made so that the player cannot play the machine unless the merchant has the key inserted in the rear of the cabinet. This is a safety feature to avoid unauthorized play which always results in a total loss to the operators and storekeepers alike.”

Bill Frey Planning New Counter Game

MIAMI BEACH, Fla., March 11.—Bill Frey, head of the firm of Bill Frey, Inc., recently announced that he will shortly go into volume production on his new game, Jitterbug, which, it is reported, “has been a sensation in Florida.”

Said Frey, “Some of these machines have been on location three years. We believe that games of this type will go on as long as people will play cards, shoot pool or indulge in like amusement. In other words, we think that this machine represents a universal pastime.

“We are preparing to manufacture this game in three layouts. It is a counter machine only 12 inches square. The layouts of the game, to be marketed shortly, include star, or colors; Field, or dice, and Chuck-a-Luck. We plan to produce at some later date double games and also larger games including four layouts.”

Western Baseball Visits Players

CHICAGO, March 11.—A representative of Western Products, Inc., maker of 1939 Baseball, recently returned to the home office after making a circle tour of the training camps of the big league teams that are training in the Southeast, it is reported.

Many of the topnotch stars played the game and got a real kick out of the device. All received quite a kick out of being struck out by the mechanical pitcher, he reported.

Western's 1939 Baseball is considered a legal form of amusement in practically all territories. Not a day goes by but that orders are received from operators who have earlier models on hand.

Mohawk Exchange Features Venders

NEW YORK, March 11.—Leon Berman, for many years connected with the coin machine industry, recently opened the Mohawk Coin Machine Exchange in New York City. Associated with Berman is Sidney Lipston, veteran vending machine operator. The Mohawk company will specialize in merchandise machine equipment, buying and selling new and used machines. Berman says his firm is making arrangements with a few manufacturers of non-conflicting lines to act as their distributors in its territory.



H. A. KLENCK, who was recently named advertising manager of the Acme F. & M. Co., Chicago sales-board manufacturer. Klenck has many years' experience in the field and will also function as chief designer of boards.

200 MILLS VEST POCKET BELLS
LATEST IMPROVED MODEL
READY FOR DELIVERY
AT \$49.50 EACH

50 Nickel Play Mills Future Pay Slots with Milco Checks, no Jackpot, at \$74.50 each. Write us for prices in lot of 10 or more. These are clean and like new. Also write us for prices on Watling and Pace Future Pay Slots. We will give you a liberal allowance on any old Counter Game in good condition on Mills Vest Pocket Bells, trading machine on machine.

- | | |
|-------------------------------------------------------------|-----------------------------------------------------------------------|
| 2 MILLS 1-2-3, Original Model, . . . \$ 24.50 | 1 BANG TAIL, 5c, Red Cabinet . . . \$ 89.50 |
| 2 MILLS 1-2-3, Late Model, . . . 75.00 | 4 DOMINOS, Black Cabinet . . . 89.50 |
| 1 ROCK-OLA THREE UP AND ACROSS THE BOARD, F. S. . . . 35.00 | 2 PACES RACES, Light Cabinet, No. 4900-5200 . . . 120.00 |
| 1 THISTLEDOWN . . . 100.00 | 5 JENNINGS LIBERTY BELL, Slant Top . . . 37.50 |
| 1 BALLY SPORT PAGE, Brand New 100.00 | 2 JENNINGS LIBERTY BELL, Flat Top . . . 32.50 |
| 1 GOTTIEB PERBY DAY, with Clock . . . 15.00 | 1 HOLLYWOOD RIFLE . . . 20.00 |
| 1 JENNINGS FLICKER, Late Model 17.50 | 5 JENNINGS CIGAROLAS . . . 75.00 |
| 1 BALLY HOME STRETCH, F. S. . . 90.00 | 1 AFRICAN GOLF . . . 100.00 |
| 1 WESTERN PIKES PEAK . . . 7.50 | 1 LUCKY LUCRE . . . 255.00 |
| | 1 ROYAL LUCRE . . . 285.00 |
| | 1 U-POP-IT POPCORN MACHINE, Brand New, Cost \$275.00; Sals. . . 60.00 |
| | 1 EXHIBIT RAY GUN RIFLE . . . 25.00 |
| | 1 WURLITZER BOWLING ALLEY, Regular Slot . . . 25.00 |
| | 1 BALLY LEXINGTON F. S. . . 130.00 |
| | |
| | PHONOGRAPHS |
| | 10 WURLITZER 412, Perfect. . . \$ 55.00 |
| | 1 ROCK-OLA IMPERIAL 20, . . . 99.50 |

- | | |
|------------------------------------------------------------------------|-------------------------------------------|
| 10 AUTOMATIC PAYOUTS | 1 EXHIBIT REQUEST . . . 37.50 |
| 1 EXHIBIT REQUEST . . . 37.50 | 1 EXHIBIT FLIGHT, F. S. . . 27.50 |
| 3 PALM SPRINGS . . . 27.50 | 10 STONER ZETA . . . 20.00 |
| 1 KEENEY BIG TEN, F. S. . . 50.00 | 1 PARAMOUNT, Like New, Model C. . . 30.00 |
| 1 ST. MORITZ, F. S. . . 40.00 | 1 TROPHY . . . 40.00 |
| 10 GOTTIEB SINGLE GRIP TEST-ERS | 10 FULLY MACHINES, Numbered . . . \$ 5.50 |
| 20 FULLY MACHINES, Numbered . . . 11.00 | |
| | REELS . . . 11.00 |
| | |
| | CONSOLES |
| 10 MILLS FLASHERS, Horse Symbol, \$ 37.50 | |
| 5 MILLS FLASHER, Fruit Symbol, 37.50 | |
| 1 STONER CHAMP . . . 50.00 | |
| 15 WESTERN BASEBALL MACHINES, Meter Equipped, Used 10 Days . . . 85.00 | |

NOTICE
Wanted to Buy or Trade for 1,000 Nickel Play Mills Blue Fronts, Mills Bonus or Mills Meion Bells and Venders. Write us what you have to offer, giving serial numbers and state whether Bells or Venders. Guaranteed condition, lowest trade allowance of cash price, delivered to us in Richmond, allowing examination.

The above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph Money Order. These prices are effective March 18, 1939. Write and ask us for our complete list of Slots and Pin Games.

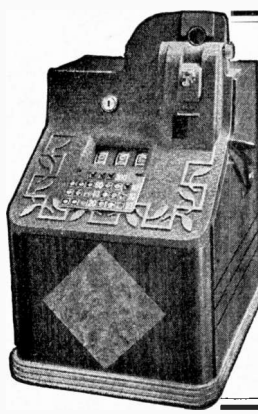
OPERATORS: We can furnish you with Evans Domino, Keoney's Track Time, Skill Time and Pastime and Mills 1-2-3, all with remote control. Write us for particulars and prices.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328



OVER 100 STYLES
TO SELECT FROM.
THE ORIGINAL RED-WHITE & BLUE
THE LEADER OF ALL JAR DEALS.
80 WINNERS. 1850 Tickets. Each \$1.10 (In Doz. Lots) \$1.00
Takes In . . . \$92.50
Pays Out . . . 72.00
Profit . . . \$20.50
Write Us for Full Particulars on Our Complete Line of Jar Deals. ALSO SEND FOR CATALOG.

WIS. DELUXE CORP.
1900-12 North 3rd Street, Milwaukee, Wis.



Distributors for MILLS SMOKER JACKPOT BELL
\$57.50

GUARANTEED RECONDITIONED MACHINE BARGAINS

BALLY RESERVE, \$13.50	RIOCHET . . . 5.00
BALLY VIEW . . . 30.00	SHORT SOX . . . 5.00
CHICO DERBY . . . 5.00	SNAPPY . . . 15.00
HAPPY DAYS . . . 5.00	STONER'S RACES . . . 7.50
HOLD 'EM . . . 5.00	TURF QUEEN . . . 15.00
LONG BEACH . . . 5.00	VOGUE . . . 7.50
MAD CAP . . . 5.00	BALLY ZEPHYR . . . 10.00
KEENO . . . 8.00	

WRITE FOR PRICES ON SLOTS
1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
3020 OLIVE ST. ST. LOUIS, MO.

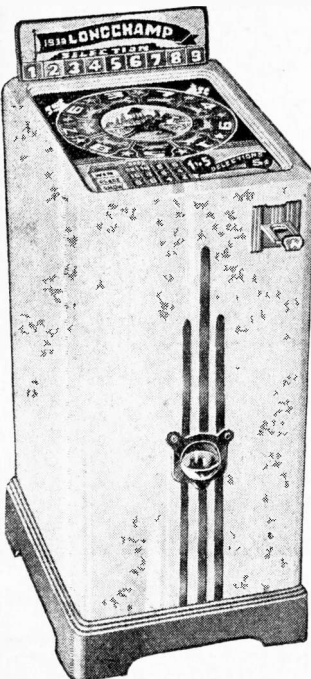
OPERATORS CARDED COUPON GAMES
A DIFFERENT GAME FOR EVERY TYPE OF BUSINESS
BEST SELLERS --- SMALL SIZE --- QUICK TURNOVER
SEND FOR COMPLETE CATALOG TODAY.
MIDWEST MERCHANDISE COMPANY 10TH & BROADWAY KANSAS CITY, MO.

★ ★ ★

NOW WITH FREE PLAY

EXHIBIT'S 1939
LONGCHAMP

TREMENDOUS OPERATING
POSSIBILITIES NOW OPEN



**ASK YOUR JOBBER
OR PHONE US TO-
DAY—**

**REGULAR MODEL AS
PICTURED**

\$99.50
FREE PLAY \$25.00
EXTRA

EXHIBIT SUPPLY CO.
4222 W. LAKE CHICAGO

Pot Shot, a Pot of Gold

CHICAGO, March 11.—"Evidently our new Pot Shot payout table and free game is proving to be a pot of gold," said J. H. (Jack) Keeney, "if repeat orders for both the payout and free game models are any indications of the game's gold content.

"An additional release of the three-color multiple-play free game Pot Shot is now on the production lines. A new run of the payout model will go into manufacture shortly," stated the head of J.H. Keeney & Co.

"Players are beginning to appreciate the fact that Pot Shot is an all-skill game, and that whether or not they secure a winner is entirely dependent upon the skillfulness of their shots. This is why Pot Shot earnings are running higher and higher the longer this game is on location."

"Pot Shot's accumulative award for accumulative winners is also extremely popular with the players," continued Keeney, "just as the game's small size and high earning powers are making a big hit with location owners."

Seven-Week Run Is Majors Record

CHICAGO, March 11.—According to numerologists, the number 7 is supposed to be one of the luckiest of all. In ancient days seven of any thing were supposed to be of immense good fortune for the possessor. Officials at Chicago Coin Machine Mfg. Co. are definitely not superstitious nor are they numerologists. But the number 7 has been a symbol of tremendous importance to them.

Because of the nature of the novelty games nowadays the production runs are definitely smaller. The operators demand new fresh ideas as quickly as possible. Accordingly, a good run at any coin machine factory on novelty games is four weeks. However, the Chicago Coin Machine Mfg. Co. has been running for seven weeks on Majors, newest novelty game. Every indication is that it will go on and on for many more weeks.

Chicago's Majors has enjoyed tremendous popularity in territories that are baseball minded. This fact is attributed to the baseball theme of play of the game.

Max Glass Tells A Fish Story

CHICAGO, March 11.—Max Glass, of Gerber & Glass, has just returned from a six weeks' vacation in Florida. Accompanying him upon the extended stay was Mrs. Glass. Both report the feel "extra fine" after their trip and that they are sporting wonderful tans.

"Speaking of fishing stories," said Glass, "I chartered a yacht and spent almost my entire vacation on it, entertaining friends and fishing. Let me tell you, whether you believe it or not, I really caught fish, all sizes and of almost every specie known to exist in Florida waters. If the survivors among their brethren could read the news that I had returned to Chicago they would hold a big celebration.

"Well, so much for frivolity. I'm back on the job now, ready and anxious to get down to business. Within a very short time the trade will know that I'm back in action—that's a promise."

Paul Gerber, according to latest reports, has extended his vacation on the Pacific Coast another month.



G. C. BROWNELL (left), Minnesota operator, and his mechanic pose for picture while in Minneapolis, calling at the Hy-G Games Co.

Old Age Pension Idea Defeated

LITTLE ROCK, Ark., March 11.—Senate Bill 387 lost by a vote of 23 to 3 here. Its purpose was to license and tax machines in order to raise revenue for State old-age pensions.

Unfortunately the bill was too broad in its coverage, proposing to tax all machines "where money is placed in a slot."

Indicating the presence of racing interests, a senator who spoke in favor of the bill said that racing bets could be placed "by going thru that door over there," as he pointed to a door of the Senate chamber.

Senate Bill 547 was introduced on March 3. It would allot revenues from machine licenses to welfare purposes.

Distributors Boost Mills Smoker Bell

CHICAGO, March 11.—Mills Novelty Co. in introducing its latest product, the Mills Smoker Bell, called upon its distributors to give their attention to the new bell. Officials of Mills commented upon the results: "We were well rewarded by our distributors, who needed no urging. Results speak louder than words—and we have plenty of results."

Comments by distributors were without exception in praise of the machine. Following are some comments:

Joe Calcutt, the Vending Machine Co., Fayetteville, N. C.—"Ordered 100 Smoker Bells as soon as I saw the first sample. Have ordered several lots since then."

Charles Casmus, Mint Vending Co., Birmingham, Ala.—"Smokers are getting into territories where new and different machines are used. A worthy partner to the Vest Pocket Bell."

Julius Pace, Dixie Coin Machine Co., New Orleans, La.—"Smoker Bell the best cigaret-type machine I ever saw. One customer bought 50 when he saw the sample."

Jim Boyle, Boyle Novelty Co., Oklahoma City, Okla.—"Your latest and finest machine, Smoker Bell, is already in every section of our territory. It's a natural. Let's have more."

Ginsberg brothers, Atlas Novelty Co., Chicago, Ill.—"We bought 50 bells. Got



Eddie and Morrie Ginsberg wholeheartedly recommend this new Mills Bell, complete at \$57.50 for either 1c or 5c play.

ATLAS NOVELTY COMPANY
2400 N. Western Ave., Chicago, Ill.

GET IT QUICK
1939
CONTACT
WILL MAKE TOP
MONEY ALL THE
REST OF THE YEAR—
SAVE ON REPLACEMENTS. SEE YOUR
JOBBER.

**EARN \$75 TO \$100
WEEKLY PROFIT**

WITH ONLY 25
**BINGO and
CRISS-CROSS**
LEGAL EVERYWHERE!
SAMPLE GAME, \$17.50.
• Quantity Prices on Request •

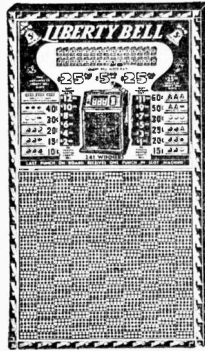
D. ROBBINS & CO. 1141-B BEKALB AVE.
BROOKLYN, N.Y.

"SPECTACULAR"
Is the Word for These Bargain
PHONOGRAPHS

MILLS Dancemaster De Luxe	\$32.50
MILLS De Re MI	44.50
ROCK-OLA 1936 Model	44.50
SEEBURG Symphonota Model A	44.50
C or D	
WURLITZER P-12	54.50
WURLITZER 412	69.50
WURLITZER 316	125.00
AUTOMATICS	
AIR RACES (TKL)	\$12.00
BALLY BELMONT	7.00
BALLY BONUS	5.00
BALLY MULTIPLE	7.00
BALLY PEERLESS	7.00
CAROM	7.50
DE LUXE "46"	8.50
FLICKER	10.00
GOLDEN WHEEL	12.50
JUMBO	5.00
FOTO FINISH	15.00
PIKES PEAK	10.00

1/3 Deposit. Balance C. O. D.

Cable Address **WBGO**
W. B. NOVELTY
CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.



SALESBOARD OPERATORS!
GET ACQUAINTED WITH ACME!
25 YEARS EXPERIENCE
MANUFACTURING BOARDS
OUR SLOT SYMBOLS
GET ALL THE PLAY
ILLUSTRATED IS 2400-HOLE LIBERTY BELL
Takes \$120.00. Av. Profit \$44.32.
Price \$5.30.
Write for 4-Color Circular of New Boards
ACME F. & M. CO., 1321 W. MONROE ST.,
CHICAGO, ILL.

in touch with our customers and placed a few machines in their hands. That's all that was necessary."

Midge Ryan, manager California branch of Mills—"Can't keep up with the demand for Smoker Bells. We got them in San Francisco every day but they go right out again to operators who have seen what the Smoker Bell can do for them."

Bill Heliengel, Keystone Novelty and Mfg. Co., Philadelphia, Pa.—"Everybody who saw the Mills Smoker Bell at the coin machine show was pleased at its many features. It's the ideal machine for all types of locations."

THE HUB ENTERPRISES

We Guarantee These Machines To Be the Greatest Bargains in the Industry! Everyone in Absolutely Perfect Working Condition Ready for Operation!

Keeney Derby Champ	\$55.00	Mills 1-2-3, Large Pack	\$35.00
Mills Race	\$2.50	Bally Peckness	27.50
Bally Fleetwood	39.50	Bally Fairgrounds	39.50
Bally Arlington	27.50	Bally Grandstand	110.00
Bally Golden Wheel	12.50	Jenn. Derby Console	42.50
Gottlieb Multiple	37.50	Keeney 1937 Skill Time	75.00
Stoner Turf Champ	19.50	Keeney Triple Entry	155.00
Wurlitzer P-412 guaranteed pict.	69.50	Mills 5c Melon Bell	47.50
Bally Atlantic City	12.50	Mills 5c Cherry Bell	47.50
Bally Reserve Gott. Derby Console	8.00	McC. DeLuxe Slot	39.50
Coin Play	69.50		

1/3 DEPOSIT WITH ORDER. BALANCE SHIPPED C. O. D.

43 SO. LIBERTY ST., BALTIMORE, MD.

Bally Claims Collection Record

CHICAGO, March 11.—Ray Moloney, president of Bally Mfg. Co., believes he has a world's record in one of the Bally Bell collection reports recently sent in by an operator.

"This report," Moloney stated, "covered the earnings of one Bally Bell during the first three weeks on location. I am not at liberty to state the actual amount, but anyway the big story is not how much the Bally Bell took in—alho it did take in plenty! The real story is about the way the Bally Bell monopolized the location.

"The operator who placed this Bally Bell had regularly operated four separate bells in the same spot—two nickel machines, one dime machine, one quarter machine. He left this quartet in the location when he placed the Bally Bell. On his first collection the battery of four machines earned slightly more than the Bally Bell, and this ratio was maintained on the second collection a week later.

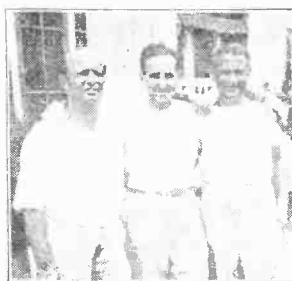
"But the following week the Bally Bell earned almost twice as much as the four other machines combined. And remember the combined coin-chute value of the four machines was 45 cents as compared to the 30 cents of the Bally Bell—combination quarter and nickel play. Again on the fourth collection the Bally Bell collection exceeded collections for the four machines.

"During the three-week period the Bally Bell took in several dollars more than the battery of four machines. In fact, the total Bally Bell profits were more than 400 per cent above the average profit of each of the four, and at last report this ratio was still holding good. If that isn't a record I don't know what is. Maybe it's exceptional, but we have a flock of reports which are almost as startling."

British Decrease In Unemployment

LONDON, March 11.—British business confidence, none too secure in the past few weeks, has been strengthened by report that the ranks of British unemployed had decreased by 142,000 last month. This leaves a total of approximately 1,897,000 unemployed.

The newly employed men were absorbed largely by the building trades, iron and steel mills, engineering and agriculture.



AT MIAMI BEACH recently were three coinmen well known to Mid-westerners. They are, left to right, Sam Chaban, Morrie Ginsburg and Sam Weiberg.

THERE IS A TIDE IN THE AFFAIRS OF MEN WHICH, TAKEN AT THE FLOOD, LEADS ON TO FORTUNES. RIDE THE TIDE OF PROSPERITY WITH

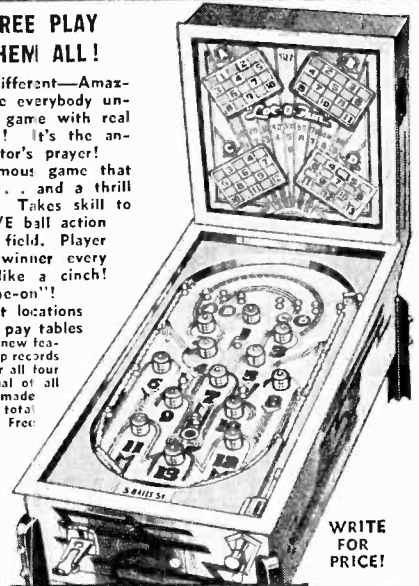
1939 CONTACT

5-Ball Regular or FREE PLAY.

LOT-O-PROFIT for the operator!
LOT-O-THRILLS for the player!
LOT-O-FUN
for Everybody!

GREATEST FREE PLAY GAME OF THEM ALL!

Here it is, New—Different—Amazing!—a simple game everybody understands . . . the game with real Big Profit dynamite! It's the answer to the operator's prayer! Tied in with a famous game that everybody knows . . . and a thrill every split second! Takes skill to win! Has new LIVE ball action . . . a lively playing field. Player comes close to a winner every time . . . looks like a cinch! An amazing "come-on"! LOT-O-FUN on test locations outplayed the finest pay tables 5 to 1! It has exclusive new features . . . A single bump records a number on any one of all four cards . . . Flash Signal of all lights when a winner is made . . . Flash of winner's total score on backboard . . . Free Ball and many others!



Grab this chance to capitalize on America's No. 1 hit game, and make profits like you never made before! Order LOT-O-FUN at once!

WRITE FOR PRICE!

IMMEDIATE DELIVERY
D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

MILLS SMOKER

1c or 5c Play
\$75.00



Star Sales Co., 108 W. Hill Ave., Valdosta, Ga.

JACKPOT BELL

BE WISE!

There is Only One Original

PUNCH BALL

Investigate PUNCH BALL—the original, the most versatile counter game ever devised . . . and the most copied game in the industry. Manufactured by Norwood Mfg. Co., 1725 W. North Ave., Chicago.

Distributed by
New Orleans Nov. Co.
238 Dryades St.,
New Orleans, La.



\$19.95

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing In **BARREL OF ACES (F-5075)**
The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want. 2295 Holes and the Top Payout is \$25.00.

Takes In \$114.75
Pays Average 59.29

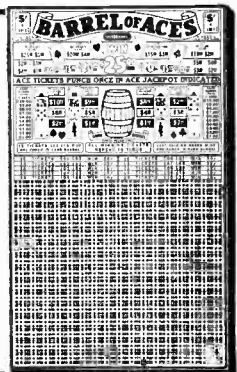
Average Profit \$ 55.46

Price **\$3.71 each**

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS

Largest Board and Card House in the World.
6320 HARVARD AVENUE. CHICAGO, U. S. A.



WATCH FOR TRIO

A 5 BALL NOVELTY GAME AS ONLY DAVAL CAN MAKE IT!

WANT TO BUY WORLD SERIES BASEBALL GAMES

(Serial Numbers Over 2000)
Penny Arcade Equipment, Quote Prices and Serial Numbers of Items.
BOX 142, care The Billboard, Arcade Bldg., ST. LOUIS, MO.

End your correspondence to advertisers by mentioning The Billboard.

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.

TOM MIX RADIO RIFLES \$75.00 Each

Factory Re-Conditioned Like New.
1/3 Deposit, Balance C. O. D.

REX AMUSEMENT CO.
701 Salina St., Syracuse, N. Y.

VEMCO'S WEEKLY SPECIALS

RECONDITIONED AND GUARANTEED. PHONE, WIRE OR MAIL YOUR ORDER TODAY.
(All Equipment Listed Is Offered Subject To Prior Sale.)

PRECISION REBUILT SLOTS		I BALL AUTOMATICS	
18 MILLS 5c BLUE FRONTS	\$49.50	16 BALLY FAIRGROUNDS	\$39.50
21 MILLS 5c CHERRY BELLS	59.50	15 BALLY FLEETWOODS	34.50
29 MILLS 5c MELON BELLS	59.50	2 BALLY ARLINGTONS	24.50
2 MILLS 5c GREY FRONT MYS.		2 BALLY KLONDIKES	49.50
7ERY BELLS WITH GOLD AWARD	39.50	1 BALLY PEERLESS	12.50
1 MILLS 5c O. T. BELL	42.50	4 BALLY PRAKNESS	22.50
1 MILLS 5c LION HEAD BELL	24.50	2 BALLY PRAKNESS, Ticket Model	24.50
3 MILLS 5c SKYSCRAPERS	24.50	3 BALLY ROVERS	22.50
1 MILLS 1c O. T. BELL	34.50	1 BALLY RACING FORM	12.50
2 MILLS 5c SINGLE JACKPOT		2 BALLY SPORT PAGE	39.50
FRONT VENDERS	17.50	1 CHICAGO COIN PADDOCK	17.50
1 MILLS 5c EXT. MYS. BELL	31.50	1 GOTTIEB LONG SHOT	7.95
1 MILLS 5c SINGLE JPB.	17.50	4 MILLS RAILROADS	12.50
2 MILLS 1c BLUE FRONTS	44.50	6 MILLS 1-2-3 TABLES	29.50
10 MILLS 10c MELON BELLS	72.50	4 MILLS HI-BOYS	99.50
5 MILLS 10c BLUE FRONTS	52.50	3 MILLS CLOCKERS	22.50
2 MILLS 25c BLUE FRONTS	55.50	1 STONER TURF CHAMPS	17.50
2 MILLS 25c ESCALATOR SILENT		2 WESTERN QUINELLA	17.50
JP FRONT VDERS	21.50	COUNTER GAMES	
2 WATLING 5c SINGLE JPB.	12.50	4 BENNETT DEUCES WILD	\$11.75
2 WATLING 5c SINGLE JPB.	12.50	2 BENNETT LUCKY PACKS	11.75
1 WATLING 1c ROL-A-TOP	27.50	2 DAVAL SMOKE REELS	11.75
4 WATLING 1c TWIN JFPOK	17.50	2 DAVAL JOKER WILD	11.75
1 WATLING 10c TWIN JPB	19.75	4 DAVAL PENNY PACKS (Latest Model)	11.75
2 JENNINGS 5c CHIEF MYSTERY BELLS	31.50	3 EXHIBIT TURF TIMES	7.50
1 JENNINGS 5c SINGLE JPB.	12.50	1 GOTTIEB MIDGET RACES	12.50
2 JENNINGS 1c DUCHES.	17.50	NOVELTY GAMES	
4 PACE 5c DELUXE COMET BELLS	42.50	1 BALLY SUSPENSE	\$37.50
1 PACE 10c ALL STAR COMET		7 BALLY PARAMOUNTS	49.50
1 PACE 1c JPB	37.50	2 GREEN LIGHT	29.50
PHONOGRAPHS		1 DAVAL WAR ADMIRAL	10.00
12 MILLS DO-RE-MI'S	\$ 59.50	1 JENNINGS PEDAL PUSHERS	32.50
3 MILLS DELUXE DANCE MAS-		21 BALLY RESERVES	15.95
TTERS	44.50	CONSOLES	
8 MODEL 4c SEIBURGS	89.50	1 WESTERN RACE MEET	\$119.50
2 MODEL 24 WURLITZERS	184.50	1 CASH RAYS TRACK	42.50
1 MODEL 616A WURLITZER	124.50	1 JENNINGS DERBY DAY	37.50
1 MODEL 616 WURLITZER	109.50	4 BROWN CABINET PACES RACES	159.50

TERMS: 1/3 CERTIFIED DEPOSIT WITH ORDER, BALANCE C. O. D.
(If Machine or Game Wanted Is Not Listed Here, Write for Our Complete List.)

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. *Cable Address: COINSLOTS*

★ LOWEST PRICES! EVER OFFERED! ★

10 MILLS ZEPHYRS, Stuggproof, Like New.....\$69.50 each
10 412 WURLITZERS, Excellent Condition..... 49.50 each

HY-G GAMES CO.
1639-41-43 Hennepin Avenue, MINNEAPOLIS, MINN.

Mills Smoker Bell Gets Op Approval

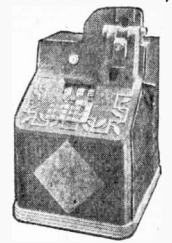
CHICAGO, March 11.—“The unanimous approval given the new Smoker Bell by operators who have tried out the first samples has been very gratifying,” announces Art Cooley, coin machine sales division, Mills Novelty Co.

“There are thousands of counter trade stimulators in use but none of them have the money-making capacity of the bell, neither do they have its tremendous ability to hold the play over a long period of time. The Smoker Bell has proved to be just what the average operator needs.”

Vince Shay, coin machine sales manager at Mills Novelty Co., says a lot of convention visitors were fooled by Mills Smoker. “It was pretty hard to convince them at first that it was a complete jackpot bell with automatic payout and token jackpot,” declared Shay.

“To look at the machine you wouldn't think it was a payout at all, but that is part of the design. The payout compartment is on the side, not in front, and works with a pivoting drawer similar to the drawer used on consoles. The jackpot is in the form of a special-award token which pays out on a combination similar to the three bars. The entire front of Smoker is wood, like the sides.”

★ SMOKER
Mills New Jackpot Bell
\$57.50



HARDEN SUPPLY CO.
802 West 7th Street
Sioux City, Iowa

SEIDEL SCORES AGAIN WITH ANOTHER GREAT SALESCARD DEAL

• A NATURAL FOR THE SPRING •
GIVE AWAY GENUINE

FUR CAPES

BIG SPREAD — SMALL CARD — SMALL TAKE

Retail Value \$20.00

location will turn over faster than anything you've ever worked before. Works on a 63-hole card, 1c to 25c. Winner gets a gorgeous genuine Fur Cape, sizes 12 to 40. Seller also gets a genuine Fur Cape. Your only investment to start is \$4.00 for 100 salescards and beautiful illustrated catalog showing styles of capes. You don't have to buy the capes until the cards have been completely sold and you have collected your profit.

If you still hesitate about investing in this amazing proposition we'll send you one complete deal absolutely FREE. DON'T LOSE A MINUTE—WRITE, WIRE TODAY AND CASH IN.

M. SEIDEL & SON 243 West 30th St., New York City

Send Today For FREE Sample Card and Full Details.

Here's a deal that's Hot and really New and Different. Will make BIG MONEY for you. It's a Natural for the Spring and when placed on

LITTLE POKER FACE!

LATEST & GREATEST OF THEM ALL.

6 New Features. Shipped on 10 Days'

FREE TRIAL. MONEY-BACK GUARANTEE.

Order Your Sample NOW. **\$19.95** EA.

1/3 Deposit, Bal. C.O.D.

Write for Quantity Prices.

Jobbers and Distributors, Write for Set Up.

TORR 2047-A-50. 68 PHILA., PA.

Liquor Control Studied in N. Y.

ALBANY, N. Y., March 11.—New York's State Liquor Authority recently recommended that broader powers for the regulation of liquors be turned over to the authority and thence to the local boards thruout the State. They urged that broader powers would make for better administrative procedure by establishing uniform practices in all local board territories. They would seek the co-operation of liquor distillers in more closely regulating the industry, believing that the liquor industry is able to establish trade practices correcting some of the evils present today. “Unfortunately,” the authority chairman stated, “trade practices are not considered sacred.”

The authority stressed the progress in the industry and declared that they “wanted to maintain the progress made since repeal.” They reported that since repeal gross receipts from licenses have totaled \$108,611,021 and from beverage taxes \$122,848,281. Discussing economic benefits of repeal, the report revealed that a survey taken of 220 hotels in 42 counties showed that legalized liquor had materially aided them, with 208 of the hotels reporting that repeal had “saved the hotel industry from bankruptcy.”

The authority also suggested that laws be passed requiring the retailer to pay cash to the wholesaler upon delivery of liquors “to eliminate many abuses and subterfuges now being practiced.”

WATCH FOR

TRIO

A 5 BALL NOVELTY GAME AS ONLY DAVAL CAN MAKE IT!

SALESBOARD OPERATORS

Read
“DEALS”

A column about new salesboard ideas, deals and personalities. In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

SYMBOL OF PERFECTION

Pioneer of the slot symbol market. First successful board ever made with symbol tickets, and has grown in popularity with the passing months. As nearly perfect as it is possible to make anything. Tickets in brilliant colors, absolutely fraud-proof. Consoles played back into board cut 2400-

hole size down by 1056 punches. Jackpot dumps 13 times, player winning from \$1 to \$12 or advance to Gold Award Rows with chance at two \$25 winners. We sell operators only. Weekly commitments invited. Write for full details.

SUPERIOR PRODUCTS
14 N. Peoria, St. Chicago, Illinois

J. D. LAZAR, of B. D. Lazar Co., Pittsburgh, tries his skill on Bally's Hawthorne, reserve-type multiple, during recent visit to Chicago.

Advertise in The Billboard—You'll Be Satisfied With Results.

ATLAS VALUE PARADE

Attention! Foreign Buyers!

Our Export Department is Equipped to Handle Your Requirements Efficiently and to Your Satisfaction. Send for Illustrations of Reconditioned Phonographs. We Offer You **BETTER** Machines for **LESS** Money.

Wurlitzer 24 (1938 Model, 24 Records)	\$169.50	Seeburg Model D (Slug Proof)	\$ 59.50
Wurlitzer 616	107.50	Seeburg Model K (20 Records)	114.50
Rock-Ola Imperial (20 Records)	99.50	Gabels (1938 Model)	49.50
Wurlitzer P-12	49.50	Mills Dance Master	28.50
Seeburg Model A	49.50	Mills De Luxe Dance Master	29.50
Seeburg Model B	52.50	Mills Swing King	44.50
Seeburg Model C	52.50	Mills Do Re Mi	44.50

ROCK-OLA WINDSOR (1938 Model, 20 Records) \$149.50

Write for Our Latest Price Bulletin, Listing Our Complete Line of New and Used Phonographs, Paytables, Consoles, Slot Machines, Counter Games and Novelty Machines

1/3 Deposit, Balance C. O. D. Cable Address: "ATNOVCO."

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (Main Office)
1901 Fifth Ave., PITTSBURGH.

Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

SMOKER

JACKPOT BELL BY MILLS

\$57.50



SAM MAY & CO.

2011 Maryland Ave., Baltimore, Md.

Penn. State Assn. Plans Co-Operation With Local Groups

PHILADELPHIA, March 11.—At a special meeting of the board of directors of the Pennsylvania State Coin Machine Operators' Association, held at the Hotel Majestic, Philadelphia, it was agreed that the responsibility for the co-ordination of activities of all local groups affiliated should be placed in the hands of Harry Wexelblatt, executive secretary and counsel. This, it was agreed by the board members, would give the State association better contact with local groups and their members than had been possible thru the monthly meetings of single representatives of each association as represented on the board of directors.

In his capacity as prime co-ordinator of the activities of the local units Wexelblatt would make regular visits to these groups, at which time he would discuss with the members and executives of the individual associations the various State and local problems. Local organizations will receive the support of the State group in all local matters and would apply to Executive Secretary Wexelblatt for any information or aid. In addition to Wexelblatt's activities, the board of directors would hold meetings at regular intervals or upon special call of the president, Martin Mitnick.

Members of the board were informed of the favorable action of the Philadelphia Coin Machine Operators' Association in voting to have their entire membership join the State organization. This action was taken following an appeal to the group by Harry Wexelblatt, in which he stressed the similarity of the aims of both groups and the benefits which would be derived from an affiliation of the associations.

The State association plans to continue its activity in the formation of local groups thru the various districts of the State. The new operators' organizations will become component parts of the State-wide association and will have representation on the board of directors.

REVIEW (Exhibit)	\$19.50
REGATTA (Exhibit)	38.00
PALM SPRINGS (Bally)	18.50
BALLY RESERVE	11.00
ODD BALL \$33.00	\$12.00
ODD BALL CARGO	11.50
RESERVE	36.00
FLEET, 2	17.50
FLEET, 3 Regis	10.00
YALE (Nags)	17.50
FLASH	9.50
SILVER	8.00
DAILY DOZEN	11.00

BARGAINS \$6.50 Each

Booster, Chico Baseball, Equallite, Genco Football, Hit 'n' Run, Home Run, Mercury, Outboard, Power Play, Replay, Ricochet, Rocket, Rose Bowl, Scoreboard, Skooky, Stoner Races, Turf Kings, Vogue, Wizard.

1/3 Cash Deposit. Under \$10.00 Full Cash. For Export Cable: "COINMACHINE," N. Y.

MAX MUVES

555 West 157th St., NEW YORK, N. Y.

POSITION WANTED

Expert Repairman and Route Man on all type Coin Machines. Dependable and honest. Best of reference. Ten years' experience. Age 34 years.

BOX D-181

Care The Billboard, Cincinnati, O.

Better Than a DUNCE-BOARD!



O.K. GUM VENDOR

VENDS GUM WITH NUMBERS
INSERTED READING FROM 1
TO 1200. Capacity 1200 BALLS

TAKES IN \$60.00
PAYS OUT \$10.00 IN
TRADE AWARDS.

PRICE ONLY \$15.00

For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE. SHIP FOR QUANTITY PRICES.

D. ROBBINS & CO.

1141 DE KALB AVE.
BROOKLYN, N. Y.

THEY'RE SAYING A LOT OF NICE THINGS ABOUT Free Play Chubbie




• Operators everywhere are talking about Free Play Chubbie — About the fascinating play appeal — the handsome earnings and the smooth, trouble-free operation — and they're all speaking from experience. Better see Free Play Chubbie at your distributors today!

Free Play Chubbie fully metered
\$84.50

Regular Chubbie fully metered
\$74.50

Stoner Corp.

AURORA, ILL.

BUY PERFECTLY RECONDITIONED MACHINES

HANDICAP	\$19.00	PALM SPRINGS	\$20.00	WORLD'S FAIR	\$17.50
PEPPY	23.50	NAGS	18.00	RITZ, Console or Leg Model	15.00

1/3 Dep., Bal. C.O.D. Write for Complete List of Used and New Games at Lowest Prices.

BUDIN'S SPECIALTIES, Inc.

174 S. Portland Ave.
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Tel: Nevins 8-7528

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 \$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.

DON'T MISS THE TRAIN

PUSHCARD AND BINGO OPERATORS. WRITE US TODAY FOR DETAILS ON HOTTEST ITEM IN THE COUNTRY. PROVEN RESULTS TREMENDOUS. YOU SHOULD KNOW ABOUT THIS.

TRADERS SYNDICATE

MERCHANDISE MART CHICAGO

TAKES IN \$10 to \$20 a DAY

Genco's Sensational PUNCH A BALL

Usually Pays for Itself With First Day's Profits

Player pushes a plunger and a plain or colored ball is dropped into a window compartment. Rewards are given for colored balls. Merchant counts balls in window, pays awards if won and turns key to clear compartment.

WORTH \$18.50
TWICE F. O. B. Factory

PROTECTED—Game can't be played unless merchant turns the key in rear of game.

INTERCHANGEABLE—may also be had in either cigarettes or batting averages. Interchangeable with the standard glass. CHROMIUM CABINET—NOT A WOOD OR CASTING CABINET THAT CAN BREAK EASILY!



12" x 7" x 4" Weighs 12 Lbs. when loaded.

GENCO, INC.

2621 N. Ashland Ave. CHICAGO, ILLINOIS

GOT YOURS? GENCO'S CIRCUS

Here's a game that's got everything. Action, Looks, Animation! That's why players are CIRCUS fans—that's why operators are earning more than usual profits with Genco's CIRCUS.

CIRCUS REGULAR \$79.50 FREE GAME 89.50
F. O. B. CHICAGO

Genco, Inc.
2621 N. Ashland Ave., Chicago, Illinois.



SEABOARD SALES, Inc.
Genco's direct factory representatives for Eastern seaboard.

No Closed Territory with this Profit Maker

Sell and operate Trading Post, the 100% legal salesboard deal. Amusing, fascinating, a riot of fun. Sells out fast in all locations. 130 prizes of great variety. Takes in \$13.00. Resells to dealers at \$9.75. Hgt. 24". Wght. approx. 13 lbs.

Order No. B30K37. Packed two in carton. Each, \$5.95

WRITE—WIRE TODAY.
25% Deposit on C. O. D.

JOSEPH HAGN
Manufacturers and Distributors,
217-223 W. Madison St., Chicago, Ill.

Plans Complete for Philly Assn. Dinner

PHILADELPHIA, March 11.—Arrangements have been completed to make the annual banquet of the Philadelphia Coin Machine Operators' Association on Sunday, March 12, an outstanding affair. "We think that this banquet, which will mark the 11th birthday of our organization, will be the best attended affair we have ever sponsored," Marvin Mittenick, association president, declared. "In addition to the operators and their families we expect all the employees of operators' organizations to be present. Distributors and manufacturers have all agreed to co-operate fully with us in making the banquet a fine affair, and the entertainment committee has done a fine job in completing arrangements for an enjoyable evening for all."

The entertainment committee has prepared a souvenir book carrying a complete history of the organization since its inception and a list of the officers as well as the members.

Entertainment will be provided by a stand-out floor show, which includes several entertainers now performing in local shows. Music for the dancing will be swung by Victor Hugo and his swing band, while George Libby's Hollywood Debs will provide plenty of feminine pulchritude as well as dancing talent. Ben Perry, popular performer, will act

as emcee for the show, which will provide Muriel Thomas, eccentric dancer, and Muriel Page, soprano, and Frances Carroll, blues singer. Renato and Dolores will provide grace and beauty in their ballroom dances.

In order that everyone present has a good time the entertainment committee, headed by N. Chodaker, will function as a greeting group. Members are S. Lerner, Frank Engel, A. Poster, A. Speigel, Frank Urban and David Kulla.

Detroit

DETROIT, March 11.—"The music machine business may be slow, but it is certainly reliable," says Sigmund Kaczynski. "Of course, you have to operate on a fairly good scale to make money, but once you have established a route it is more stable."

"Conditions have not changed in the past eight or nine months very much. I have just bought some new machines. Recently I have noted that business is getting better."

Sam Rosenthal, veteran Detroit coinman, received a license this week as Michigan's No. 1 Matchmaker for prize-fights. Under a new law this profession will be licensed in this State. Rosenthal has been the only man to take out a license so far. He received extensive feature stories in all local papers.

Detroit music operators are carrying on with "leading the industry out of the depression." Sales of new machines kept well up again this week, with Wurdlitzers taking the lead in sales reported. Among the leading operators who bought substantial numbers of machines were Joseph Brilliant, of the Brilliant Music Co.; James Ashley, of the American Novelty Co.; Fred Gardella, E. W. Mitchell and G. A. Gustafson.

Henry C. Lemke, of Lemke Coin Machine Co., a pioneer in the Detroit coin machine field, has been in Grand Rapids for the past week attending the funeral of his brother, Frank Lemke.

Henry Nelson, of the Nelson Amusement Co., pin-game operator, is wintering in Miami. His brother, Morrie Nelson, is managing the business for him in his absence.

CLEARING SALE COUNTER		NOVELTY TABLES	
Bally Baby	\$ 8.00	Puritan Girl	\$ 7.00
Beat It	3.00	Official Sweepstakes	2.00
Cent A Pack	7.00	Red Dog	5.00
Chic. Club House	3.00	Reel Dice	3.50
High Stakes	5.00	Reel 21	4.50
Hoops	9.00	Sweet Sally	3.00
New Deal	3.00	Tally	12.50
Peanut Vendor	2.50	Tik Tak Toe	3.00
Penny Pack	8.00	Track Reels	5.00
Penny Pack, Reg.	19.00	Twenty-One	5.00
Puritan	5.00	Zephyr	9.00
Bull's Eye	\$ 8.00	Outboard	\$ 6.00
Dux	8.00	Replay	5.00
Seacon	4.00	Running Wild	9.00
Excel	4.00	Tournament	5.00
Mad Cap	3.50	Track Meet	7.50
New Rockies	11.00	Zephyr (Bally)	9.00
Jennings 1c Little Duke	\$ 8.00		
Mills Q. T. 1c Play	\$ 20.00		
Slot Stands, New, \$1.00; Used	1.00		
Mills Scale	25.00		
Grand Champion (Race Horse Automatic)	12.00		
Popmaster (Automatic Popcorn)	15.00		
Many Other Bargains. Send for Free List. Deposit Required on All Orders. Every Machine Fully Guaranteed.			

C. CHARLE & CO., Springfield, Mo.

20-Lucky Lucre-20

SACRIFICE SALE.
Not in Use Over 30 Days.
\$245.00 EACH.

1/3 Deposit, Balance C. O. D., F. O. B. New Iberia, La. Write or Wire

E. LAWRENCE SATCHER
NEW IBERIA, LA.

BEWARE!
here is Only One Original

PUNCH BALL

The most successful game is always the most copied. Look only to PUNCH BALL for features you want and need. PUNCH BALL is truly amazing — a sensation wherever it's operating. Manufactured by Norwood Mfg. Co., 1725 W. North Ave., Chicago.

Distributed by SAM MAY & CO., 2011 Maryland Ave., Baltimore, Md.

Smoker!

Clinton Vending Machine Co.
295 S. 4th Street, Clinton, Iowa
\$57.50

WATCH FOR TRIO

A 3 BALL NOVELTY GAME AS ONLY DAVAL CAN MAKE IT!

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SMOKER

JACKPOT BELL

★ Make way for Mills Smoker! It's a new small sized, completely automatic BELL! Not electrical, it uses the basic Mills Q.T. payout mechanism, which has stood the play for many years. The Smoker is the FASTEST PLAYING Bell ever built—it plays five times for every three plays of the big Bells and is TWICE AS FAST as the Mills Vest Pocket! It is equipped with complete *automatic token jackpot*, invisible but ACTIVE! Acknowledged to be the quietest *machine* ever built; 1c or 5c play. Smoker's payout cup doesn't show—it's

a *console drawer* and placed at the *side* of the machine. It can be equipped with a lock—and compartment will hold \$5.00 in nickels. Cigarette reels, which are covered with tricky metal flap, the reverse side of which is the reward card. Beautiful birch cabinet with contrasting diamond inlay. The Smoker doesn't look like a payout Bell, doesn't even look like any kind of a coin operated machine. Weighs only 35 pounds, takes only a square foot of space, stands 15 inches high. Price for 1c or 5c play, f. o. b. Chicago

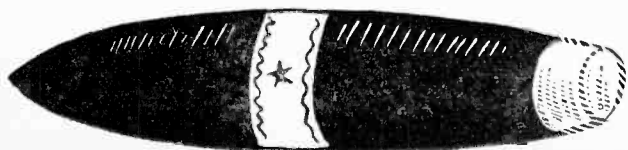
SEE SMOKER AT—

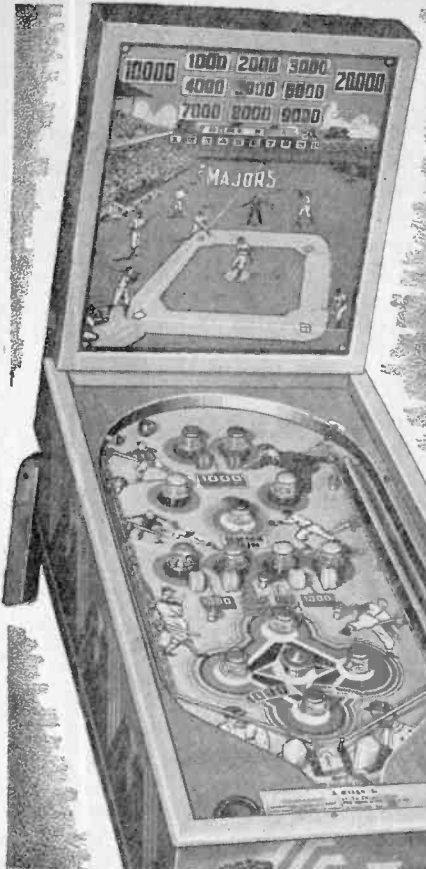
\$57⁵⁰

- Bert Lane
619 Tenth St.
New York, N. Y.
- Palminter King Sales Co.
1107 W. Macarthur St.
Canton, Ohio
- Sicking Mfg. Co.
1022 Freeman Ave.
Cincinnati, Ohio
- Hosley Vending Mach. Exch.
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Richmond, Va.
- Keystone Novelty & Mfg. Co.
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Philadelphia, Pa.
- Atlas Coin Machine Co.
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Boston, Mass.
- Mayflower Novelty Co.
1507 University Ave.
St. Paul, Minn.
- Western Distributing Co.
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Kansas City, Mo.
- Rudger Novelty Co.
2546 N. 30th Street
Milwaukee, Wis.
- Yellowstone Specialty Co.
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Salt Lake City, Utah
- Northwest Sales Co.
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- A. P. Sauer Co.
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- Olive Novelty Co.
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St. Louis, Mo.
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Sioux City, Iowa
- Southern Novelty Co.
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- Star Sales Co.
108 W. Hill Avenue
Valdosta, Ga.
- The Vending Machine Co., 205-15 Franklin, Fayetteville, N. C.
- Real Novelty Co.
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St. Louis, Mo.
- Union Sales Co.
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Green Bay, Wisc.
- Clinton Vending Mach. Co.
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Clinton, Iowa
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Montreal, Que., Canada
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Baltimore, Md.
- Denver Distributing Co.
1854-68 Arapahoe St.
Denver, Colo.
- Central Illinois Sales
1319 Western
Peoria, Ill.
- Mint Vending Co.
211 N. 17th Street
Hirmingham, Ala.
- Discie Coin Machine Co.
912 Poydine St.
New Orleans, La.
- Boyle Amusement Co.
122 N. W. 3rd St.
Oklahoma City, Okla.
- Mills Sales Co.
1630 18th Street
Oakland, Calif.
- Atlas Novelty Co.
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Chicago, Ill.
- Bill Frey, Inc.
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Miami, Fla.
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Box R21
Vicksburg, Miss.
- Paul Lapoun
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- Chas. E. Washburn
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Los Angeles, Calif.



MILLS NOVELTY CO.
4100 Fullerton Avenue, Chicago, Ill.





~~\$50~~ Now **7 WEEKS**
AND WE CAN'T MAKE 'EM FAST ENOUGH!

MAJORS

WE WOULDN'T BE SO SWAMPED WITH ORDERS IF IT WASN'T OUT-EARNING ALL OTHER NOVELTY GAMES — Get Yours Now!

MAJORS NOVELTY \$79⁵⁰ MAJORS FREE GAME \$89⁵⁰

CHICAGO COIN MACHINE MFG. CO. 1725 W. DIVERSEY · CHICAGO

RECONDITIONED & GUARANTEED

NOVELTIES

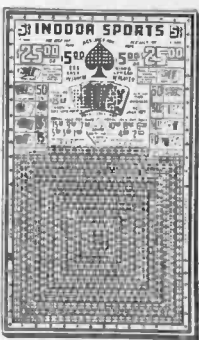
- 5 Rock-Ola World Series... \$95.00
- 2 Electric Crackshot... 49.50
- 6 Wurlitzer Skee-Rolls, 14 ft., crated, ea. 25.00
- Unrated, ea. 25.00

CONSOLES

- 3 Ex. Hi-Balls... \$25.00
- 2 Marksman... 25.00
- 2 Super-Zetas... 35.00
- 2 Bally Reserve... 35.00
- 2 Daily Dozen... 35.00
- 2 Atlantic City... 35.00

SLOTS

- 2 Jennings 10c Silver Dixie Melon Bells, Brand New, Original Cases, Never Unpacked... \$75.00
- 12 Jennings 5c Silver Dixie Melon Bells, Brand New, Original Cases, Never Unpacked... 69.50
- 2 Jennings 5c Silver Chiefs... 45.00
- 1 Jennings 25c Chief... 39.50
- 3 Jennings 5c Blue Chiefs... 49.50
- 2 Mills 5c Melon Bells... 49.50
- 4 Mills 5c Melon Bells, Skill & S. V... 52.50
- 1 Mills 1c Q. T... 22.50
- 12 Pace 1c Ccmetts... 19.50
- 1 Waiting to Rolatop... 19.50
- 1 Mills 5c Gooseneck... 12.50
- * Mills 1c Q. T. S. V... 27.50
- 1/3 with Order, Bal. C. O. D., F. O. B., Balto.



The Sensational Board

2560 Holes **INDOOR SPORTS** 5c Per Sale

YOU GET THE THRILL OF PLAYING REAL POKER! Tickets printed in full color as playing cards, and represent winning and losing Poker Hands. Winners repeat 12 to 48 times... 253 Winners. 12 ROYAL FLUSHES and Last Sale on Board, each rec. 1 Punch in Royal JACKPOT containing 100 Holes, paying 15-10-5-5-7-6-5-4-3-2 and 86, \$1.00 ACE JACKPOT has 30 Holes, containing 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.

\$49⁵⁰
1/3 deposit

New Stock with LATEST Improvements.

MILLS VEST POCKET BELL AUTOMATIC PAYOUT

Also Furnished to Reliable Operators on Percentage

Liberal trade allowance. Write for our folding advertising sign to "goonceal" and fabric covered chain.

The Tiniest Automatic Payout Machine in the World, Only 8x7x8 Inches. Weighs less than 16 pounds. Perfect for tight territory. Earnings wonderful. Holds \$45.

KAY SPECIALTY CO., Dept. H
2611 INDIANA AVE., CHICAGO, ILL.

SAVOY VENDING CO.
406-L W. FRANKLIN ST., BALTIMORE, MD.

Boyle Novelty Co.
522 N. W. 3rd Street
Oklahoma City, Okla.

\$57⁵⁰

SMOKER!

\$7⁵⁰ OR 3 FOR \$21⁰⁰

Mercury Bally Skooky
New Racket Booster
Daytime Long Beach
Bally Bumper
Equalize

ALL PERFECTLY RECONDITIONED EVEN REPAINTED When Necessary

Lightning \$19.50 Triple Free
Palm Springs 25.50 Play \$35.00
Turf Queens 12.00 Bally View \$2.50

EXPORT
"We Cover the World."
Cable Address: "NATNOVCO."
Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

NOVELTY
\$7⁹⁵ GAMES \$15
EACH-TWO-FOR

Auto Derby	Equalize	Long Beach
Bally Booster	Frisby	Mercury
Beam Lite	Skollie	Rock 'Em
Bobs	Three Star	Up
Bolo	Track Meet	Replay
Boo Hoo	Cargo	Sensation
Carnival	Great Guns	Running
Chico Derby	Hit and	Wild
Double	Run	Silver Flash
Action	Home Run	Slipper
Dux	Live Wire	Stone
Electric Scoreboard		Horse Race
		Top Hat

Majors Chiefs Side Kicks
Odd Ball \$39.50
1/3 Deposit, Balance C.O.D.

? WRITE FOR PRICES

MILWAUKEE COIN MACHINE CO.
2816 W. North Ave., Milwaukee, Wis.

Goldberg, Moseley Find Biz Rushing

CINCINNATI, March 11.—Ben Goldberg, of the Sicking Mfg. Co., reports that he is very busy these days. Says he: "The distributing business is really going to town with the Mills Smoker Bell. I estimate that there are a thousand locations in my territory in which operators are waiting to place Mills' latest bell.

"I talked recently to Harry Moseley, of the Moseley Vending Machine Exchange, in Richmond, Va., and he is of the same opinion that I am. Namely, that the Smoker Bell will give the Vest Pocket Bell, also produced by Mills, a chase in setting sales records. We are sincere in saying that the machine will undoubtedly be one of the best sellers in many years."

A GAME IS KNOWN BY THE COMPANY IT KEEPS. NOTE THE CLASS OF DISTRIBUTORS HANDLING THE ORIGINAL PUNCH BALL!

Norwood Mfg. Co.
1725 W. North Ave.
Chicago, Ill.

Send your correspondence to advertisers by mentioning The Billboard.



O. K.!—JOE CALCUTT

Calcutt Says:

"I've O.K.'d some great machines but Mills new Smoker Jackpot Bell looks like the biggest thing of the new Spring season. Grab those locations, boys!"

Calcutt Says:

"The Smoker is great because it's a Bell, yet doesn't look like one. Flap covers the reels, jackpot is invisible, and cash drawer practically so. It's a BELL!"

Calcutt Says:

"The Smoker is the quietest and fastest thing I've ever seen. Can't hear it twenty-five feet away. Smooth and powerful mechanism, tried and proven on over 40,000 other machines."

Calcutt Says:

"It's a buy at \$57.50, 1c or 5c play. You can search a long time before finding so much value for your money. The Smoker, like the famous Mills Q.T., holds its high value over a period of many years."

Calcutt Says:

"It may be that the Smoker is getting such a terrific play because it's so new. But I know what that mechanism can do, and I'm banking on it to hold its top earning power over the years."

Calcutt Says:

"Joe Calcutt is behind Mills Smoker with a full load of steam. Every one of our customers is going to strike gold when he ties in with this great Mills Machine. Send your orders direct to the Vending Machine Company. We ship immediately."

Calcutt Says:

"Thanks, folks, for the marvelous confidence you have placed in all my recommendations in the past. You can't miss on this one, either!"

THE VENDING MACHINE COMPANY

205-15 Franklin, Fayetteville, N. C.

Mutoscope Builds Arcade at World's Fair in New York

NEW YORK, March 11.—William Rabkin, president of International Mutoscope Reel Co., recently explained his plans for "the most unique, modernistic and beautiful penny arcade ever attempted, which is now in the process of completion at the New York World's Fair amusement center."

Said Rabkin: "The building that will house the arcade is one of true modernism. It has been designed by one of New York's well-known architects. It harmonizes with the unusual architecture of tomorrow that is the theme motif of the fair."

"An ingenious sliding door that takes up but two feet of space opens the entire side of the building to visitors. The artistic effect of the signs that will adorn the building in their varicolored lights is certain to strike a new note for better lighting effects for the entire arcade industry."

"There will be over 100 machines located in the arcade, which features a 55-foot frontage. The machines will be carefully and uniformly arranged so as to gain the most attractive display and to harmonize with the general fair atmosphere."

"Located next door to the arcade will be a large Photomatic studio. This studio will feature about a dozen of the ingenious photographic machines. Plans for popularizing the Photomatics by advertising are already under way. The Photomatic building will be a separate unit in itself. It is also in the modern theme, but it plays to the motif of photography in futuristic fashion. One unusual feature of the Photomatic studio will be the large front door that slides straight up right thru the roof and becomes a large candid camera fronting the building roof."

"In what will be the huge lens of the camera, about three feet in diameter, moving pictures explaining the Photomatic will be shown to catch the eyes of the passers-by. Another unique feature is the unusual and skillful arrangement of the neon lights that will swirl about the building and will spell out the name Photomatic."

"There will be another Photomatic studio, the same as the first, also containing about a dozen machines, further along in the amusement center. Each Photomatic itself has been constructed in keeping with the color scheme and architectural theme of the fair."

"In addition to both studios there will be five special studios in the main exhibit area of the fair. Contracts are being closed now and one is expected to appear in the General Foods building. Another in the Transportation Building, one in the Science Building, etc."

"Mutoscope executives are working hard at the present time getting ready for the opening of the fair, which is only a very short time away. They believe that with everything going along right they will be completely set up for opening day, when one of the most gigantic crowds to have ever visited any city is expected to pass thru the gates of the fairgrounds."

FLIP FLOP FLUZZEE
Watch the Pennies

Not a make-shift player drops, spins or shoots coin. Accurate record of payouts. 6-tumbler lock Triples cigarette sales. LEGAL... CLEVER AMUSING!

Sample \$3.95
Personal 1/2 Dep., Bal. C. O. D. Checks. (Cheaper in Quantities)

STAR MFG. & SALES CO.
3901-05 WAYNE - KANSAS CITY, MO.

HITCH YOUR MONEY TO

EVANS' LUCKY STAR

\$145.00

EVANS' COUNTER GAME HIT!

POCKET EDITION GALLOPING DOMINOS

\$24.50

NOT COIN OPERATED! A sure bet for Operators! No Coin Slot—operates in entirely new way! Played by placing coins under selected numbers in Novel coin receiver and pushing spinner rod. Coin receiver remains locked until counter attendant clears it! Absolutely gyp-proof!

H. C. EVANS & CO 1525-1530 W. ADAMS ST. 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

HARLICH MFG. CO. 1413 W. Jackson Blvd., CHICAGO, ILL.

Look Over These New Low Prices and Save \$\$\$\$\$

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.	
Keeney Track Time (Red Head)	\$59.50
Keeney Track Time (Grey Head)	45.00
Evans Bang Tails	45.00
Evans Galloping Dominos	45.00
Exhibit Longchamps	49.50
Keeney Kentucky Clubs	89.50
Jennings Liberty Bells	29.50
Mills Rio	39.50
Bally Four Horseshoes	139.50
Wurlitzer Model 818	\$ 89.50
Seeburg 1937 Rex	124.50
Rock-Ola 1937 Imperial 20	85.50
Rock-Ola 1937 Rhythm Master 16	54.50
Rock-Ola 1937 Rhythm King 12	44.50
Seeburg Sym., Model D	44.50
Mills Do Re Mi's	44.50
Mills Swing Kings	39.50
Seeburg Ray-O-Lite Guns	89.50

Write For Our New Bargain List Listing Over 500 Reconditioned Machines.

BADGER NOVELTY COMPANY

2548 N. 30th STREET, MILWAUKEE, WIS.

Advertise in The Billboard—You'll Be Satisfied With Results.

Bally's PACEMAKER

NEWEST, GREATEST RESERVE-TYPE 4-WAY MULTIPLE

Actually smashing Fairgrounds and Grandstand records! SIX WEEKS' LOCATION TESTS prove PACEMAKER'S power to get the play and keep on getting it week after week! PACEMAKER has all the features you've always wanted in a pay table. . . . NEW ADJUSTABLE Sweepstakes (Reserve) Light . . . NEW PROJECTOR TYPE Reserve Register . . . NEW ILLUMINATED PLASTIC ORNAMENTS on playfield and light box . . . \$45 TOP Reserve . . . and other money-making features galore!

See it at your jobber or write for complete details today!

SPOTTEM

Still ahead in the novelty class . . . and actually earning more money than Bally Reserve at its best! Not a reserve game—BUT how it takes in the cash! Clever SCORE BUILD UP and FREE NUMBERS feature holds play by the hour! Try just one sample and let the cash box convince you!



**PAYOUT
OR
TICKET**

\$89⁵⁰

FREE PLAY MODEL
(NOT BUILT IN REGULAR NOVELTY MODEL)

Write for descriptive folders on Bally's complete line.

BALLY MFG. CO. 2640 BELMONT AVENUE CHICAGO, ILLINOIS

MERCURY TOKEN PAYOUT

PENNY OR
NICKEL
PLAY

\$32⁵⁰

1/3 Deposit with Order.



MERCURY will open your territory for you. No side handle. On winning combination an Award Token is awarded automatically. Its exciting power is a sensation. ORDER TODAY.
SICKING, Inc. 1522 FREEMAN CINCINNATI, O.

OTHERS COPY! There is Only One Original

PUNCH BALL

There is scarcely anything that someone cannot make worse and sell cheaper. The original Punch Ball is still the best, the most versatile and the biggest money maker.
Manufactured by

NORWOOD MFG. CO.
1725 W. North Ave., Chicago



\$19⁹⁵
BALANCE C.O.D.

GRAND STANDS...\$99.50 | WINNING TICKETS...\$99.50 | SPORT PAGES...\$79.50
KENTUCKY CLUBS...89.50 | SKILL TIMES...99.50 | TRACK TIMES...69.50

35 Brand New Penny Three Reel Cigarette Counter Games
All in Original Cartons — GEMS, \$7.75 — PRINCE, \$8.75

CONSOLES	PAYOUTS	NOVELTIES	COUNTER GAMES
Derby Day...\$29.50	Fairgrounds...\$39.50	Odd Ball...\$45.00	Gingers...\$14.50
Bally Bells...29.50	Aksarben...39.50	Reserves...19.50	Grippers...5.00
Chucklette...29.50	Preakness...19.50	Zephyr...24.50	Lucky Pack...12.50
Jockey Club...29.50	Foto-Finish...19.50	Lightning...34.50	P. Packs...7.50
Domlette...24.50	Stables...32.50	Klick...39.50	Q. Ts 1c...23.50

Write for Complete List of New and Used Games and Factory Closeouts at Bargain Prices.
TERMS: 1/3 Deposit, Balance C. O. D. 2304-08 ARMITAGE, CHICAGO, ILL.

GRAND NATIONAL SALES CO.

★ MILLS SMOKER JACKPOT BELL



Plays twice as fast, completely automatic; token jackpot, side door payout. 1c or 5c play. \$57.50. Immediate delivery.

MOSELEY VENDING MACHINE EXCHANGE
00 Broad Street • Richmond, Virginia



"PUNCH-A-BALL"

IS THE HOTTEST HIT I'VE EVER SEEN! ABSOLUTELY A PHENOMENAL MONEY-MAKER! WRITE!

Bert Lane

SEABOARD SALES, INC.
619 TENTH AVENUE, NEW YORK, N.Y.
Phone: WISCONSIN 7-5688

CONSOLES	ONE BALLS	SLOTS
Galloping Dominos...\$69.50	Post Time...\$16.50	Chiefs, 5-10-25c...\$23.50
Paces Races...69.50	Clocker...14.50	Yellowheads...19.50
Tanforan...29.50	Entry...14.50	Cherry Bell, 25c...49.50
Liberty Bell...34.50	Foto-Finish...12.50	War Eagles, 5-10c...22.50
Track Time...69.50	Garom...12.50	
Mills Crap Game, 25c...49.50		

GERBER & GLASS

914 DIVERSEY, CHICAGO

1938 SKILL TIME	\$100.00
1938 KENTUCKY CLUB	65.00
DERBY DAY CONSOLE (Flat Top)	30.00
SPORTPAGE	75.00
FAIRGROUND	35.00
TANFORAN	25.00
PREAKNESS	15.00

1/3 Deposit, Balance C. O. D.
A. F. NOVELTY CO.
10216 Westchester Ave., Cleveland, O.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Increase Your Sales in 1939!

ARRANGE NOW FOR
YOUR ADVERTISEMENT
IN THE
**SPRING
SPECIAL**

ISSUE OF

**The
Billboard**

DATED-APRIL 8, 1939

The Most Important
Issue of the Year!

**MAIL YOUR
COPY TODAY**

Some departments will go to press earlier than usual. Advertisements requiring special position in these sections must be in Cincinnati by Wednesday, March 29.

**PRINTING
STARTS
MARCH 29TH**

The print order for this issue will be more than doubled, the extra distribution assuring all advertisers complete coverage of their markets.

The Billboard Publishing Co.

25 Opera Place Phone MAin 5306, 7 Cincinnati, O.

BRANCH OFFICES

NEW YORK — CHICAGO — ST. LOUIS — PHILADELPHIA

"SOME PLACE YOU'VE GOT, JIM"



1. Jim swelled up proud as a peacock—for which I don't blame him. It was the newest and nicest place in town. Lots of color, modern and an attractive arrangement of chrome and glass that gave it an inviting appearance.



2. Jim took me around . . . and he actually had a real showplace. "How are things going?" I ventured. "Say," he said; "are you trying to kid me? Why . . . every night's been a complete sell-out." "How come?" I asked.

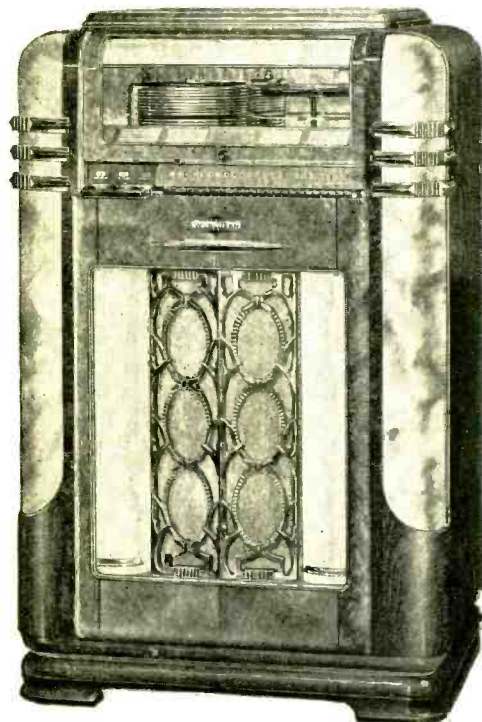


3. With that he took me back among the tables and said: "Here it is!" I might have guessed it . . . a WURLITZER De Luxe Five Hundred. Well—he didn't have to do any more explaining—because I know that the WURLITZER has what it takes to draw the crowd—make 'em stay longer and have a better time.

Successful Music Merchants know that they can get and hold the best locations with Wurlitzer Automatic Phonographs. Patrons demand a larger choice of music . . . life-like tone in reproduction . . . and ease of selection. That's why Wurlitzer Phonographs have multiplied location earnings . . . have increased patronage and service checks. Three sizes of models will fit any location requirements. There's real profit in operating Wurlitzers.

THE RUDOLPH WURLITZER COMPANY

North Tonawanda, N. Y.
Canadian Factory: RCA-Victor Company, Ltd., Montreal, Quebec, Canada
SOLD ONLY TO MUSIC MERCHANTS



WURLITZER DE LUXE MODEL 500

Piano keyboard selector — plays 24 records. Rich cabinet veneers, plastics and moving color illumination.

TURN IN YOUR OBSOLETE EQUIPMENT UNDER

WURLITZER'S

LIBERAL FACTORY TRADE-IN PLAN