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BLUE BARRON

And His "Music of Yesterday and Today"

Currently at the Green Room of the Hotel Edison, New York

Victor-Bluebird Records

Broadcasting Weekly NBC

Exclusive Management: Consolidated Radio Artists, Inc.

If you're interested in the record business, you will be interested in these facts . . .

30,000,000 records played in 300,000 automatic music machines skyrocketed more bands and artists to the heights and did more to popularize songs than any other single factor in the entertainment business in 1939. (Remember the Andrews Sisters and Glenn Miller and Bei Mir Bist Du Shoen and Beer Barrel Polka, etc.)

The operators who bought these 30,000,000 records and who control these 300,000 automatic music machines read *The Billboard*.

That's why every major recording company advertises in *The Billboard* regularly. That's why the recording artists and the music publishers listed below used *The Billboard* in 1939 to tell operators about their latest record releases and tunes.

ARTISTS

ANDREWS SISTERS	AL DONAHUE	RAY KINNEY	JAN SAVITT
LOUIS ARMSTRONG	JIMMY DORSEY	GENE KRUPA	RAYMOND SCOTT
CHARLIE BARNET	TOMMY DORSEY	KAY KYSER	ARTIE SHAW
BLUE BARRON	EDDY DUCHIN	EDDIE LeBARON	MAXINE SULLIVAN
COUNT BASIE	SHEP FIELDS	CARL LORCH	THE THREE PEPPERS
WILL BRADLEY	TED FIO RITO	ABE LYMAN	DICK TODD
SONNY BURKE	ELLA FITZGERALD	ENRIC MADRIGUERA	ORRIN TUCKER
FRANKIE CARLE	THE FOUR INK SPOTS	FREDDY MARTIN	TOMMY TUCKER
BOB CHESTER	BENNY GOODMAN	FRANKIE MASTERS	BEA WAIN
LARRY CLINTON	RAY HERBECK	GLENN MILLER	TED WEEMS
DEL COURTYNE	TINY HILL	THE NEW FRIENDS OF RHYTHM	LAWRENCE WELK
BOB CROSBY	MILT HERTH	RED NICHOLS	PAUL WHITEMAN
EDDIE DeLANGE	HARRY JAMES	DICK ROBERTSON	BOB ZURKE
EMERY DEUTSCH	HAL KEMP		

PUBLISHERS

BREGMAN, VOCO AND CONN, INC. LEO FEIST, INC.	GEORGIA MUSIC CORP. JEWEL MUSIC LINCOLN MUSIC CO., INC.	E. B. MARKS, INC. MERCER & MORRIS, INC. MILLER MUSIC, INC.	ROBBINS MUSIC, INC. ROY MUSIC, INC. LARRY SPIER, INC.
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HOTSPOT WIZARDS ABOUND

But Seering Gets Few Paychecks; Some Even Split Tips With Boss

NEW YORK. Feb. 24.—More and more performers are turning to the so-called type of table entertainment. Many veterans, finding night clubs work increasingly difficult, are turning to the stage, up on pantomime, astrology, crystal gazing and other forms of fortune telling, hoping to establish themselves in night clubs. Some of these performers are willing to book "residual" table acts because they not only add to the intimacy of the room but also attract a repeat trade, especially among females. Despite the fact that a single person, presenting brand of roulette table, the table act is usually an effective builder-up of clientele.

Given a night spot manager is told

Mentalist Sues on Film Character

NEW YORK. Feb. 24.—Charging that the portrayal of Madame Zofika in *It's a Wonderful Life* has caused her to become a laughing stock in front of audiences throughout the country, Madame Zofika has filed a libel suit for \$500,000 against RKO Radio Pictures, producer of the film.

Papers have been served on Louis Weber, who wrote the story, and on the author of the novel.

The deadline for an answer according to Harry Weinsten, attorney for Zofika, is March 1.

It is claimed that since the release of the film there has been a constant stream of giggling and whispering among audiences of all the houses in which she appeared. The attribution of this to the film is denied by the author of the fictional Zofika as "untrue and old hat."

BLUE BARRON

(This Week's Cover Subject)

BLUE BARRON, who completes a six-month tour at the Green Room of the Hotel Edison, New York, on March 1, has made his mark with his "Music of Yesterday and Today" book in October, 1935, when it was a trout at the Flaming Palace, a showboat, and now he is a trout again, though still the country's best known big-name band leader. Since the unknown Barron never stayed at the spot for a record-breaking 21 consecutive days, the showboat is to be lengthily engaged by the Martin Bluebird Restaurant, Rochester, N. Y.; Cecilia Gardens, Tonawanda, N. Y., and Cleveland. Incidentally, it was in his home town, Cleveland, that "Music of Yesterday and Today" became nationally known.

Broadcasting nightly over WTAM and the NBC network from Cleveland's Southern Theater, the young man, the son of the late Mrs. Maria Kramer, of the Hotel Edison, Mrs. Kramer, without even as much as an audience, immediately sent for Barron to sign him for a four-week stay at the Edison's Green Room. That was few years ago.

The metropolitan debut of the Barron band, recently started a tall order. After the first week of the Edison, the band was removed by the another month, then another. Finally, broadcasting over both the NBC and Red networks from the hotel, the Barron band completed their six-consecutive months later.

The first Edison Hotel engagement was followed Barron's move as one of the top-notch entertainers throughout the nation. First came a three-month engagement at the Paramount, New York, a series of one-night stands and then back to the Edison. Then another month. Then another month, a Warne-Vitaphone tour, then another month back to the Green Room of the Edison.

Stately, a bond of youth, the celebrated features in recent arrangements that are to be seen in the new edition of the book. Which is one reason why *Music of Yesterday and Today*, styled the *Blue Baron Way*, is invariably in the top rank of the best-sellers due to broadcast recording. Consolidated Radio Artists, Inc., manages the band.

on the idea. It is easy to effect a deal. Most table workers cost the management nothing. The performer's remuneration is in tips and does not come into the establishment's budget. The performer's services will even allow the privilege of working spot. They may pay a flat weekly sum, or the spot may pay a flat sum per table. Depending upon the shop, the spot may not be an entire trade, the cut may be limited to the point where it is dispensed with entirely after a while.

Most table acts receive no set salary, most bookers are unwilling to handle this type of entertainment. Most club owners are therefore done direct.

Once a spot is booked, it is established in a spot the employee's position is usually permanent. Many people have been in the same joint for as high as

Articles on Federal Income Tax Available

The *Billboard* ran a series of three public accounting and theatrical tax articles last year. Last month, the third expert, last February, explaining requirements and privileges of theatrical risk in seeking out their returns. Incomes for 1939 are due April 15.

Since these have been made available in the law since then, this compilation is not repeated in this article. But readers who would like to know more about the subject may write to The Author, Dept. ST, 1064 Broadway, New York.

over years, and with the better known consequences it is frequently necessary to seek professional advice. The return for a single reading averages 25 cents. Often club patrons seek out the entertainers and hire them for a private party.

Entertainers and managers try to

encourage the solicitation of readings out

(See PROFITS FOR CLUBS on page 17)

Pitt Clubs Want Big Shows, Radio Bands; Smallies Flop

PITTSBURGH. Feb. 24.—Successful night spots are asking for big shows featuring plenty of variety, or bands with strong reputations. One club dealing with floor-show policy expanded its act with floor-show policy expanded its act and an emcee are doing poorly.

Spots in trend in Yachty Club, established a decade ago, but still not now seeking them in with shows of five to seven acts, costing \$800 to \$1000 a week. Piloted by Bill Miller, brother of Jackie, who has had a twelve-year career in the business, and of Eddie, who vocalizes for Herman Miller's band, the club has radio wire, a movie policy and the town's biggest newspaper.

Still top draw, but getting scarce competition since the Yacht Club is 75% Courtesy News Restaurant. Comfort consistently presents a fire-act bill, particularly in the winter months, and is popular. Piloted by Jim Hider, the Mexican shows usually include a dance band, a novelty act, a singer, a girl line, a dance single or double or vocalise, who doubles as a dancer. Jim Dill, of Philadelphia, a senior in his fourth year with the same routine.

Also casting a long shadow is Hockey Park Tavern, where Al Marcus books four or five comedians and two dancers.

Other smaller spots trying to capitalize on the demand for jiggles, natural train-

ers, clowns, tappers and any other type of popular entertainers are Al Hart's Club Purple, and Blue Plate Club and Edie's Club. The latter is a new addition to the Pittsburgh's roster of presenting shows, built primarily around low-priced acts is giving way to a tendency to spend a little more for unusual acts.

Operating on a contrary strategy are the smaller spots, such as the Penn and Country, featuring some of the inexpensive trade with a hand-easy appeal. Presenting Johnny Long for the past 11 weeks, typical of the MCA-booked orchestra, the Penn has won a good reputation and seat well with middle-income families. According to Mihaly and Nedra web breaks, the William Penn has by mutual agreement dropped even the Arthur Murray dance class, and the Penn is now the only place to quarrel to the Roosevelt Hotel. The Stoller Co. recently took over the Penn management and is considering a seven-place crew, in keeping with its national policy of developing a chain of clubs.

Green's comedy entrees Howard Green, local orchestra, after several years at traveling troupe exclusively, excepting a couple of brief bookings for Benny Burman and Vernon Elliot.

Likewise bringing name bands to the city is the nearby Madison, featuring its Negro dates. Manager Harry Mandel imports most of the big septa swingsters.

AGVA Press Organizing Drive; Absorbs Philly

NEW YORK. Feb. 24.—American Guild of Variety Artists signed the Theatre Club to a 2 classification, calling for a \$45 weekly minimum for principals and a maximum of \$100 for understudies.

AGVA plans to picket Hippolyte's, Astoria, L. I., tonight because of failure to reach an agreement. AGVA regards this spot as the spearhead of opposition among smaller clubs.

The performers' union also is planning to organize local bands houses. A delegation consisting of Roy S. Stockton, AGVA executive secretary; Florence Marston, of Belvoir Actors' Guild; and the American League of the Radio Artists Union; Roy Johnson, president of Chorus Boys and Girls' Equity; AGVA experts, called on Irving Lesser, manager of the Roxy Theatre, to discuss an agreement. Lesser agreed to meet AGVA, told the group he preferred to act independently with representatives of other Broadway houses. Another meeting has been set for next week, pending the arrival of Max Thompson of RKO, who is currently on the coast.

The Artists' Representatives Association is also being approached as an AGVA license agreement. Stockton expects to

agree to accept a maximum 20 per cent commission. Stockton claims several agents get a fixed price for a performer and retain all but a small percentage.

The United Entertainers' Association, an independent organization of principals, will become affiliated with AGVA. Thomas M. Kelly, business agent of the Union; William A. Jones, president, and George E. Schaeffer, treasurer, conferred with Stockton yesterday. AGVA's charter was passed by the USA exec council and goes to the membership Tuesday. The meeting will be addressed by Paul Glavin, AGVA local presidential candidate.

USA members will be admitted to AGVA without paying initiation fees and current officers will continue in office. The USA exec board will be administered by the Philly local.



Cafe Business

If IT weren't bad or an instinctive public enemy, Gatsby would know. In specific cases it isn't always easy to determine. Maybe we can imagine better ways to mean by dressing than a girl causing a stir. Thought. Leon and Eddie's, the hall of fame of 2000元 crazy pressers, located in a girl whose name is Gatsby, is a definite plus. And in this case, the dresses to Gatsby and an intimate life, balances on twisted legs and proceeds to take a bath in a spray of perfume. Leon and Eddie's is a true-born creation, and the effect is truly dramatic. The other spots on the street are doing a little business. Leon and Eddie's however, at 22 o'clock a chaotic curtain is drawn across the stage. While the talk-back girl performs the whole mass of transients in silent. Patrons stand on chairs, on anything that will support them. This wild thing is over in a couple of minutes and most of the customers have been waiting more than two hours so now it's time to go home. Leon and Eddie's, as the milk-shake act is over, the stream out like streams on a stamped. These patrons have seen more and more in public performances so no appreciable public performance was given. Leon and Eddie's was given an exceptional holiday either in publicity or advertising. Perhaps it can't be for yourself. We're too busy these night clubs.

LAST week we did a lot of querying about night club entrepreneurs on the question of cloakroom policies. Their reluctance to talk and their very obvious effort to give the wrong answers to questions on this subject, if anything, was not unexpected. We were not able to get very far in our inquiry but we gathered several interesting thoughts.

We heard from one of the men who operate cafes verification of our original contention that it is impossible to run a successful night club with the lack of a cloakroom service. We were successful in dissuading from the new owner who consented to talk that it is possible of a cafe owner possessing the necessary equipment to run a successful night club without a cloakroom. Just as easily in its relation to patron service even if the cloakroom is run by a separate company, certain clubs we have seen cases of the cloakroom being run by a concession there was a provision in the contract for the owner of the cafe to exercise full control over the cloakroom. This is done by the owner of the cafe stipulating unallowable on the spot or indirectly by demanding that this service be taken by the concession.

In a spot that caters to the heavy spending of a certain class, the cloakroom service as well as the conduct of cloakroom employees who make the rounds selling cigarettes and things.

Now new eggs in a big wheel of high pressure and overcharging. But there are fewer of these spots today than there were ten years ago and even the amount of money they are getting is not what it used to be. There are the spots that have been filling by the wholesale like locate in the path of a poison spray. The spots that cater to the lower or less discriminating public. The first to go and a mass turnover basis are the ones that should pay more attention to these needs of ours as to the activities of the cloakroom. First, both in the checking stand and in the mandatory efforts in end of tables.

There are angles to the cafe business as in any other business that are best kept secret, but in general, there is nothing secret about the cloakroom angle. One can recognize the cloakroom concession as a necessary evil, but the fact that it is not a necessary evil, that their right to the potentiates of 10 will that exist in a spot where the owner fails to check as carefully on the manager as he does on his lawyer or secretary or his show. You can bet you'll hear back.

(See SUGAR'S DOMINO on page 17)

Boston Stations Tell Whether Weather's Good, But Talent Is Hurt by Lack of Good Scripts

BOSTON, Feb. 24.—There appears to be a pressing need in Boston for good radio programs. In fact, there is so much to do up with poor local shows, so much so that Vic Kirby, WHBZ program director, is studying ways to effect a change. Other stations who refuse to broadcast in Boston are faced with the situation. At least one radio reporter has been approached and asked if he can do anything with scripts. Suggestion from almost all stations was that writers could start to feel something should be done to better the state situation.

There is plenty of talent around Boston, but for the most part it is being used in radio shows which have sprung up since radio grew out of the chapter stage. Many stations, not only in Boston but throughout this area, are turning to the way of presenting fairly decent local programs. WOBH has gone in for records in a big way, with an all-day disk jockey show, and WEEI, WHBZ and WAAR, devote as much as 16 hours daily to records and s. t.s.

Amateur-participation shows now are about the most interesting things on Boston's airways as far as live talent is concerned, but you can't lose questions all day long.

Wet and Dreary

Topping a long list of radio associations to the dreary winter weather here, New England chain puts out a 15-minute weather report twice and the thing covers everything from forecasts and bulletins to stories about collecting what goes on. Content seems to be that heat with a weather program you've got no worries. It may be corny but at least it isn't banal. Weather is the subject here and bring on the weather.

If Bostonians listeners shun daily weather they have little alternative. With the exception of WEEI, WHBZ and WMBV, there is nothing worthy locally in the morning. Ladies were seen odd transcriptions, organ music, fishermen's broadcasts, no abundance of news and weather, women's programs and the

like to fill out the morning hours. Network outlets, in addition to chain stations, take anywhere from five to eight hours daily of network stations.

In the afternoon there are a few good stations showing.

At night the locals again go for network stuff in a big way.

Most of the indies are off late night with the exception of WEEI, which has been on the air since 1937. WAAR, which has come along in recent years, has some fine class night programs. Daytime programs from sales, feature music and comment with emphasis on live talent. Nightly series shows including a humor program, are well-done.

Radio Cops Lead In Daily's Survey

WICHITA, KAN., Feb. 24.—A press-radio survey conducted by The Wichita-Sedgewick Times-Leader placed radio uppermost in the list of the paper's special departments. More readers stated their radio news program than any other special department in the publication.

Cartoon strip Joe Palooka received more votes than any other single attraction, news or non-news.

NEW YORK, Feb. 24.—Results of the survey made by The Wichita-Sedgewick Times-Leader conform to other studies made in the past.

WIS. POLL RAPS SERIALS

(Continued from page 4)

Capt. Midship, Unite Malecias, Claire and Zutty and Zetta.

Nancy Gee, WTMJ commentator, followed by Betty Crocker and Martha Crandall. King Crosby placed first in voting for master of ceremonies, followed by Don Astor, Eddie Laine, Kay Kyser and Artie O'Kearney.

H. V. Kaltenborn topped Roche Carter, last year's leader, in the news commentator division. He was followed by George Cawley, John Loder, Robert Edward G. Hill, Paul Mallory, Guy Lombardo, Elmer E. Davis and Walter Winchell. Thundreds of ballots were received from Wisconsin towns and from many sections of Michigan, Minnesota, Iowa and Illinois.

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 series each issue is presented.

Contribution made to Finch Fund stands up very well. In many ways, not only is his virtuosity on the trumpet partly accountable, but also that he has an ability to make his instrument sing. His wangs goes into the biographies of his leaders, some of whom have worthily tried to tell. Unlike others, too, James can rest on his laurels. He is still young, 30. His story starts when he was 15, when he played the drums at six he was playing the trumpet and sitting in occasionally with his father's seven-piece band. This boy became the best trumpet player in the United States, and his Concerto for Trumpet is a superb piece of work.

Contribution presented LOUISE THOMAS, who is Mrs. James and who seemed to do a song well for her professional career, in an especially written number in which she does not seem to be a trumpet player. Among other things, Mrs. Thomas has been associated with HENRY GOODMAN, as whose brass section James used to sit.

INTERVIEW BY NEILLY, as usual, does the band interviews. Commercials, forgetful J. F.

of things on his recent great shot on the Chase Mutual band program, suggests an enjoyable writer with COED BRECHEN, during his boy friend. As a matter of fact, the program was a good one, fast-moving and well handled with a good deal of variety. The band sounded better than most of them have been since the show was cut hair six hours. Bergman, moreover, remains one of the best vocalists in the business. The band, as the title of his own expression, varied with his cabin pals, was especially noteworthy.

Musical on the program is of high caliber. DONALD DENGES' becomes a roisterous, boisterous, rollicking good show back seat in any direction indeed as his predecessor, NELSON EDDY, did.

ROBERT ARMSTRONG'S ORCHESTRA, with its leader as conductor, is in top-grounding and pacing.

A major contribution to the program is made by VERA VAGUE (SHAHARA 30 ALLEN), but her material this session was better, however. She has the way of making these very real and making them sound far better than they are. She is a funny lady.

A giveaway of a series of Mortimer Snerd's "The Mortimer Snerd Show" down in the Midwest—here form and most of the plug time is devoted to this phase. Amazingly so.

Film Cos. Buying Time on N. Y. Indies

NEW YORK, Feb. 24.—Picture producers continue to experiment with radio as a publicity medium. This week WENDELL WILLKIE's campaign was used to help Centaur Pictures, Inc., the Para deal selling for three quarters—minus a week. Milt Belasco Galleries, as plug for pictures, has the same idea. Paramount Pictures calling for a minimum of 250 spot announcements in one year as requested for specific films at the New York office set by Milt Belasco, president, for the period beginning March 4. Twentieth-Century deal, set by Kartchner for one year, is retrospective to January 31, on which date spot announcements were broadcast for Little Old New York.

In 1939, Mutual Broadcasting System had two sponsored programs pluggin' for the Kentucky Derby, one by George Gershwin (Paramount), CBS last year carried the Kentucky Derby, sponsored by 20th-Fox in connection with its Ross of Washington Square pic.

Parmount's Air Splurge

HOLLYWOOD, Feb. 24.—Paramount gives heavy for air pluggs once again, with Reed to Singapore later on for heavy other half. It was announced today that Reed will appear in "The Chinese Restaurant" on CBS. Dorothy Lamour starts the barrage with appearance with Andre Kostelanetz on the CBS "Columbia Concert." The "Columbia Concert" started experiments via mailing of top copies from the film. Roa Hope on the Prendergast show will do for the pluggs starting next week. Pitkin will get his chance to plug weekly shows up to the film release date.

DAYTON, O., Feb. 24.—James M. Legate has been appointed general manager of WHIO. Daylet, son of James M. Cox Jr., president of the Miami Valley Broadcasting Corp.

How Come She Listened?

PHILADELPHIA, Feb. 24.—It took plenty of diplomacy on the part of the police to get the girl to make a radio confessional. Jack Steck, who conducts the WFIL Radio Awards show, was sending radio reporters to the station to interview the winner, but had an unusual winner the other day. It was Ruth LaFerty, assistant to Dr. Leon Levy, press of the reputation WFIL station.

ASCAP Seethes At Buck Pinch

NEW YORK, Feb. 24.—Office of Salvatores & Prochnik, attorneys for American Society of Composers, Authors and Publishers, indicated late this week that Morton Broadcasters' response to the ASCAP ultimatum, set by Harry Goldblatt, president, in Phoenix, Ariz., might be sued for false arrest. Asked if H. B. Crane, Montana broadcaster, was responsible for the statement, Goldblatt said, "He has been back on a fugitive warrant, a policeman beat him up and asked, 'What do you think?'"

The group, he said, that did this is a similar case more or less the ego in New York in what he called an attempt to break up the ASCAP Music Festival. "They may be serious"—not for Buck but for Crane, he said. "We are going to sue the广播ers for the charge of attempted extortion," stated the ASCAP attorney. According to ASCAP officers, there are 110 radio stations in the country which have been forced to cancel their contracts because of the new rates to come. Goldblatt added that ASCAP intends suit them for allegedly violating the contract.

Meanwhile, in Phoenix, Police Justice Harry K. Westfall ordered notice posted stating that extractions hearing for Buck will be held on March 4. Buck was released after paying his bail reduced from \$10,000 to \$750.

Radio Talent New York By JERRY LESSER

DUKE to an error, WHITFIELD HANE was given credit for playing the title role in "Madcap at the Western World," which he did not play.

WALTER KIMMELLA who did that well job . . . OLIVER HAMBOURG, soon returning to "Mister Doughnut," is directing "The Mystery of the Missing Millions."

RAY PERKINS starts a new schedule of free days a week over WEAF soon. After 48 weeks of one quarter hour weekly, he turned to three hours each and now he is back to four. He feels as though he has been "discovered" all over again. . . ED EAST is also doing well in his very early morning spot . . . THE TONY MARTIN SHOW, which has been on the radio show in support of CHRISTIE MORRIS and on the RATE SMITH show with JOHN GARFIELD.

JOHN GOODMAN, of WNEW, recovering from ill health.

They tell me that Billy Artis has been signed as costumer master for Rudy Vallee's new series . . . that Marjorie Wilson, general manager of the Ribber Motel and Molly shoe,

may soon sign a movie contract . . . that Judy Garland is a coalminer . . . that the new oil embargo has hit ABC . . . ROB COOK, drummer with Bob Crosby, who has reduced the weight of his drums and trap outfit 50 per cent on the bandstand, has been appearing in New York, working on an All-Night Rhythm Revue now used in drama outfit but with equal resonance . . . The Harry James band, which has been touring Europe, has donated a high-priced silver casket for his war home. When you press a button the huge piano slides down, revealing hidden in the piano case outfit that he brought during war days . . . THAT Uncle Tom, national chairman's entertainment of WOR-Melvin, will present a new show, "The Melvin Show," on April 12.

Treecord is the proprietor of the character . . . that Artis today has his bob. Bob Crosby's Orchestra will open in the Auditorium, Chicago, April 12. Artis, who has been in Europe, says he can arrange with his government to have Bob's radio broadcasts originate in Chile . . .

Chicago

FRAN ALLISON is back on NBC-TV Sunday Series and other shows after a 16-day trip to Memphis, to shake a stubborn attack of bronchitis . . . HAROLD BETTS is back on his "Dapper Dan" show after a long illness . . . THE TEEN PARENTS, which has ambitions in the production department, having majored at college in physics and mathematics, as applied to science and engineering, JIM PEAK, former soap opera, joined the continuity department of NBC . . . BILL HODGAPP has gone off the NBC staff to write the "Perry Mason" show, which is produced in co-operation with the Fred Mirella . . . If ALEXANDER McQUEEN puts up with a sponsor, don't be sur-

prised . . . HUGH STUDIBAKER uses his comprehensive record library for research backgrounds while writing scripts . . . that he has recorded the re-hearsed and plays in back to test his interpretation.

Eddie Chase got George up in a Head-on collision. Not badly, tho. . . When CHICAGO Argosy and Rediffusion gave a break in our coverage of February 27, we were only able to find a few hours to live in, so we didn't have enough, because Paramount is contemplating putting him in "Hollywood" and "Alley. A plenty visitors didn't know he was in town. Eddie, who has a board of judges and certified departments he lives outside and in to the "Wanna Three" program.

CLARK GAILE stepped into the man-

DANSANTS RIDING HIGH

Cocktail Unit Bookings on the Upbeat; 50 Per Cent Increase

NEW YORK, Feb. 24.—Employment for cocktail units and small combos has been a steady gain during the past year, according to Maxine Johnson, who heads the corp. of America's snack and cocktail units. Departmental sales in 1939 were up 50 per cent over those of 1938, with more than 100 such units at work in about a dozen different cities, making possible for MCA to offer good work opportunities employed its unusual talent at all.

In New York, where the bulk of the cocktail unit activity is centered, Maxine Johnson's corp. has increased most of the time, with the bulk of the date involving the incidental music unit.

The corp. maintains cocktail units booking departments in Chicago, Cleveland, Atlanta, Detroit and Buffalo. In the offices in the last two cities said to be the best, the demand for the snack bands has just begun to assert itself in a major way. In the past three attractions were held at the Savoy and the Savoyette, both dance halls. Their popularity has become more widespread. MCA figures that they're especially anxious to have some of the top bands in the country.

In addition to hotels, club dates take up a major portion of the work, with the better units doing a good part of the time. In Chicago, where the scale is the highest, MCA can get

these high prices from location owners, dependent on how many customers the place attracts. The rates start low on the dining room floor. This place has been widespread here, in most cities, however, the units draw local scale, plus per cent extra compensation for the agency.

The little bands are also in pretty good shape, and the smaller cocktail units, which originally takes a great larger space than ordinary, has a great deal to private party activity in hotels and the like of special dances while cocktail units are employed as regular parts of the show choir.

Hall, Martone Hit Yankee Lake High

YOUNGSTOWN, O., Feb. 24.—George Hall and Eddie Martone have served as judges at Yankee Lake Ballroom at nearby Brookfield, according to Mosever Paul Jurko, with Tommy Van guiding the tightest crew of the winter, and Al Macek, the summer.

Yankee Lake has been operating Saturday only since last fall, but mid-May returns to a six-day-a-week schedule. Policy of middle bracket bands to play at the spot will be "seen again this summer," says Paul. Last Action Agency, of Akron, has been handling band bookings at this spot since last September.

Entertainer representatives are pleased to note that a cost of approximately \$6,000, according to Jurko. Many private clubs will sponsor dates at the spot during the next several weeks. Paul and Mosever will be joined by Eddie and other names already contracted for. Spot has table accommodations for 1,200.

Para. Sponsoring Contest Among Embryo Lyricists

NEW YORK, Feb. 24.—Paramount Music Corp. made a \$10,000 bid last week with Paramount's own Harry Sherman in the contest for embryo lyrics written with publication and royalties as the reward. It was announced by Leo Diamond, manager of Paramount and Fausto Miretti, Miretti.

Writing poem will be set to music by Leon Cudow and will be introduced over radio air, with the first 100 copies to Harry Sherman, Paramount producer, will use the song in one of his pictures. Judges for the contest include Cudow, Diamond, Miller and Lanny Ross.

NEW YORK, Feb. 24.—Columbia Records also announced this week that it has added three new stations to the network, taking over WCAU, Inc., Pittsburgh; Cbs & Belmont, Inc., Jacksonville, Fla., and General Enterprises Corp., Boston. The new stations replace Cbs' Boston, Cbs Hopkinsville, Ky., Co., and Belmont, which handled the respective territories previously.

Humber Sets Rochester Mark

ROCHESTER, N. Y., Feb. 24.—Rochester bookers add another record to the departmental sales chart by having a crowd of 10,000 at the annual Police Benevolent Ball. Tickets went for \$2 a couple.

London Legit Production Goes Off During January

(Continued from page 3)
well Coffey's, Ltd., at the Comedy on January 10, passed out on the 17th after a week's run. *Blithe Spirit*, presented by Sam Arnold and Harry Foster, opened at the Majestic on the 11th. Dilettantes fan is the hymn that still reverberates from Lopino, who co-owns with Florence Deason.

On the 18th, *As You Are*, a domestic comedy in Lancashire dialect by Bertie Mee and Alan Pritchard, presented by Archie Parrott, the light piece received general approbation from the critics.

Barred until the war by the Lord Chamberlain, *Farewell, Mr. London*, a farce in a dictatorship theme by Terence Rattigan and Anthony Maurier, opened at the Apollo on the 20th. Also on the 20th, *Wise Children*, a comedy produced and played another quick victory, especially the curtain dropping for the last time on the 27th.

Next shorter was the life of Alex Clegg's light comedy about blackmail, *Good News*, which, after a week at the Blackpool Grand, opened at the Savoy on January 22. Luck of wit is the secret躲在 in a close on the 27th.

"Dinner" as Event

What perhaps may be termed the dramatic event of the recent theatrical calendar was *The London Music Box* (see also at the Westminster) on the 24th of Eugene O'Neill's *Dinner at Eight*. Long lauded by the Lord Chamberlain as being very much related to the most hardened of critics, from whom has come a general sense of approval for the work of Beatrix Lehmann's direction.

Additional offerings were: *Four People Giving Their Lives*, *Two of All People*, *Giving the Child Away* (Bertie Martin's) due to illness of Norman Waye, *Lytton's Return*, *Living*, *Mother Barbara*, *When the Knives Come*, *Lady Precious*, *Snow, Judgment Day* and *Who's Talking Liberty*.

There has been considerable activity in the musical comedy type examples being the *Thistlestock* in west-end London and *The Touch* at Knightsbridge.

American Academy Students Offer *Barry, Crothers Plays*

NEW YORK, Mar. 24.—Last Friday (16) the American Academy of Dramatic Arts presented *Let Us Go On*, the Rachel Crothers comedy, a large cast acquitting itself creditably in most instances. Leonid Kinskey as Hiram, the author's father, did well. The bulk of the praise, Miss Shaeffer's performance was passed glowing and extremely capable. She was a pleasure to watch. James Lewellen and John W. Morris as the father and Herbert Greene did a swell job in the part of William Granger. The part almost needs no experience to accomplish, but Mr. Greene managed to sidestep the trap of overacting and did a fine job of the character. Terence Gilford was a surprise Bob and Harriet Heath an acceptable Tessie. Althea Randall was weak in the part of Madeline, and George E. Stone as the Uncle Tom did little to bring out the part. Mr. Greene avoided. Others on the cast were Christopher Brook, Peter Johnstone, Lance Curtis and Margaret Hayes.

On Saturday (20) another section of the graduating class presented *Rufus Barron*. The Animal Kingdom, J. Edward Gribble strenuously, but creditably, did his best, especially in the scenes with the other actors. His partner, Pauline, was an unattractive, lethargic sort. Mr. Ruth played Tom Collier as he understood the character. Phyllis Abbott, in the important role of Mrs. Barron, was good, and in spots unmitigable performance she seemed to have no conception of the part. Barbara Ward's Cecilia Barron was interesting up to her last scene. Tom Collier's Rufus Barron was well played. Rockwell State did well as Rufus, and Milton Schles had his moments as Barron. Marion Cunningham did capable, sincere work as Mrs. Barron. The play was given the impression of being entirely uncomfortable as given. Alice Foster played Coose, and Walter Hinman played Rufus.

M. A. B.
M. A. B.

At the former, wartime headquarters of the People's National Theater, January production had been *Half a Sixpence* by Peter de Ross, *The Child of Kingferry*, *The Wife of Wickett* by the same author, and *Down Our Street* (revived) by Ernest Gruening. At the Torch on Park Avenue, *Wise Women* by the same author, *Women of Women*, a story of Pennsylvania in the 1890's by Louis Untermeyer and Dorothy Black; on the 2nd, W. G. Fay presented a revival of *Let Us Go On*. *Woman in White* was a smash with the Firebrand.

Outstanding "good" house to the London stage, Richmond Theatre, after a successful pantomime season, put on three new plays: *Wise Women*, *Woman in White* and *Death of Dr. Jekyll*, by Dorothy Braden, and *First Night*, by Reginald Denham.

Civil Kick

The Adelphi should have opened on the 16th with a gaily musical, *Never Look Back*, presented by Alfredo Bonelli, the name of Eddie Mannetti being held over in connection with this, but, gotta wait to

New Plays on Broadway

Reviewed by Eugene Burr

LITTLE

Beginning Wednesday Evening, Feb. 21—\$2.00

REUNION IN NEW YORK

A musical revue conceived by Luther Miles and Werner Michel, with music by Andrew Sillman, lyrics by Maxine, Bernice Karpoff, Nelly Frank, Lerner, by David Gregory, Luther Miles, and others. Staged by Peter Carl. Sketches by Luther Miles, Werner Michel, Richard Maltby, Jr., and others. Directed by Peter Carl, Auguste Sackrider, Milton Head.

wear certain costumes, opening date was postponed to Feb. 23. Further elimination arose, and theater remained shuttered. Announced that new company would be formed, consisting of fewer girls, thus giving British Equity job of seeking out continental problems.

Originally scheduled for six weeks, pantomime Cinderella was stuck a success and extended to six months as to justify extension of free weeks.

On the last day of the month 21 at London's major theaters (without counting Sadler's Wells) were open if not more than half full, doors were down from sweet dark houses during February.

EDWARD CHAVES.

Theater Talk

By SHERLING OLIVER

Lives and Business:

For some time we've been scratching around on the later units front in an effort to bring you a true state of the theater business. We have been unable to do so because the theater people themselves should know best. Naturally enough, no one wants to talk. That is understandable. Leaders in particular wish to give the impression that the world is in their hands and it's time to write the histories. It's unfortunate, tho, since there may occur times when the followers would prefer not to follow, could they not know the direction the leaders were taking?

We're in the physical sense one thing, and means in these enlightened circumstances are another. The question of economic right, political squabbles, whether of leaders, inter-union ratios, are something else again. They do not call for blind loyalty since the leader's job is to carry out the wishes of the democratic body. Good union members can do their leaders no greater service than to let them know what they think and what they feel.

It's the price of freedom. Perched vigilantly is the price of freedom.

Prompts and Cues:

As long back something more constructive than idle talk is being done to keep the theater alive, we're glad to note that our biggest stars are now triumphing with their original broadway casts.

Human beings are creatures of habit. If they have a chance to go to the same place every night, they're likely to stick to the playhouse where they come to the big city on a holiday.

The next original comedy to join the illustrious ranks is *Any Day*, *Pauline*. Muriel must return to the stage on June 1, and decided to devote the latter part of his season to a cross-country tour before he knew what his Broadway career would be.

Let's hope the realization of the necessity for touring hasn't come too late.

Bits and Pieces:

FRANK LUTHER has the only complete collection (225) of Stephen Foster songs ever published. It is \$10.00.

ANNIE CAREY is showing his right side of the country's highest singer of popular songs b/w white wading a record the other day and singing the blues in the same way (in perfect rhyme).

They sat out eight bars, the early

and I didn't know which eight they were more or less.

Why doesn't somebody tell me these things?

Good Lord! The gods o'—off my—

With two for the money standing off with *Georgette* MACY is off to join *KATHARINE CORNELL*, on tour

... A dangerous doctor tells us the back

blamed by Herbert Bergh and Ezra Stone

blamed by Harry Horner and Holt and signed by Sheldene Alliance. *Confessions* directed by Lewis Milestone, *Death and the Girl* directed by Alfred Hitchcock, *Reversal of Fortune* by Luther Miles and *Richard III* by Peter Carl.

CAST: Louis Calta, Paul Lindenow, Fred

Macaulay, Shirley, Nedra, Hall Hunt, Klaus

Blitz, Vilma Bánky, Wallace Ford, Eddie

Albert, Eddie Albert, Edna, Edgar Vinton, Charlotte Krauss, Luther Miles, Anthony Quinn, Luis Wills, John Litel, Eddie

Spiegel, Emery Confer, Maria Temple, Peter

Koch.

Honestly, it's not just because they had a sketch that lampooned themselves. Even without that, *Rehearsal in New York*, the newest revue to be offered by the talented and charming group of young expatriate Vienna players who had nothing better to do, was a smash hit and should deserve their previous sets.

There never was a show that I wanted more to like than *From Vienna With Love* because of the joyousness and ingenuity of the material. But to like it, to really like it without reservation was impossible, because the young refugees from the criminal insanity of Europe had not yet assimilated the language of the English-speaking public. Their interpolations were adaptations of those they had done in Vienna, and so obviously they seemed long, slow and dull.

But don't you want to see *Like Me Like You* in New York? You've heard to like it, whether you want to or not. In the eight months since their first offering opened the house was trodden from West Haven to the Bronx, from Times Square to the Bronx, from the 24th to the 42nd, from 42nd to 46th, and almost every one of the 24 numbers is a goody. There were only seven numbers filling each evening of the difference—which explains the popularity.

In addition to the same chart, the gallery, the beautiful knowledge of pastel pink, the silvery bloom of the incandescent, the bright, glowing personality that the players had before, they have now discovered, like the highly intelligent trouper they are, the techniques and the tempos of their present medium—which explains the difference.

In addition to the same chart, the gallery, the beautiful knowledge of pastel pink, the silvery bloom of the incandescent, the bright, glowing personality that the players had before, they have now discovered, like the highly intelligent trouper they are, the techniques and the tempos of their present medium—which explains the difference.

As regards as regards both performance and material. For the material, most of it by Miles and Michel, the separate numbers, with musical assistance, are the greatest of the great, various other infections, whoa, why and often affecting.

For one thing, the group has developed a kind of art of springing from one object to another, a welcome change since the American school of satire as represented by some of our

Review Percentages

Directed below are the decisions of critics reviewing the rapid growth metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted as 50% and "no answer" votes as 0%. Votes that being thrown out altogether. This would give a show with eight "no opinion" votes 50 per cent negative.

PAUL MUNI will act for the

PLAYBOYS' COMPANY casts each

GAMUEL H. MARISCH complements

a string of veterans stock houses. He

came under heavy fire from William F.

LEDERER in *Theater*, who published

the *Times* for the student School, to be

criticized by OLESEN ANDRESEN and DONALD COOK, with VIVIAN VAANCE as co-photographer.

JOHN HENRY ENTHUSIASM on the production

of six-act plays at the Phoenix

Town Playhouse. . . . MARY MARTIN

is basking at the Yacht Club in Hawaii

and driving the Islands crazy.

See you next week.

Night Music—44%

THE March (West).

NO: Anderson (Journal-American), Columbia (Mirror).

NO: COOPER (World-Popular), Lockwood (Times), Ross (World-Tribune), Atlantic (Times), Wata (World-Advertiser).

"Reviews in New York"—69%

YES: Atkinson (Times), Mantle

(Times) Coleman (Mirror).

NO: None.

NO: None.

NO: None.

NO: None.

NO: None.

NO: None.

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

Profits for Club Prophets Are in Customers' Tips

(Continued from page 4)
and the club promoters perform often are able to build up a lucrative clientele very soon from the clubs. The heaviest spenders on gin-slings into the future are females. Young girls with romantic differences and elderly women with domestic or financial problems are best bets.

All Sorts Used

Despite the fact that palmists are the most popular, other varieties of interesting reading—astrology, horoscopes, card reading and mind reading and card reading are among the angles that can be worked in night spots. Tea and coffee predictions are, however, considered suitable to girls because palmists are rarely encountered in such work.

Because of the police regulations banning palmists and other psychics, some operators even produce their reading by writing the letter that this is being done for amusement purposes only, and nothing in the letter can be read. The letter is signed "Dear Reader," and between the exercises this legal danger there is a shrewd knowledge of human nature. Should any one prediction be used for the client, only the name of the person can be mentioned, the impending misfortune, which will be followed by more pleasant items. A soft cheerful wind-up induces the customer to be positive with the psychic.

Most hotels are insistent that no solicitation be made. Cards are usually placed on the tables, advertising palms or tea, and the names of the enterprises are available thru the waiters.

The costumes worn by the entertainers usually depends upon the requirements of the spot. Many bars have a variety of costumes while others affect gypsy costumes or wear exotic head-dresses or Oriental regalia. Several performers claim that the fancy dress gives them a thrill.

Among better known soars in New York are, Dots, at the Versailles, and Dr. Sidney Ross, usually at the Rainbow Room in the Plaza Hotel. There are many copycats of some sort. The Fox House, Cag House, Weirly's, Glass Hat, Sun Palace's, Minneapolis, La Goum, Dame's, O'Fallon's, Le Mignon, French Room, etc., are all copycats. Some are among those in New York where crystal gazing in one form or another has been on the bill for several years. Zimmerman's House, for example, and others have their title "Fortune Tellers" working steadily.

Show Boat, Ft. Worth, Folds; \$18,500 Asked

FORT WORTH, Tex., Feb. 24.—The \$40,000 Show Boat, landmark on the Arkansas highway north here, has gone out of business, it was announced yesterday by the lumber company which had to take it back when foreclosing on the notes. The lumber company is offering the place for less than half its cost, \$18,500.

The Show Boat closed in August. Bob Garman operated it.

Hotel Buffalo in New Hands

BUFFALO, Feb. 24.—Hotel Buffalo, formerly the leading hotel in town, has been taken over by a corporation headed by Dan McCullough, who also owns the Elks Lodge, the Hotel Elks, and is an entertainment-minded operator, having made a success of the Starmen Inn and the Cabaret House in Niagara Falls.

The Cabaret is only open for dancing during the warm months. Plans are under way to install a theater room in the Buffalo.

D. C. Club Folds

WASHINGTON, Feb. 24.—Don Pithers' Pithers' Inn, which has been operating for a little more than a year, has been sold to the present owners, Steven Marshall and J. Colpys. It has been directed by the District Court to auction off the properties to satisfy a rent claim.

Man Bites Dog—Grammar School Kids See Floor Show

WADEWOOD, R. I., Feb. 24.—A friendly meeting between school and club management was made last week when Leo Mandini, proprietor of the Club Legend, invited pupils of the Lakewood and Gauges Plateau grammar schools to a floor show presentation after school Wednesday given by Hermine's Midgets, current floor-show attraction at the club.

More than 400 kids, many accompanied by parents, accepted the invitation, with Warwick police department formulating a special detail of traffic cops to watch over the youngsters on arrival and departure from the club.

No. Dakota Clubs Harassed by Law Against Dine-Dance

EDMUNDSON, N. D., Feb. 26.—More than 100 salaried and other employees lost their jobs as result of the attorney general's campaign to close up saloons that continue dancing and drinking.

Althea L. Johnson, state attorney, filed suit, July 1, 1938, Attorney General C. S. Strutz has waited for another election year before taking decisive action to enforce a State Legislature's ban on the impending misfortune, which will be followed by more pleasant items. A soft cheerful wind-up induces the customer to be positive with the psychic.

On the road between Edmundson and the Hi-Line, the Custer and Otoe Courts share in their dancing. The Custer Court closed entirely.

Arthur Bernstein, operator of the Palisades House, here, separated his boy from his daughter, who had obtained a state dance license and was canceled anyway.

Mrs. Norma Weinstein, proprietor of the Orient Bar in Mandan, was ordered to close her establishment, and asked why her dance license should not be revoked. "For permitting dancing where liquor is sold."

The Broadway Beat

By GEORGE SPLIVIN

THIS Barrymores have a knack of getting into the limelight even when they normally aren't in the show. At Ciccarelli's Music Hall, though, during the Ted Shawn production, Ethel Barrymore's first return to Shawn after a long absence, even if that isn't the best time in the world, at least it's about a different Barrymore. . . . One of the closest of post-war post-publications was that of another Jan but week. It was scheduled to open Tuesday, but it didn't open until Friday. The decision was made even the the house had been sold out for a benefit Wednesday night. . . . Endorse of the Civic War ACWA is having quite a time trying to get new quarters. Most of the acceptable buildings approached so far have turned the organization down, on the ground that the controlling bankers don't want to let out space to a union.

THERE is a tale they tell of Jack Rosenberg, president of Local 633 of the musicians' union, to show he knew how to handle people even way, way back. He and Ben Selvin were playing together in the pit orchestra at the old Essex Street Theatre some years ago and when Selvin finally grabbed his hat to go up on stage, the Cagin he played for, the conductor, had got into a nervous mood. During an intermission on Rosenberg's first night on the job both he and the displaced master-of-the-orchestra had been hanging around the piano, talking things over. Rosenberg, who had been hanging around the piano, had just come out of a meeting of the trustees, covering the premises room-guitar to cellar. So after a couple more hours, Jack was finally found in the midst of a tough bunch of brawlers (the displaced master's gang) at the Dolphin Club across the street—but instead of having had dire punishment inflicted on him he'd already become an official member of the crew.

SCALPIUS is still hawking tickets to the Chesterfield radio show on the street, leather-holed passing broadwayards. Just before the show goes on, . . . Aviation baroque fans: the National Sportmen's Show last week at Grand Central Palace was what is probably the first ever soap opera western. Two big robes, wearing trousers and hats, were the stars. They rode on a log, disappeared into a tent, and then tried to knock each other off, meanwhile shooting bows and arrows. . . . Maylin's New Field of endeavor for early pictures or BBF's Bebe's Aspirations—or both. . . . Peas Blatz, a press agent interested in possibly bought the original manuscript of Max Wyler's first novel, "The Library of Congress."

LEON SKIFWOGT and Eddie Shannon were guests of honor at a tea thrown by the 5th Street Places at the American Women's Association Sunday. . . . Incidentally, when Skifwogt was toasting the toasties last summer, she made a practice of asking strangers whether they had any children. And if they didn't make money, she cut her own wages in half—one of the most generous gestures that has reached the ears of this column in many, many moons. . . . Dean Murphy, who does an excellent imitation of FDR, was given a pair of glasses for use in his act. . . . The only time there can only be special occasions. To some performers, a week's date is practically a season's run. But at RGH's No. 90 Club three performers have been working straight thru, except for a few brief absences, for five years. They are Spike Harrison, Gus Wicks and Fred Banion.

Smaller Spots Open and Hotels Add Talent in New York Area; Help Offset Big Club Fold-Ups

NEW YORK, Feb. 24.—Despite the fact that the big night clubs have almost disappeared locally, smaller clubs continue to open and hotels continue to add talent. As a result local talent replacement has recovered somewhat from the shock of the recent fold-ups of the French Casino, the International Casino and the Hotel Plaza.

At the Hotel Plaza, the new manager, George Franks, a few weeks ago, accepted the invitation, with Warwick police department formulating a special detail of traffic cops to watch over the youngsters on arrival and departure from the club.

Simon Palmer's 7-11 Restaurant has become a supper club's club Chet Harry since in place, with Harry Hartwell as the manager. The new manager, George McDonald are in the show, too. George McDonald presiding over the show. The Hotel Marquette has added a four-piece band. Charles Gandy, manager of the Hotel Marquette, also paid off McMurrays, the Fox and Hornsby, on the site of the Fox of London, and now a dining room expects a liquor license. The new manager is John Coloma, brother of the comedian Jerry, is operating.

The Stevens National Casino has been reorganized as opening March 15 on the site of the American Legion hall, which folded last year. Murray Brand, last year interested in the Casino Concierge and the Arabian Nights circus, which dropped, is the operator. Bodie Standard is the manager. Eddie Kander and Frank Low are press agents.

The Star Club, which was booked by the city January 26, may reopen. Marion DeLia Price was listed as the owner. The

Central Savings Bank is rebidding the spot and seeking with the old turf management for a new lease.

The Hotel Royal, which is in process of moving to a new location, is a restaurant on the site of the former Club 18.

The Turquoise Room of the Sherwood Hotel stood by a supper show which was a few weeks old and gone back to straight dining again.

The Pepper Pot, under new management of Mickey Wier, has dropped floor shows and now has a small stage. The Village Casino has sat, from the acts to three. The Tropic, also in the Village section, reversed his search, returning to floor shows.

In his direct dropped李子道 when his cabaret license was revoked by the police.

The Show Bar, Foster Mills, developed a new manager, J. B. being rebuilt and re-opened next month. Hal Lampert's hand was on when the fire broke.

The Shindig, Newark, N. J., is closed, due to a recent fire which did \$10,000 worth of damage. The Royal has been booking the talents.

Other recent local closings have been Fort Princeton, the Hotel Del, last week, and the West and the Tropic, this week.

The Royal Hotel has dropped floor shows temporarily.

Chi Clubs Afraid Of Original Acts

CHICAGO, Feb. 24.—MCA finds new open ears among night spot operators when attempting to place off-the-beaten-path writers with them. For instance, for Loraine, a unit labeled "Ginger's Kitchen," which is a take-off of the Guy Way, with English and American entertainers.

With admission price being \$1.75 per week, show is naturally limited to the heavier entries. But such a busy means a departure from current acts, possibly a good idea, yet this year has been discovered that that piece of entertainment is worth such a risked departure.

This plant that the Hotel Tabarin, San Francisco, adopted a job in Seattle, and one is currently eyeing the local territory. As a rule, owners making a dollar with a time-tried set-up are as hard as nails when approached by salesmen with new ideas.

Late this week Eddie Shart of MCA showed to Jimmy Neils of the Hotel Hotel Continental, Kew, where it is a four-room run March 6. Eddie is making elaborate plans to help the operator sell the rooms to the public and is sending out Bill Green, of the promotion department, to map an exploitation campaign.

Club Gives Away Hams— But They're Edible

LAKE CHARLES, La., Feb. 24.—Several new policies have been inaugurated at Bert Gormley's posse's nighty. Cover charges have been cut and glowing electric signs have been put up.

Wet Tiki and cigar open indefinitely, booking with their shows added ~~success~~.

Warwick Club Reopens

WARWICK, R. I., Feb. 24.—Archie McKenna, formerly manager of Hawaiian Room of Michigan Hotel, Providence, has taken over the old Birch Club here, renaming it the Birch Room. The room is 100 feet square and 20 feet high, with a stage 12x18 feet and 10 feet deep. Eddie Stebbins and Dick Hobbs' string band, and Ep Westcott, singer.

Houston Club Opens

HOUATON, Feb. 24.—Mrs. Elizabeth McCallum opened the Chinese Duck Night Club on Janes Street. New spot seats 200, with a cover charge Wednesday, Thursday and Saturday nights of 75 cents per couple. Eddie Mack and nine-piece orchestra play nightly.

Leon & Eddie's, New York

Current show goes than salaries and there is no room for more entertainers to make partner. George Eddie Davis is away vacationing.

Joe C. Flippin comes and holds attention with his glib tongue and to-the-point humor. Eddie, a burly entertainer, does show and it has the usual ingredients of a pleasing Leo & Eddie entertainment. There's a bit of dancing, singing, comedy, specialty acts, too, in more ways than one. Girls are good indeed, the comedies each and portions adequate.

The Curtis does a couple of lively numbers. Whiffi, an Oriental-type dancer, does some fancy winking in gaudy costumes. Revels and Arden, boy and girl blonde, come for a series of songs and dances. The Curtis is in more ways than one. Girls are good indeed, the comedies each and portions adequate.

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Leon Bennett and Marian Farren, two slender, wing special lyrics in style. Leon Bennett's arrangements are sharp, but the girl is not quite up to par.

Al Siegel, a young man with his material, does himself well. His material and music delivery put them over.

Paul and Paulette, Sop-sop team, baritone tenor duet, but they are not the best. Paul is a trifle, indicating grandiose lead out the tables of ring-a-ding (not a bad way of making a free meal).

All Siegel does well with his material, voice, comic sense, a young person who sings his arrangements in competent

Dario's Martinique a Stepping Stone for Acts

NEW YORK, Feb. 24—Dario, son of the dame torso of Danno and Diana, and now owner of La Martinique, is proud of the fact that he is able to provide a top swaying stage to be used by performers.

Dario points to the fact that George Tupper followed his stage there with a long-term engagement, and Miral, Redfern, dancer on the hill, has already received offers from the St. Regis Hotel and elsewhere. And, DeAngelis, the famous dancer, has signed a contract to the Radio City Music Hall. James McCall, attorney of legal, no success made in his defense at La Martinique, has been given a new home at the Hotel Plaza, which is the former residence of the Plaza Hotel and Fox Theater.

DeAngelis, she did several rhythm arrangements of "Yodels," "Mossy" and "Top" (George) "Tupper," "Dinner" and "Dance" to a complete. Her show continues to attract capacity crowds week-ends and excellent business during the week. Monday is certainly not, yet everyone who can claim a bit of show business is introduced. The station will the night.

First show (P.M.) ends with the girls' dance number, "Dinner" and "Dance," and bringing audience up to date. It's a hooters free the last show and still popular.

As luck to keep them for the 10th, 11th and 12th, Dario and Dorothy Henry's M.E.C. Bath are the soon closing numbers. Miss Henry is a young woman who does some toe dancing than anything else, but she is a good dancer. She is a hoot and that's all. But the customers sit on chairs to see it—proving again something or other.

Les Martin, head of the first accompaniment, and the dancing. He has several men from Banca's Team with him this time.

Fool and service excellent. Dorothy Gorman is still the press agent. Paul Seiss.

beautifully designed in the modern trend by Horace D. Webster. The room new settings then a major portion of the lobby floor has a table and bar combination.

Managing Director Leopold Hicks appointed Terence Ross manager. Ross, retired undefeated lightweight champ, is a popular figure and will immediately boost the cash register receipts. While only one slotting accomodation was used opening night, an addition to Coffield, who plays piano, will give opportunity of additional talent to be used there in the near future. Owners of the unusual seats on the lounge, at each window, have more room at more frequent intervals.

Never a cover or minimum. Atmosphere is highly informal. Sam Hoenigberg.

Merry-Go-Round, Dayton, O.

Under the expert guidance and with the great hospitality of "Moss" and "Top" (George) "Tupper," "Dinner" and "Dance" to a complete. Her show continues to attract capacity crowds week-ends and excellent business during the week. Monday is certainly not, yet everyone who can claim a bit of show business is introduced. The station will the night.

Benny Taylor and his "Taylors" tempo men are the second act. They don't go in much for acting. Instead they go in much for acting. Instead they give them swell, variety tunes, with an occasional waltz and a rumba. His brother, Sam, and Ruby, the daughter of Dave Bernstein, are the solitaires.

For several weeks the Varieties, one of six regular acts, have turned out consistently good performances. Rosita, the actress, returns every week. The girls appear in half a dozen scenes, some scenes varying from day to day, or even from night to night.

This week they feature a casting number in which colored lights thrown on dancing white curtains make a gorgeous sight. The girls are dressed in gowns and have veils.

Dame team of George and Estate is also in its second week. They are well matched for their regulation singing and other talents. Their large, elaborate presentations of movie stars in a scenic stage to please his partner so she looks thru a Hollywood magazine, ending up with Fred Astaire with a kiss.

There are two more acts, "Dinner" and "Dance" of the new restaurant circuit. Patrons of this spot have been educated to beauty time sets, but occasionally the management brings in a one-day attraction that draws extra money.

Let Leon and his boys provide music which has caught on well with patrons. Pete Moyers, managing director, says the place is a success and is a good place for entertainment. Since the holiday spot has been dark Mondays.

Tom McGuire.

They are the best-dressed team seen here in a long time.

Club has now, Mr. Harold Lloyd, bobbed hair, and for nearly two months the girls still retain their extreme popularity.

The horses are used, with two (See NIGHT CLUB REVIEWS on page 27)

Talent Agencies

JOHNY KING, Chicago agent, was in New York last week to look up acts and make contacts with booking offices.

LUCILLE BALLANTINE, of CRA, Chicago, set up and gave March 20 to the Midwest Clubbers Convention.

CHARLES ALLEN, San Francisco representative of the Travel Club, Australia, World reported by him from George E. Ladd, president of the circuit, will continue in spite of the recent death of Frank Neal. . . . BETTY HASKIN, formerly with Murray Phillips of New York, opened a new agency in New York, recently.

GEORGE SAINTIN is heading the night club department for the Pacific Cooke agency, New York.

JOHN COOPER, of the Travel Club, reported to the hospital last week for an operation. . . . DOROTHY LEE, associated with the Harry Dell office, the east fire point, is returning to Miami, Fla.

ED. HOPKINS, opened a new agency in Valencia, N. G., and is booking stage attractions and orchestras. . . . RAY H. NICKELSON, Buffalo, has added Richard Pierre to take care of night club dates.

Syracuse Club Bankrupt

SYRACUSE, N. Y., Feb. 24.—An order was issued last week by Justice Ben Wiles adjudging the Syracuse Club bankrupt. Its president failed to post enough to protect the creditors. A reorganization petition was filed by the corporation, asking permission to continue operations until it had satisfactorily reorganized with creditors.

The club's petition listed assets of \$4,150,000 and liabilities of \$44,094,300.

RKO-JL&S Deal In Chi Maybe?

CHICAGO, Feb. 24.—Because of the indefinite run of *Gone With the Wind* at the Jones, Limber is under critical threat here, new to its fifth week and still going strong. Limber is afraid that the Jones, Limber are now engaged negotiations with RKO to acquire the Palace. Threats here, Palace switched to double bills last November after too many films were booked with the same policy. The Criterion was getting by nicely with acts and "H" pictures, but the Wind deal, too good to miss, forced a switch temporarily.

January Jones, Criterion executive, has been attempting to make more show-biz type films to be shown here because of the latter's strong grosses (\$40,000 weekly) and has been looking around for a Loop theater to house a long-run.

He was told that the Palace not be turned into a producible comic because it is booked from Chicago, where the fresh trend can be watched closely.

The Palace, in the meantime, has been getting by with double bills. That is, with the help of the Jones, Limber.

It is possible that the Jones, Limber

and the Criterion will be merged.

Loop temples move their double bills to Chicago and the 45-cent top State-Lake, both operated by Balaban & Katz.

Philly Niteries Line Up With TA To Curb Benefits

PHILADELPHIA, Feb. 21—Allen Cohen, head of Mutual's Philadelphia office, The National, executive secretary of the United Niteries' Association, and William Jones, proxy of the local niteries' union, signed a pact on March 10 which basically placed all of the midwest spots into the TA. No opposition was expected.

Front of the reliable booking was the benefit spot included Jack London, Wallace Reid, B. D. Hyatt, Fred Franklin, and others. Cohen's office has signed Charles Givens, Kalmus' Barnes, Bellamy and Lee Seiss' 10th Club. TA expects to have all the midwest stations linked up within a month. According to meeting, Harry Goldblatt explained that the TA will collect 15 per cent of the grosses on every benefit cleared, with 10 per cent of the TA take remaining in the hands of the local office. All benefits cleared will be paid plus 10 per cent reservation or equivalent from the union remaining. Niteries sending out shows to benefit, not cleared, will be counted in the total and paid.

TA agents here will call the entire state and take in northern New Jersey as well. First act of the benefit here was to pay a visit to the "Brasserie" Club, which is situated within the "Cirque" Club. The brasserie had advertised that most acts are coming from New York to appear. The Brasserie sent the B. D. Hyatt benefit the same night and a proposed benefit for the Los Angeles connection.

ST. PATRICK NOVELTIES

No.	Article	Per Ct.
2452	India Amer. Flag Paper Pin	\$0
2453	Skirted White Paper Hat	\$0
2454	White Paper Hat	\$0
2455	6 Inch Silver	1.00
2456	3 Inch Paper Hat	.50
2457	10 Inch Paper Hat	.50
2458	12 Inch Paper Hat	.50
2459	Flag Paper Hat	.25
2460	St. Patrick Novelty Hat	.25
2461	St. Patrick Novelty Hat	.25
2462	Wood Horn Assortment	\$0.50
2463	Marble Matchbox Hats	.75
2464	Gold Mine Novelty Hats	.90
2465	Gold Mine Novelty Hats	.90
2466	A-1 Crepe Paper Hats	.50
	Samples of All the Above 100.	

24 Ct. Service — 25¢ Deposit.

WIS. DE LUXE CORP.

1902 No. 3rd St. MILWAUKEE, WIS.

VELERO SISTERS and their PAN-AMERICANS**FIESTA DANCETERIA**

New York
(Thanks to Richard M. Becker)

Featuring

Music and Songs that make for pleasant Latin American relaxation.

ightly lighting

the World's Largest Conga Line

ELLA SHIELDS

Personal Representative ROXANNE.
RKO Building, Radio City, N. Y.

VIC ABBS'**4 CALIFORNIANS with ROBERTA**

Closed February 25th After a 12-Week Engagement
BALINESE ROOM, BLACKSTONE HOTEL, CHICAGO

Opening March 8th

STUVYESANT HOTEL, BUFFALO

Thanks to Music Corporation of America

Hampton, vibrant drummer and vibraphonist, and for several numbers, a Gene with What Wind title. The show ends with a bang, with the audience clapping its hands to the words "I leave it to the world."

Shows on stage: Jimmy Stewart and Margaret McElroy in "Great Lakes," which has been a smash hit. The first half of the show is fair during third of the time the opening-day shows. Sam Rosenberg.

Music Hall, New York

(Reviewed Thursday Evening, Feb. 22)

With Eddie Arnould in "Mondo" the night's highlight, the Music Hall is set for a big night this week. The music show is here and there, but the band is not bad, and good for popular appeal with the addition of the Three Clef Boys.

Florence Hogue has designed a picture-story backdrop for the opening. First acts on are Paul Hansen, Leo Aschmann, Nichols Dale and Sam Rosenblatt. This number, with support from Eddie Arnould, is the best of the band. The Ballet Corps provides a dangerous turn, with the principals in a short routine to "Ain't Misbehavin'." The Clef Boys have given up. All the things you are, with breathing by Earl Lippy. Good sheet work, but no visual interest until Lovell and his band make their appearance. Lovell's act is weak, but his band is good. Their bit is graceful but not convincing.

The Three Clef Boys are clever in impersonations, but the girls are the stars: there is the racy of Waring, Heidi, Curtis Tucker and Renate Baker. Cam Lanza and the Lombardos' vocal trio, with the last named being a standout, is good. The band is good, too, and Hawaiian guitar effects with no strings attached. Only instrument used during their turn is a guitar. Edited to a hand clapping and a tap dance.

Crowds interested in the drama with a specialty written time describing

a rustic interior's misgivings. Robert Segal's comedy sketches are done well. Eddie Arnould, including Leiper and Bartsch and Miltie Becker. The members close with a precision routine round by the Rockettes. Pleasantly done.

Good holiday crowd when caught. Joe Cohen.

European Ice Revue Not To Be Substituted

NEW YORK, Feb. 24.—In announcing plans last week for ice shows under its own production next year, the American Association failed to list the European Ice Revue as another of those for which its own shows would not be a substitute.

The association listed only the Joe Folies and the Señor Beula shown.

RKO To Honor O'Connor

NEW YORK, Feb. 24.—Floyd Meyer and Harry Mandel have been named co-chairmen of a committee to honor John J. O'Connor, president of the RKO Radio Pictures and manager of the RKO Theaters here. RKO will stage a "John J. O'Connor benefit" from March 1 to April 30.

Others on the committee are Charles C. Miller, general manager; E. Donald Evans, Pat Schwartz and James Neumann. All are metropolitan area division managers.

"Dumbells" Again Tour

MONROVIA, Calif., Feb. 24.—A 1940 version of The Dumbells, a popular Canadian series after the close of the World War, is now touring Western Canada. West, headed by the famous Dumbells, is playing at the Royal Theater in Victoria and Vancouver, B.C., recently. Stars include Red Newman, Ross Hamilton, Pat Bafferty and Jack Ayres.

Reviews Of Units

Beauty on Parade

(Reviewed Tuesday Evening, February 13, at Columbia Theater, Albany, N.Y.)

Gump's something that all less units has plenty of. The Coopers, all-girl orchestra, around which the show is built, is good, but the program needs to come along in some ways. Althea the unit has been out less than three weeks, it's striking like a much older show. Models are up everything and yield for nothing.

No attempt at staging past the band on flat stage and various sets work in front. Wardrobe, other than that of the band, is cloth. Macdonald's something that is good, but needs to be put further back from half way.

Band (13) goes to work with Fye Dot Eighty. Led by shapely and blond Jessie Bailey, comes good into a novelty number. The Stick, which was much more than a novelty, is good, but needs more backbone. Helen Moran's cutives of corniness and introduces the Two Andrews Sisters, who score heavily with two tap routines. Good show.

Another band goes into the start. Band carries on again with a novelty number in which individual members demonstrate their ability. Showmanship is displayed by many of the girls.

Final number: Miss America of 1939 is easy to look at and a great plus. Her plug for the unit, she and Miss Moran talk about the Atlantic City beauty pageants and things in general. Miss America is good, but needs to be put off. Old Men Show, 15th minute. Miss Moran offers solid entertainment. Gump's a honest, hard worker and about as versatile as any who has ever come to town. She has a good show.

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Miss America parades in bathing suit and the Sandys hang out a red hot number. The girls are good, but need some more tricky drumming by Miss Smith for a rock finish.

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spring. Standees at the close of the first show and a DJI waiting lobby.

Good pic. Marlene, Sophie (RKO). Reg McCann.

Egyptian Follies*

(Reviewed Thursday Evening, February 13, at the National Theater, Bethesda, Md.)

Cast the Magician presents a sparing selection of the Egyptian girls, meteorites specialists, elaborate trappings and a suggestion of mystery. An entirely different type of unit, but one that can be recommended.

A gaudy setting for the opening act, featuring the three Demons and the Four Golden Gate Girls, explains the title. Demons include the Egyptian and the Gypsies. The girls are career novelties. Golden Gate girls, all lookers, sway thru a seated Oriental dance and are followed by an amateur male acre dancer.

A gal sings Are You Having Fun? and Carolyn Patterson dances on the floor. Another girl has a solo voice and may no place if she can stop singing.

Another girl does a tight-wire novelty. She is pretty and makes out well. Her boy friend, a male acrobat, does a gaudy, colorful, playing 21. Louis Blane satisfactorily, remaining on his feet with a tap dance.

An amateur Egyptian dance, which includes Gogo girls carrying circles of colored lights on a darkened stage, is colored. Carter offers a well-staged flash in natural sequences, helped by a color scheme.

These Demons return for a burlesque of their first dance and another production number follows, with Golden Gate girls, weighted down. Howard masked as a man of Nedged powers on a pedestal in background.

A new twist is given the disappearing Egyptian by Carter, who wears a mask and a white robe, and a hat and tuxedo.

Lady Goliath number, heavily advertised, was a little disappointing here, still undeniably a new wrinkle, with long-haired Goliath and her moisty sprouts, which were later to enter the theater over audience's heads.

Carter returns for minor tricks and show ends with parades of acrobats and a good finale. Good, girlie, girlie, but Carter suspended high in theater roof.

A capable pit band plays the show. Film was Perle Becker and business near capacity.

Tony.

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Connie Lester: The are

Magic

By BILL SACHS

Communications to Cincinnati Official

MAGICAL HIGHLIGHTS

At Arcadia International House, Arnold and Zeke expertly present their Fantasy in Pictures, and as Jack Lynch's son, WALTER CHICAGO, plays it up magnificently, there's no room there.

MOLESTO BROTHERS' veteran song, recently jumped from Germany to San Fran, where they expect to remain for the duration of the war. The show is E. ST. CLAIR'S, having fairly hopped by with his act in, and arrived Sapert, Fla., to find that he and four other magicians have made the schools, halls and CCC camps their headquarters. He has been meeting with none of them bringing up my records. He advises other magicians to steer clear of that territory.

CHARLES BREKHT presents that on the stage of the Hotel Savoy, New York, he is currently demonstrating "Gigantication," as "America's No. 1 honest magician."

PATRICKSON, magician, ventriloquist and hypnotist, of Custer, N. D., was recently the subject of a lengthy yarn by W. F. Lyle in The Sketch (N. C.) Daily Star of February 13, relating of his many and varied experiences during his tour on the stage.

JOHN RAYMOND, 11 weeks away at Davis Inn, West Palm Beach, Fla., a record run for any kind of an act at that spot. He was originally booked in at that spot. He is now appearing at the new picture theater of the Davis Inn, backed, Stovard Brooks, French Lane, Harvey Co., Victor Barber, Lewis and McKeown, Cura has just checked work on a story about him, and the pictures are still running the patrollers home. He'll stick close to Miami, until spring.

JAN POLE, Pittsburgh, is returning from injures received in a recent auto accident, and is making a slow recovery.

JUDITH JOHNSON, moreover, is currently demonstrating her powers at the Carlton Club, Ambler, Pa.

MARKET DAY, Feb. 19, 1940, 20th, 15th, at the recent 12th anniversary banquet installed Charles J. (Cotta) Jones as president for the coming year. Other officers installed were Russell, Charles, treasurer; J. Harry Morris, vice-president; George W. Whitehead, chaplain; Walter B. Blanchard as secretary and Stanley Schaefer, assistant secretary.

JACK GWINNE AND CO., after a week at the Shubert Theater, Cincinnati, spent the past week with Mr. and Mrs. Fred Gorman in Middlefield, O. The Gwynnes depart this week for San Francisco, where they opened their new permanent home in the picture, Plaza-Circle, to remain there the running of the film there. Jack Gwynne has just taken delivery on a new Buick sedan. Gorman is a capable stage writer, especially in the western genre, in Middlefield.

FLORUMITA AND BOYERET, after winding up on the Disaster band train in the South, jumped into Cleveland, Ohio, last week, and will be in the picture, Plaza-Circle, to remain there the running of the film there. Jack Gwynne has just taken delivery on a new Buick sedan. Gorman is a capable stage writer, especially in the western genre, in Middlefield.

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BOYERET, who has a new addition to the family, a son, Jeanne Arlette, just assistant, is now doubling in a new mortal turn.

MARDOCK, who has drawn a sold-out ticket at the Sherman Hotel, Chicago, is one of the busy comedians on a recent "Patriot" television-question-and-answer broadcast. He carries away with 18 silver dollars. . . . DEL BRENTE, now in his sixth week at the Club Hall, Miami, Fla., has been a smash hit, and is continuing. Del tells us that he recently joined the ranks of benefactors.

BILL RATH, St. Louis magician, stepped off at the desk Monday of last week, and on Friday night (Feb. 22) he will be watching the stars in the seat reserved at the Netherland Plaza's new Parlor Cigar, Cincinnati, where he's been in his second week.

ALLEN COOPER, well-known coast coasters' man, stands at the Torch Club, Cincinnati, O. . . . MARQUIN THE MAGICIAN (typewriter): "Please keep secret what part of country I am in, as we are working hard." The Hindu rope trick was done West and East, and the audience was won over.

CINCINNATI MAGICIANS' CLUB staged a feed and surgical powwow at Marshall Inn, Cincinnati, last Sunday (23) in honor of George W. Stock, dean of Clancy's

Hirst Unit Review

Dizzy Dames

(Continued from page 15-B)

(Received at Radio Theater, Philadelphia, Friday afternoon, February 23)

One of the smoothest and fastest blunt units takes off here with plenty of gags and gawes to keep the castaways happy thereof. Biggest name is Billy ("Cheese 'n' Crackin") Clegg, who is the star of the bunch, having the best time in the bunchers, having leased the stock trove at the local Bijou for a long time.

While much of Hirst's material is amateurish, it is good enough to be never before seen. It's good material and taken that way by ticket holders. Not a single one of his new acts hits flat.

Corduroy comedy is kept hot by Max Cooper, who is a real hoot, and who share the skins. Elmer's all right, but the crowd was strictly "Cheese 'n' Crackin'." Bentley stoops for Hugo as west. Harry Jacobs is a real hoot, and some good fun with some skits from Sam Gould, whose musical arrangement is giving strong body in song for the ballad. Has a pleasant voice. Dorothy Berlin adds spice to the show.

Harpers sparkled here. Pat Morgan, graceful blond doll, is first on for the un-deep, adding a song. George Washington, a gingerly dame, had a polished performance, and some good comedy techniques.

Lester Holt, a tall, thin, dressed-in-white, is top-billed and packed with professional oomph. Well-aimed house above no previous, accepting all three alike.

Halter has take a back seat, and is good in his new act in comparison to previous units, but the gowns were big money.

Talbot has take a back seat, and is good in his new act in comparison to previous units, but the gowns were big money.

Talbot has take a back seat, and is good in his new act in comparison to previous units, but the gowns were big money.

Added specialty is a show-stopper, a new-style ragtime stepper titled as "Williams."

Frank Bryan takes the production bows, with Johnny Kane for the service. Merrick Vaught commands the big power.

Merrick Vaught with Frank X. Cook next Monday.

M. H. O'Godeher.

Midwest Unit Review

"Scann-Dolls"

(Received Sunday Evening, February 18 at the Grand Theater, Custer, S.D.)

Second best for entertainment value of the nine Midwest Circuit offerings presented by the host specialty dancer seen here this season, and aided by Hank Henry, comic along with great impetus, this girl, gives this show a good go to make real.

Rock Marion, Miles, a dynamic golden-haired tragedie, to send the boys home talking. She is a show stopper, and invites are not far coming.

Murray Leonhard, straight with the First Circuit, is greenie Dick Richards, comic, to form another peachy matrimonial team. Richards, since opening, is a smash, since playing operetta and strip satire.

In a Union City, N. J., restaurant recently Murray suffered loss of a \$100 coat. . . . Ed Wicken, chief bouncer, was shot in the head while on duty service exact for policemen. . . . BOB HIRSH, straight man in town from Miami, Fla., with the info regarding recent Temple Ziegfeld's production. He is continuing to do with the financial end and was also one of the cast left without salary when the house closed without notice. . . . JACKIE COOPER, who was with the shortening of the Century, Brooklyn, Feb. 18, went to the caperay, Boston. (See BURLESQUE NOTES on page 23.)

Bob Alda, another straight, handles his assignments with aplomb. He too, has a good show and makes a hit with his para arrangement of My Blue Heaven.

Chorus costumes to improve, and wunderful this week. The girls look good, and the men, too. The mask comedy, while not lavish, was a most needed and the fan basket was well encircled.

Manager Jimmie Levy says the whole week-end was a success, and the audience crowds, the policy (two hours a day, opening Friday, with TUES. show off) will be continued for some time.

Jack Davis pit stop with Bill Morris again and the crowd was continue popular with the ragtime.

Her McConnell.

Magician, who is celebrating his 94th consecutive term as president of that body — all that without missing a meeting.

Ain't It the Truth?

CHICAGO, Feb. 26 — At the booking office Wednesday (21) given in honor of Max Turner, of the Balaban & Katz booking office, who left last night, the manager of the house observed the great turnout of 10 per cent and cracked that it presented an opportunity for one of the best shows in the city. The night before, however, the manager of the Liberty, under management of Harry Ferri, Essey, under Charles Meekie, and the Capitol, under Eddie St. John, and the Strand, Allen King was the Meekie Roape.

San Diego's only burly house, the Hippodrome, theater, is closed. Outside of the Pacific, under the Doheny Brothers, and the Berkbank under Parker & Blinger, both in Los Angeles, there is a house across to Fresno and Fresno's own, the Palace, under management of Tony Bow, Eddie Lewis and Paul Nelson.

Censorship Closes Louisville House

LOUISVILLE, Feb. 24 — Major (Bassie) Lantz, who installed burly stock at the Deery Lane Theater here two and a half weeks ago, was forced to close 20th day (18) when his license was revoked, which, according to Lantz, made further operation of the house virtually impossible.

When Lantz opened, he announced that burlesque, with the exception of maternal and female wardrobe, ceased by the house management. The new censorship editor believed by the Deery Lane management that burlesque would be pressure from local film interests, was declared by Lantz to have been "too right and unreasonable."

The house, which was enjoying a fair popularity since the opening, Lantz is presently in Cincinnati seeking for a new stock location.

Bridgeport Burly Folds

BRIDGEPORT, Conn., Feb. 24—Local Politic Theater here, playing Miss shows and operated by Max Hoffman, Matzka and Jules Leventhal, about 100 feet from the Lyric, which has been closed, has been considerably within the past few days due to Lent and a tightening of police censorship.

House Manager Lester Smith said that the house might possibly reopen Sunday Monday.

GEORGE E. HILL, concession, who rejoined the A. A. Avenue, Detroit, has joined Jack Kane's stock army at the Grand, Youngstown, O.

9 Burly Houses

In California;

3 in San Fran

SAN FRANCISCO, Feb. 24—Survey of burlesque in California lists nine houses in the Bay swing and one recent closing, with this city topping the list with three houses to the credit of Harry Ferri, Essey under Charles Meekie, and the Capitol, under Eddie St. John, and the Strand, Allen King is the Meekie Roape.

San Diego's only burly house, the Hippodrome, theater, is closed. Outside of the Pacific, under the Doheny Brothers, and the Berkbank under Parker & Blinger, both in Los Angeles, there is a house across to Fresno and Fresno's own, the Palace, under management of Tony Bow, Eddie Lewis and Paul Nelson.

Police Close Burly House

ROCHESTER, N. Y., Feb. 24—Only one burly house, the Palace, was closed last week by city officials. Al Lichtenstein, manager of the house, was arrested for allegedly promoting immoral shows and was released yesterday after surrendering his license.

Complaints were made by the Children's Welfare Society because visitors were admitted during certain hours, and police stated the show was not indecent; however, two police officers were in the audience every week to pass judgment on the shows, and no children were admitted unless accompanied by parents.

Century, Brooklyn, Closes

NEW YORK, Feb. 24—Century Theater, Brooklyn, partially owned by Sam Brickman, who operates the Lyric in Bridgeport, Conn., has shuttered. With Lent cutting heavily into the receipts, the manager, Eddie Lewis, has closed. No date for a reopening has been announced.

Century usually uses a line of 18 and 12 principals.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

HAROLD SCHENKEL explains the actor's booking aggregation and Carl Goldfarb the stockholders, both of the Chalet. Guests are played every Monday night and invites are not far coming.

MURRAY LEONARD, straight with the First Circuit, is greenie Dick Richards, comic, to form another peachy matrimonial team. Richards, since opening, is a smash, since playing operetta and strip satire.

In a Union City, N. J., restaurant recently Murray suffered loss of a \$100 coat. . . . ED WICKEN, chief bouncer, was shot in the head while on duty service exact for policemen. . . . BOB HIRSH, straight man in town from Miami, Fla., with the info regarding recent Temple Ziegfeld's production.

He is continuing to do with the financial end and was also one of the cast left without salary when the house closed without notice. . . . JACKIE COOPER, who was with the shortening of the Century, Brooklyn, Feb. 18, went to the caperay, Boston. (See BURLESQUE NOTES on page 23.)

CHICAGO:

LOUIS KELLER heads the bill at the Empire, Milwaukee, supported by Mario Davis, Frank Morris, Bobby Val, Detolia Montillo and Val Williams. . . . At the Indiana, Chicago, Chorus girls, including Betty Grimes, Lee La Rue, Honey Devill and King and Roche. To the Capitol, Pelle, and Friends.

KITTY TURNER is set for two weeks at the Mandarin, Stockton, Calif., after NY booking at the Liberty, San Francisco. . . . HARRY CONRAD, Calif., has booked the bill at the Mandarin, Stockton, Calif., opening Feb. 28.

HAROLD TURNER will feature a double strip at the Martin Ranga, Stockton, Calif., on Feb. 28. The bill includes Mary Grier, Betty Grimes, King and Roche, Harry Conroy, Betty Grimes, Miltis Grey, Fredric Lopez, Bobby Titmuss and Jerry Owens. House is operated by Allen King.

Burlesque, which has been a social parasite in working state in and around Stockton, California, England.

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256-258, 258-260, 260-262, 262-264, 264-266, 266-268, 268-270, 270-272, 272-274, 274-276, 276-278, 278-280, 280-282, 282-284, 284-286, 286-288, 288-290, 290-292, 292-294, 294-296, 296-298, 298-300, 300-302, 302-304, 304-306, 306-308, 308-310, 310-312, 312-314, 314-316, 316-318, 318-320, 320-322, 322-324, 324-326, 326-328, 328-330, 330-332, 332-334, 334-336, 336-338, 338-340, 340-342, 342-344, 344-346, 346-348, 348-350, 350-352, 352-354, 354-356, 356-358, 358-360, 360-362, 362-364, 364-366, 366-368, 368-370, 370-372, 372-374, 374-376, 376-378, 378-380, 380-382, 382-384, 384-386, 386-388, 388-390, 390-392, 392-394, 394-396, 396-398, 398-400, 400-402, 402-404, 404-406, 406-408, 408-410, 410-412, 412-414, 414-416, 416-418, 418-420, 420-422, 422-424, 424-426, 426-428, 428-430, 430-432, 432-434, 434-436, 436-438, 438-440, 440-442, 442-444, 444-446, 446-448, 448-450, 450-452, 452-454, 454-456, 456-458, 458-460, 460-462, 462-464, 464-466, 466-468, 468-470, 470-472, 472-474, 474-476, 476-478, 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BARRIETT—Wilson Agnew, 54, executive secretary of the National Board of Review of Motion Pictures since 1926, of 1000 Madison Avenue, New York City, has joined the staff of the NBR soon after its inception in 1929, and organized the reviewing activities of the board. He has also served on all sites produced, rating films for public consumption.

CHASTINE—Ralph Dewey, 30, legume painter, who worked in Detroit night spots for the past several years, died at his residence 100 after being hit by an automobile.

CORLEY—P. H. Bell, builder of the first motion picture theater in Brevard, Wis., and later its manager, recently in that city. Survived by his widow and two sons.

DANNEFIRTH—Edward M. Stil, president of WGN Radio Broadcast Co., Philadelphia, suddenly February 28 at his home in that city. Other survivors include his widow, three daughters and a son.

DOYLE—John Edward, 85, connected with the U.S.ines in Nashville for more than 50 years at the home of his daughter in Nashville, Tenn., February 18. He had been a member of the 13th Cavalry, that city, until his retirement during the decline of the legitimate stage. Doyle was a clerk on a Cumberland River steamboat, a gunner, a drummer boy, a survivor, by his widow, the former Annie Austin, six children. Mrs. Doyle and M. Quick, with whom he lived; Mrs. J. M. Moran, Nellie Doyle and John E. Doyle, his son, were going to Detroit. His widow and a son survive. Services and burial 20 Beaver, Pa.

EDWARD—Mrs. Gladys, 52, of Chicago, February 18 in Illinois Masonic Hospital after an illness of two months. She appeared in one of the principal roles in the film *Tempest and Fury* in 1916, the first feature film to receive general pictures in history. Survived by her husband, Jess, and a son, John.

ENDS—Lillian G., retired actress who toured the country in the '20s and '30s, February 16 in McMahon Nursing Home, Henry Hudson Parkway, New York. Born at Newark, N.J., she died from heart trouble after a long illness. Her son, George, died in 1928. In 1922 she appeared in *The Phoenix and the Dove*, and two years later she obtained the road rights to the comedy, *Foggy Ferry*, and took the role played in it by Eddie Foy. She died in New York on February 26 under auspices of the Actors' Fund.

FITCH—Mrs. Laura Victorian, 92, well-known singer and pianist before the war, died at her home in Allentown, Pa., January 26, Philadelphia. She is also remembered for her presentation of the Best Christmas Seal every year in Music Hall Hall, a favorite gathering place.

JOHNSON—John, 17, piano concession and agent and member of the National Showmen's Association, February 20 in Parchman Hospital, New York, where he had been admitted in 2008 as a mental patient, Parchman Cemetery, New York.

GANNON—Edward T., 45, long identified with circuses and carnivals, February 21 in Bronx, N.Y.

Rudy Wiedoeft

Rudy Wiedoeft, 44, saxophonist and composer, died of a heart ailment February 21 in a hospital in Hastings-on-Hudson, N.Y. Friends credit him with having brought the saxophone out of obscurity into its present important position in modern jazz bands. In 1934 he organized a band which looked up to as a teacher as well as a mentor and composer, numbering among his pupils Rudy Vallee, who later took his mentor's name for his own. Carlino, his wife, survived.

As the son of 11 Wiedoeft was interested with a post in his father's orchestra in Denver. He played the clarinet, but soon began an experiment with the saxophone, and finding a tie-up with a musical instrument manufacturer brought out a set which improved upon that invented by Adolphe Joseph Sax in 1846. Wiedoeft had 10,000 keys to the instrument and could play them on the lowest note. His personal appearances on radio stages with the instrument and recordings helped to popularize it internationally with the added interest of jazz.

He went to New York about 20 years ago and later joined the Victor Artists, the orchestra which toured the country for Victor Talking Machine Co. and the Columbia Phonograph Co., models, known to be a "moot" in every saxophone player's student days.

Wiedoeft had retired about three years ago, devoting himself primarily to painting. He leaves his wife, Mrs. Max Wiedoeft.

REED—William Agnew, 54, executive

The Final Curtain

in 1916 in Macy Stark Marionettes, near Canton, O., after a long illness. A long-time resident of Massillon, O., he had spent practically all his life with major circuses and carnivals and as a winter performer in small towns. His brother, Michael Gonzalez Jr., of Massillon, and a sister, Mrs. Ed. Hutchinson, of Toledo, survives. Services in St. Joseph's Church, Massillon, and burial in St. Joseph's Cemetery there.

CULYNN—Joseph Francis, 73, window shoveman for more than 50 years, recently in Tacoma, Wash., cremation and burial in Tacoma.

GRIMES—Ed C., 55, for a number of years co-ordinator of the Grand Concourse, suddenly February 18 at his home in Winona, Minn. Survived by his widow, three brothers and a sister.

HANSON—Charles, 80, for many years connected with upper Ohio Valley dance bands and musical groups. February 16 at his home in Detroit. A native of Toledo, O., he played with such bands as those of Eddie Lang, Harry James and Artie Shaw. Going to Detroit, his widow and a son survive. Services and burial 20 Beaver, Pa.

HARVEY—Mrs. Gladys, 52, of Chicago, February 18 in Illinois Masonic Hospital after an illness of two months. She appeared in one of the principal roles in the film *Tempest and Fury* in 1916, the first feature film to receive general pictures in history. Survived by her husband, Jess, and a son, John.

L. LAWRENCE WEBER

L. Lawrence Weber, 66, veteran producing manager and member of the board of governors of the League of New York Theatres, died of a heart ailment February 22 at his home in New York. He had been ill several weeks.

During his 35 years as show business he was engaged in a wide range of activities, including management and circuit ownership. In the interim he was a boxer, a member of old-time minstrel shows, organizer of the Columbia Burlesque Wheel (1910), sports promoter, theater owner and one of the founders of the managerial group on Broadway in the 1920s. Among his shows were *The New Seven*, starring Marlene Turpin, *The Dancer*, with Ralph Morgan; *Nothing's Money*, 1921; *Little Jessie June*, 1922; *Evening Star*, 1922; *The Love Craft* (co-produced with the original); *Evening Star*, 1922; *Love Me or Leave Me*, 1923; *On the Firehouse*, 1923; *The Man Who Reclaimed His Head* (co-produced with Arthur Hammerstein), 1922, and *Frip Grl*. His last production, 1925, *Wise*, is credited with having introduced the following talent to the stage: John Boles, Clara Luce, Mutina Hopkins, Ruby Keeler and Eddie Cantor.

Weber was one of the earliest motion picture producers, having assisted in the organization of the old Metro Pictures Co. He and Betty North produced some of the first feature-length productions of six and seven reels. Under Weber's direction John Barrymore made his film debut in 1917 in *Old Chisholm Trail*. Miss North, Anna Q. Nilsson, Olga Petrova and Sir Johnston Forbes-Robertson followed.

Before becoming a board member of the League of New York Theatres in 1924 he left the producing manager's position with the New York Production Association. He was a director of the League in 1933. Up to 1933, and for over 20 years, he had been part owner, producer and lessee of the Longacre Theater, New York, and Webster's, his son, L. Lawrence, and four sisters. He had been divorced from his wife, Mrs. Edna Hale Weber since 1920. Buried in Bayview Cemetery, Ossining, N.Y.

HEINRICHS—William, '96, and his wife, 72, both recently deceased in Greenwich, Conn., February 14, five hours apart. They were separated by tainted meat. In early life Heinrichs was a circus man, but later became a baggage master on the R. & O. Railroad. After retirement he became a traveling show player Chippendales. A brother, Stephan Heinrichs, Sr., Joseph, died, Mrs. Heinrichs and Mr. Heinrichs had no survivors.

WEBER—Lillian, 80, of Bronx, N.Y., died Saturday morning even as Black in last week's issue, in Miami, Fla., February 4.

LEUTHAUER—Lawrence, 36, manager of the Illinois Theater, Fort Thomas, Ky., died Saturday morning. Weber was working on his car at his home in Fort Thomas February 20.

HOWARD—Charles D., late of the comedy-juggling team Fischer and Howard, died Saturday morning in New York, manager of the Illinois Theater, Fort Thomas, Ky., February 20 at a heart ailment. Decedated was a brother-in-law of John T. McCloskey and brother of Tom Howard, Mackie comedian. Burial in Brooklyn February 21.

NORTON—Mary, 43, soprano-sax and circus performer, for 15 years with Clancy Bros. Circus, February 18 at her home in Houston. She had been married to John T. McCloskey and brother of Tom Howard, Mackie comedian. Burial in Brooklyn February 21.

INGRAM—Mrs. Ethel H., 56, member of the board of the Philadelphia Music Club and the Matinee Music Club, Feb-

ruary 15 at her home in that city after a long illness.

JACOB—Ed G., 67, for 17 years president of Georgia State Fair and Exposition, Macon, at his home in that city February 20 of a heart ailment. He had been a resident of that city for nearly 20 years. Also he was considered as head of the fair he could not actively participate last year. A native of Kingston, S. C., he was born in Macon as a boy and made his fortune in the theater business. He was the operator of theaters. Jacobs began his career working at a soda fountain and took a part-time job at night as doorman in a theater. His wife, in show business, had been a dancer, and he was known as the best known female excrescences in the Southeast. He was also prominently identified with civic and religious organizations. His widow, daughter and son survive. Services and burial in Macon February 21.

JOHNSON—Harry, 26, sports announcer of the Central States Broadcasting Co., operator of stations KOFI, KPAF and KPCF, February 19. He had been a radio announcer for the Atlanta Journal, Atlanta, Ga., and he was a member of the Showmen's League of America and was buried in Showmen's Rest, Woodlawn Cemetery, Chicago, February 20.

PERIODIC—George, 66, once wealthy vaudeville actor, found dead in his Hollywood apartment February 20. Periodic had been ill in health for three years.

PETERSON—Katherine, 64, widow of George, 80, of May Estee, London beauty and motion picture producer, at Lytham St. Annes, Lancashire, England, February 16, 100 years after a two-week illness. Miss Peterson had been seen in the last show of Charlie Chaplin's *The Tramp*.

MCNAUL—William J., 41, rarely seen a fair concession and boxer in carnival athletic shows, recently in St. John, N.Y., died suddenly of a heart ailment, February 18. As a lightweight he fought under the name of Bill Kid Burns, survived by his widow and two children.

MANNINO—John (Jack) Bernard, 42,

of Bronx, N.Y., February 22 at his home in the Bronx, New York. He had been ill for several weeks. Peter Lewis Isaacs, 56, chairman of the Michigan State College music department, at East Lansing, Mich., February 16. Isaacs, a tenor, was a member of the Philharmonic Society as a master of the harpsichord. He had studied music at the Royal Conservatory at Brussels, The Bronx.

ROHMER—Peter, Lewis Isaacs, 56, chairman of the Michigan State College music department, at East Lansing, Mich., February 16. Isaacs, a tenor, was a member of the Philharmonic Society as a master of the harpsichord. He had studied music at the Royal Conservatory at Brussels, The Bronx.

ROHMER—William C., pioneer in the development of motion pictures in the Midwest, December 23, of a heart ailment. He operated rades and caravans in the vicinity of Philadelphia in the early days. Decided to go into the motion picture business and remained so for a number of years and of late years operated the Roehm on West Huron Street, Detroit, by his widow and a daughter with whom he had been residing. Burial in Highland Park.

SHALITA—Gertie, 40, manager of the Broadway Theater, Philadelphia, suddenly February 18 at her home in New York. She was a former Miss Bergdorf's, manager and manager of the Warner Brothers' theater circuit. His widow, Hattie, died.

THURIELE—Weiley F., 64, owner of Carter, O., outdoor showman and owner of an animal circus bearing his name which for many years toured the country and Canada. February 18 at his home in Carter, O., in Franklin County, a few miles south of Canton, after a long illness. After many years in Canada, New York State and New England territory, he had gone to the West Coast with his circus, the Weiley Bros. Small circus, making Los Angeles his headquarters. At one time he was a renowned rodeo performer and comedian. His most recent circus troupe was the Weiley Bros. Circus. Gertie, his second wife, died. He later retired and disposed of his show property. He was a member of the Charles Geigert Showmen's Club. The body was laid out at the J. Welsh Funeral Services, Canton, pausing word from relatives.

TIMMONS—Daniel W. (Jerry), 37, former legitimate actor, February 14 in Glendale, Calif., of a heart ailment. He resided in Glendale, Calif., and was remembered for his outstanding performance as Ed Barnes in George M. Cohan's *Red, White and Blue*. Previous Friday, his widow, a daughter and two sisters survive.

WALTERS—Frank, 58, member of the waulchia tribe of Indians, Walters and Crocker, died Saturday morning in Brooklyn February 15. Burial in St. John Cemetery, Long Island.

WEIDORT—Mrs. Anna E., 75, of Los Angeles, February 21 of a heart ailment, surviving her son, Bert, 50, and one daughter who died in New York February 18. She was the mother of three sisters, musicians, G. J. (Clay), Wiedort, Adele, Wiedort, and actress, Anna.

YOUNG—Mrs. Paul, 51, wife of Ernie Young, young producer and booker, February 20 in Phoenix, Ariz., after a long illness. Mrs. Young, a native of the Bronx, N.Y., died in the show world. She had been active in the Young Thoroughbred Enterprises, many years, personally managing many of the musical revues at various theaters throughout the Midwest. She was a tall woman, 5 feet 7 inches, with a long slender figure, and often appearing in a Chicago hotel for a short time she was sent to Arizona. Survived by her husband, (See FINAL CURTAIN on page 93)

COLE FIRE LOSS \$150,000

All Cage Animals and Lead Stock And 2 Elephants Perish in Blaze

Big top, 9 cages, ticket wagon, several trucks and all props and harness destroyed when main building at Rochester, Ind., quarters burns—show will go on

ROCHESTER, Ind., Feb. 24.—Two elephants, all the lead stock and cage animals, the big top, nine cages, one ticket wagon, two big Mack trucks, all the trucks used by the advance, all props and harness, winter cookhouse and workmen's bunks were destroyed in a fire at winter quarters of Cole Bros. Circus here yesterday night. Total loss was estimated at \$150,000. Managers José Astina and Sonny Terrell estimated the loss at more than \$150,000, occurred at a circus quarters. Everything burned in about an hour. There was a slight delay in getting help because of the flames to which the building adjoined.

The fire originated in the blacksmith shop where the employees were at supper when it was discovered. They lost all their personal belongings in the blacksmith as they led elephants, muzzled them and drove them to safety or other animals to safety. The animals wandered around the highway and streets for several hours and then were rounded up and driven to a railroad car to a special railhead car so they were removed up to Indianapolis to other quarters at noon by Terrell.

One of the last animals that escaped was struck by a car and injured. A pony was led to safety but later was struck by a car and killed.

The animals, which were twelve bulls, two tigers, two lions, two horses, two lambs, a hippopotamus, two leopards, a zebra, Indian rhinoceros, two bears, two colts, described as being types of a gargoyle. None of the dangerous animals escaped.

The running of the wild animals and the running of the monkeys trapped in the burning building crossed the notes of the crackling flames during the height of the blaze.

The fire did not have an effect on the Cole show taking to the road. Managers Zack Terrell and Jose Astina saying the *COLE FIRE LOSS* on page 33.

Butler Visits Bridgeport

BEDFORD, Conn., Feb. 24.—Robert Butler, Ringling-Barnum press agent, dropped into Bridgeport this week and visited his old-time friend, Mark Thompson, who is present manager of Bedford Bee Hive Barn and new day manager of the Lowe houses here. Butler also saw at the Lowe-Pell Theater a picture, *Josephine Myloty of 1926*, in which his daughter, known professionally as Jean Adams, appears.

Engerer Framing One

NEW YORK, Feb. 24.—Capt. Ernest E. Engerer, animal trainer, is putting together a show to take to the road in May, playing New Jersey, New England and the South. The show, to be called Engerer's Wild Animal Circus and outfit will use trucks. The road has started its long Island quarter.

'Jitterbugging' Eddie Nose

That jitterbugging bandmaster, Eddie Nose, who has been a favorite for years here in Louisville, Ky., where he directed the band for Pabst Blue Ribbon Circus. On the second night of the engagement a couple, from the station, got into a fight with Eddie Nose during intermission and asked of Eddie: "Are you going to jitterbug any more?" "No, I like it," he replied. "It was the answer, I want to do what I want to do." Eddie said he would like to say the jitterbugging was discontinued—and it would have been, even if there had been no request. Now, Eddie, who has been a jitterbugger, referred to as jitterbugging, he feels that he has been about 20 years ahead of the times, for that's how long he has been chugging.

Communications to 25 Opera Place, Cincinnati, O.

Shrine Circus, Akron, Resumed; Biz Starts Good

AKRON, O., Feb. 24.—First indoor engagement here in several years opened to good business on Monday afternoon in Good-year Theater, surpasses of Tedesco Shrine. While not as presented a program as those in the City had been accustomed to, it proved gratifying and was received with novelty.

Details of the production were handled by Duke Drakenhoff and Jack Mills formerly of Cole Bros. Circus and the management of the Shrine, under the name of Fred E. Anderson's Circus, the man who created many of the novelties. Adkins Cct. LaLumiere was responsible for the lion stunts, which contributed much to the success of the show. The Best of the Big was overhauled and presented next to closing spot. Twelve girls were used in all numbers.

Strikes to obtain the Army, where tickets have been held, Good-year, the easy booking available. House rules prohibited use of any stock on the stage. Children from many of the local schools attended, and refreshments were gratis of the Shrine at the opening day performances. A surprise program was well filled.

Packaged up until midweek was regarded as satisfactory by the committee, who said the interest in the show would induce heavier sales for the last three days. A three-fourths house saw the Wednesday night performance. A 10-piece pit band was used.

The Program

No. 1. Denver Brothers, comedy team, based in Akron, now in Boston. No. 2. "La Lumiere" chorus girls. 4. Nancy Barrett, aerialist, closing with music group. 5. Comedy team, "The Great Twinkles." 6. Circus. 7. Circus. 8. "Great Tinie," human eye, on slack wire. 9. Art Hill, comedy comedian. 10. Concert announcement. 11. Miss Avalon, night club dancer. 12. "La Lumiere" girls and boy novelty, presented by Jack Miller. "La Lumiere" is a dance novelty. 13. Clowns. 14. The Mallens, human rings. 15. The St. Rommells, acrobats and acrobatic girls. 16. Clowns. 17. Beautiful American Nights finale by the "La Lumieres." 18. Flying Circus.

"Seven" Newark, night, was presented by the Newark Chamber of Commerce by Mr. Morris of Barnes Bros. Circus. The show came from Detroit, where he had the concert at the Detroit Shrine circus for Curtis navy men. Harold Lange, now with The All-American Circus, was the show's general manager. Special press representative and special agent for the Barnes show, gave excellent co-operation during the promotion here.

Miss Mills was back and Bill Rippey, manager of the show, George Clegg, chairman reserved seat tickets and Nick Carter, concessions.

Cleveland Grotto Draws 39,600 First Three Days

CLEVELAND, Feb. 24.—Attendance of 12,500 at the Grotto Circus in Lakewood, first three days, and 10,000 on Wednesday (February 23) brought the total for the first three days to 39,600. Fred B. Snyder, manager of Al Stras Creek and chairman of the Grotto circus committee, sponsored an afternoon matinee.

Afternoon attendance Wednesday was 7,500.

R-B Boston Date Is Week Longer Than That of 1939

BOSTON, Feb. 24.—The Ringling-Barnum circus will give 12 performances here week of May 4, according to bookings at the Boston Garden. George Clegg, manager of the Boston Garden, for the show to arrive in Boston, being only five days later than last year's engagement.

In September a circus, sponsored by police organizations of the State, will appear in the Garden for a week.



BERT E. KUCKMAN promises many surprises in the way of performances in the 1940 edition of the circus of Fred E. Anderson's Circus the coming season. This will make his second year with that show as superintendent. He has been with the Shrine since 1937, first with Al G. Barnes, Golden State, Seal Beach, Bobbers Bros. and Parker & Winter circuses.

Detroit Shrine on Closed Shop Basis With Exceptions

DETROIT, Feb. 24.—The Detroit Shrine Circus played under a contract with the American Grand of Variety Artists which both sides describe as "essentially closed shop."

Because of the nature of management of the Shrine Circus, the union's signature for such closed shop upon which the Shrine had agreed to abide is already contested. The union, it is understood, did not feel that it could insist upon a closed shop in the face of the fact that the Shrine, which obviously could not provide substitute acts of equal caliber with those engaged out of its own membership, notably in the case of Cyril Beatty.

Franklin L. Johnson, president of the circus, told the Billboard representative:

"The agreement as signed is a closed-shop agreement. For the 1940 circus there were no strikes or walkouts, and the men were predominantly white. I haven't anything to do with future plans, as I have no right to make future plans."

Typical of the business arrangement made of the circus is the fact that 100 percent of the circus is to be paid by March 21, even the much of the money will not be received from individual ticket sellers for several months.

HIGH THOMPSON is showing and working the come-in on Polack Bros. Circus.

H-M Scores in Milwaukee; First Shrine Show in Years

MILWAUKEE, Feb. 24.—The Standard-Morales Circus, featuring Clyde Beatty and his animal act, is showing at the Auditorium here this week under management of the Standard-Morales Bros.

This is the first circus the Shrine has sponsored in many years and it has been given a fine reception. Tuesday, the opening night, when the Shrine was still a modest name, many visitors, who were delighted by Miss Moran to have been one of the best openings he had made during the past year. Attendance has been excellent, and the Shrine directions today pointed to capacity crowds on the last two days.

Moore personally directs the circus, and the promotional work has been in charge of Mrs. Moore. The Shrine Band, under Captain George H. Moore, has been a big hit. The Shrine Band, consisting of 12 boys, is a boy band, a boy-sing group. Large blocks of tickets were sold to many big industrial concerns, and special sections tickets good for one admission on Tuesday or Wednesday evenings, were sold to the public. 25 cents were distributed through large department stores. Many special promotional events were staged. W. H. Taylor handled the advertising and public relations and arranged for the appearance of Beatty and other stars on local radio stations. Showed T. Terry did a great selling job on banners, having 42 strings around the arena.

Show, which runs about two and a quarter hours, worked without rehearsal at the Auditorium opening matinee, but everything went smoothly and the audience showed hearty appreciation of the show.

The Program

No. 1.—Hamid-Morales Shrine Band, under Captain George H. Moore, director of the Shrine Band.

No. 2.—Grand Entry in which entire personnel, headed by Shrine Band, took part.

No. 3.—Ritars 1 and 3, Miss Harris and Hammett Jr. (George Hammett's son) in principal riding features.

No. 4.—Center ring, Miss Valentine, Miss Love, Miss Gandy, Miss O'Brien and Matthews, balancing chairs.

No. 5.—Galaxy of clowns on track and rings.

No. 6.—Mrs. Clyde Beatty, presenting elephant and tiger, and Miss Felt and Gladys, the set got a big hand.

No. 7.—Hill, Elsie Curtis' dog and pony set. Miss 3, Captain Toeddy dog and pony set. Miss 2, Captain Toeddy dog and pony set.

No. 8.—Clowns.

No. 10.—Miss Cecilia, colorful tooth (See N-W SCORES on page 33).

\$75,000 to \$85,000 Profit for Detroit Shrine; 300,000 Attend

DETROIT, Feb. 24.—Total net profits for the 1940 Shrine Circus here were between \$75,000 and \$85,000. Management figures were not available showing an amount over the \$62,000 net of last year. Show's lowest net (it has never been less than \$10,000 in over 20 years) was \$12,000, which was made up of small receipts from banks closed in circuit week of 1933.

Total production cost of the show was \$170,000, indicating a gross figure of about \$240,000 for this year. Of this budget, \$48,000 was spent on advertising, \$10,000 on promotion, \$10,000 on promotion, an amount over the \$62,000 net of last year. Show's lowest net (it has never been less than \$10,000 in over 20 years) was \$12,000, which was made up of small receipts from banks closed in circuit week of 1933.

Total production cost of the show was \$170,000, indicating a gross figure of about \$240,000 for this year. Of this budget,

\$48,000 was spent on advertising, \$10,000 on

total attendance at the circus was about 300,000, according to a preliminary check-up. Actual figures will not be available for several weeks. Attendance figures will be available in the first five or six days, with the final performance on Sunday night showing a day to about \$8,000. This was a heavy handful of several inches Sunday.

Increased radio advertising, running 45 announcements a day during the actual dates and totaling around 1,000 restricted broadcasts, received much of

Record Crowd of 5,000 at Quarters Of R-B Legion Day

SARASOTA, Fla., Feb. 24.—In the big day on record for winter quarters, more than 3,800 cash customers visited the new Sarasota-Jensen winter home here last Friday.

The occasion was Legion Day, with the Sarasota Bay Post getting the gate receipts over and above the average take for a winter quarter. Total sales for the day, however, have garnished more than \$600 on its share, despite the fact that there was no increase in admission price.

Visitors were entertained by one of the most popular acts in the country in the new outdoor arena to be presented this year. Such topliners as Albert Powell, the Christians and Macino appeared together with an extensive troupe of Latin American artists, acrobats, elephants, seals and other attractions.

Aired Court, who will present three featured acts with the show this year, is making his 20th annual dairy, and, has been permitted to watch his work.

Courtesy Riley Cooper was a recent visitor at quarters.

Dr. E. S. Spratt, a Boston surgeon, is here directing an extensive review of the old mapping attempt to successfully grow healthy hay at quarter. Previous attempts, also on a small scale, had been established in a particularly noxious growth, the Florida mangrove. Dr. Spratt claims to have knowledge of a soil treatment that will eradicate the growth. At least 200 acres of land part of it virgin soil, have been plowed and treated preparatory to planting.

Downie Animals Removed to Zoo

NORTH LITTLE ROCK, Ark., Feb. 24.—O. W. Nealy, mayor, and W. R. Speer, superintendent of the North Little Rock Municipal Zoo, received three leopards, a tiger, a monkey and a young kangaroo on Wednesday. Hearing reports of "dangerous conditions" existing in a nosebleed condition, the animals were removed to the Washington Animal Winter Quarters, which had been established by Downie Bros.' Circus, the master, Spratt and several others inspected the house. They found the animals to be in excellent condition. The temperature at the house was found to be inadequate to prevent sufficient heat. A keeper said several animals had died.

The master substituted Spratt to have the animals removed to the zoo and directed Game Ranger Plaiko to "have the entire place cleaned at once." Speer said he was told the keeper had received orders to during the past two months to purchase food for himself and the animals.

The Downie show established quarters in this city about three months ago after leaving Little Rock. Most of the circus equipment and animals were removed to Houston, Tex., later.

the credit for the entire net the show received this year.

Attendance to the show the last week were Bob Morris, Terrell Jones, Art and Terry Connelly, and the commissioners sponsoring Shrine shows at their respective meetings, Cleveland, Buffalo and Toledo, Ohio.

Anderson Increases Building Crew; To Enlarge Show

EMPHORIA, Kan., Feb. 24.—Streamlined for speed, striving for beauty and designed to provide one of the most attractive circuses in America, the Fred E. Anderson Circus, Inc., will move from its present quarters here in April. Opening date will be under sponsorship of the Emporia Parent-Teachers Association.

John E. Anderson, who has built his winter building now to 30 cars last week, and present winter quarter activities point to a general enlargement of the show. All transportation units over one acre are being replaced and modernized tractors. Eight new Spence trailers of special design were delivered to quarters recently and out of the carpenter shop last week came new ticket wagons, two new sideshow wagons, a menagerie wagon and a hand wagon.

The shape of the big top has come in for a renovation. The design calls for a square top, which will be built in such a fashion that will afford the audience a better view of the performances.

Anderson gave his final approval on designs for a new line of special paper.

In the animal department Mat Latshaw is breaking eight camels in an interesting routine.

 **With the Circus Fans**
By THE RINGMASTER
CFA

President WILLIAM H. JEFFORD, Sr., Birmingham, N. Y.; Vice President, Fred Nichols, Costa Mesa, Calif.; General Manager, WALTER SCHNEIDER, Elgin, Ill.; Secretary, ROBERT F. FRAZER, Elgin, Ill.

ROCHELLE, Ill., Feb. 24.—THE HILL MORGAGE, West Hartford, Conn., sends the following about its trip to see Shrine Circus in New Haven: "Following our St. Valentine snowstorm, which left about 10 inches on the levels and plenty of drifts, I left Hartford for Boston about noon on Saturday, February 17, at 2 p.m. I started Boston, tied up in a hotel trying to wrangle itself free an 18-inch snow with plenty of drifts. No taxi service, so had to walk home. Finally got to the hotel at 10 p.m. Mr. H. H. Hartman, editor of The Ashlar, who had made the trip from his home in Harvard, Mass., about 25 miles out, met me, too, toley, to get us to the train to New Haven. We attended the review in the evening. The Garden was practically deserted, since more than 13,000 people attended the show. The other attraction I think had brought out a crowd like that in weather that had."

In the midst of the world winter Washington, D. C., has had its many years, to be far away when they greeted William J. Conway while he was there making arrangements for the arrival visit of the Shrine Circus. They recently born daughter died only 11 hours. Dick Spear, of Springfield, O., is in the U. S. Navy. Mrs. Spear, wife of Dick, is in New Haven. Mrs. Spear has moved from Port Huron, Mich., to Los Angeles. A. L. (Putter) Gates is in Fort Meade, Md. Mrs. A. R. (Mother) Craig, mother of W. T. Morgan, is in Akron. O. P. W. Gilkes is in Columbus, O. P. W. Gilkes is in

JAYNE RICK has winter training quarters in Butler Spring, Kans., and is planning to take out a one-ring circus in the spring. He will begin touring winter quarters. He will begin touring the Midwest. The Mount City with his circus side show, featuring Alphonse's Men of Gold, which has a new interior and new exterior, and the new "Giant" Specialties, have been designed by Earl Carroll, rigging director for Knott's Music. Color scheme is orange, red and yellow. The new "Giant" Specialties and silver. Combo appearance of Ray Terrell and Ray Lynn is to be feature of the sideshow. Majores, mounted and astro-

Circus Saints AND Sinners' Club

By FRED P. FITZER
(National Correspondent)

NEW YORK, Feb. 24.—We had a nice chat with Earl Carroll May last week and was glad to learn that he might go in for more circus scribbling this year. Barnum's famous Jumbo, part of the personal effects of the late John Ringling, brought \$64 at a public auction. There was spirited bidding for these, about a dozen persons participating.

Jim Schonbeck, press agent for Lillian Leitzel Tent, New York, "gave" 1940 as another very successful year for the Lillian Leitzel Tent. Lew Matley was its president, the writer its secretary and Jim Casper its manager. Miss Gladys Watson, manager was headed by Jim Schonbeck, sole owner. Highlights of the season were the Roy Cooper initiation and opiate dinner last March and the 10th anniversary of the tent. Those taking part in the eighth annual banquet, at which the Hon. James W. (Sparkey) Cox was initiated, and who also participated during the previous 10 years, was Al (Freddy) Johnson, the man who dresses the women smartly. Homer P. Bemler rode by day in every way he could hack it. James Leyson, the seriously ill son of the late Sam Leyson, James' son Julian Carson (the pup is the newest form of Bill), the "diddin' major of Hesiod Road" and the new Mrs. E. P. Evans (the "diddin' major of Hesiod Road) and Shirley Finch (the former boy napping in the hay).

Great door prizes are given out at every Dealer Friends Tent luncheons. These prizes are donated by friends of the organization. At the luncheon on February 14 Ed McLaughlin, chairman, presented a \$100 bill and a pair of shoes, John J. Mulcahy drew the smoked ham, Ed Mulcahy and Charley Trimaine got away with books, the new "Giant" Specialties, Charles Franklin, Hyland T. Coopers, Howard M. Smith and Karl E. Miller were seated other lucky ones. Bill Phifer, a guest of Ray and Shirley, and Eddie Sweeny took other things that seemed worth while. It was a great day for the Irish.

The Will Rogers Tent held a fire stag party on February 13 at the Elks' Club. The president appointed a committee to plan the affair, and the members did a good job. The party was a success, the best national president, Remond L. Arnold, invited the membership of the tent to the his garage for the March meeting, the party to be for the benefit of the Red Cross Fund. Three new members were taken in recently and three more names were suggested. The tent has received an invitation from the Shriners Tent to attend a party February 28 at the Stonewall Inn, Stamford, Va.

Where To Find 'Em

By BOB WADDELL

Charles W. Perry is in Chicago working on police saw the GCP. Bill (Tex) Sandee, his wife (the former Margarette Cook) and their 12-year-old son, Charles, are in the Bronx. Mrs. Perry is with her son Young and at Center, Tex. They recently born daughter died only 11 hours. Dick Spear, of Springfield, O., is in the U. S. Navy. Mrs. Spear has moved from Port Huron, Mich., to Los Angeles. A. L. (Putter) Gates is in Fort Meade, Md. Mrs. A. R. (Mother) Craig, mother of W. T. Morgan, is in Akron. O. P. W. Gilkes is in Columbus, O. P. W. Gilkes is in

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JEFF MURPHREE, clown, will be in Hot Springs, Ark., for the racing season.

JIM FLEMING left his home in Cincinnati and is spending the winter quarters of Ringling-Barnum & Bailey at Sarasota, Fla.

JUDGE E. A. PALMER, wintering in Overton, Fla., thinks that he will return to Code Blue's Circus.

HENDERSON FAMILY Circus has been playing steadily in Indiana, business being good. Stock being broke for the summer season.

WARD HALLINGS, circus artist, is a tubercular patient at Santa Barbara, California, N. J. Letters from friends will be appreciated.

FRANK E. MILLER, equestrian and horse trainer, who is ill in the Los Angeles General Hospital, expects to be out shortly.

Paper posted in alleys and railroad yards is about as effective as a wimp in film.

CIRCUS acts are to headline the floor shows at John Weber's Midway (night club) at the Central Airport, Cincinnati, N. J. First will be the Four Stooges, from the H-D Show.

JACOB S. SMITH is handling publicity for Dixie-Kane Enterprises with the J. C. G. Indoor Circus, which held its first outdoor circus last month.

CHARLES KLINE was in Louisville, Ky., last week for Russell Bros.' Circus, taking advertising, program and banner work. He will play parks and fairs this season.

MARHTA PRINCIPALICE, wire walker and acrobat, entered St. Francis Hospital, Pittsburgh, February 19 for an eye operation. She expects to be able to resume work in April.

GEORGE KLEINER and wife Nell Simons have been playing indoor circuses for six weeks and have four more weeks booked. They are producing, working comedy and clowning.

EDDIE HENDRICKS, who is wintering in Orlando, Fla., does not expect to be back after this season. Will probably spend the summer at his home in Michigan.

The big show is an important part of a clown's life, but most clowns are men of attractions and a live-wire manager. Unless he is no, a clown would be better off without a side show.

C. S. BROOKS and wife, who have been wintering in Laredo, Tex., after closing with Russell Bros.' Circus, will shortly go to Ensenada, Mex., where Brooks will take up duties as lead writer with the Bill E. Anderson circus.

TUNIS (EDGARD) STASSON, manager of the Detroit Shrine Circus, and Thomas V. Williams, manager of the Portland, Ore. and Seattle circuses are planning a visit to Glendale, Calif. Jungle Farm at Port Lounderville, Fla., in March.

JERRY BANGS, formerly with Ringling-Barnum circus, writing plays down recently produced a play, "It Looks Like This," at the Linton, Ind., Town Hall. Bangs also wrote and directed the play.

JAMES (MARQUEE RED) LAILOR, son

Under the Marquee

By CIRCUS SOLLY

the past three years with Gold Medal Shows, writes from Elko, Ariz., that this season he will be on the road again. This season he has a job with an Arizona construction company out of Phoenix.

Giving plenty of circus for the money might be a good policy to follow, but baby boomers, who are the backbone of the circus, are here and a half or not more than two hours will make a far better impression with the public.

LARRY BRENNER is in Cincinnati presenting his novelty act at luncheons and night clubs. He came from Detroit, where he had been playing for about three months. He visited the Midwest where his success as a novelty act superintendent and equestrian director. Smith advises that he has not lined up with any show.

In A HERCULEAN issue it was stated that Capt. Jerome Smith, past five years with the Ringling Brothers, will be the new manager of the circus. He will be succeeded by Capt. George Smith, who will be in charge of the Queen City.

BILL TURNER, sideshow manager of Barnes Bros.' Circus, visited Los Angeles recently on business for several days, then departed for Chicago and winter quarters of the circus at York, R. C., where the show will open early in April.

LOYAL REPUBLICANS and Phoenix residents have made signed a two young Democrats to play in the 1940 election. Newcomers with the Republicans are Roy Kahn and Bill Thompson, while those with the Loyals-Republicans are Eddie Kost and Harold Thompson.

CHARLES CUTHERST, last year with Russell Bros.' Circus, has signed to play

the band and do big-show announcing on Wallace Bros.' (Barnett) Circus. He has been living in Elkhorn, N. Y., working with circus bands state touring with the Russell show at Laredo, Tex.

IN A HERCULEAN issue it was stated that Capt. Jerome Smith, past five years with the Ringling Brothers, will be succeeded by Capt. George Smith, who will be in charge of the circus as a novelty superintendent and equestrian director. Smith advises that he has not lined up with any show.

BARNEY AND JEMMY ARGENSON, comedy acrobats, who have been playing Cincinnati, O., during night clubs and spectacles for several weeks, have gone to Detroit, Mich., also taking people. Miss Argenson, who is a dancer, is now with the Queen City.

RITA MONTEITH, equestrienne, who has been with Ringling Brothers circus, is in Los Angeles handling her own private estate stables. She is still riding at present, however, also teaching people. Miss Monteith, who is a dancer, is now with the Queen City.

THAT whitehorse show was a terrific hit to Jim Adkins, Jack Tamm and company, but they have taken it on the road showing by bring up to the slogan, "The Show Must Go On."

JOE HULLIGAN, veteran circus performer, is going to try something new this

summer. Adopting a sort of Major Bowes style, he is going to train a band of colored harlequins players from Wisconsin and Minnesota. He will have an all-color show. The harlequins players and will call the show Joe Hulligan and His Chocolate Bandits.

EVELYN CHESTER is visiting her brother and family, the Abberlers, in Crane, Tex., for a week, then will return to Hot Springs, Ark., to join her husband, Ralph Chester. From there they will move to their home in Rosedale, La., to stay with their son, Mr. and Mrs. C. L. Abberler are at their home for the rest of the winter.

The world would appreciate receiving news of the original Red Coaches, eccentric drivers and dogs, whose brother-in-law was Jim Robinson, the barnacle older, who died at the age of 82, leaving a half billion dollars in his will. The estate is estimated at \$10 million. The show, which is believed, was killed off in 1936.

OLIVERE JOHNSON, who has been working today dates and night clubs in Eastern Ohio the past two months, has his New Waterford, O. home headquarters for several weeks, to plan weeks of performances, including the Ohio State Fair, Indianapolis and the Cleveland Stadium show, which will wind up his winter engagements. Johnson will be with his attractions for celebration and dance the coming summer and fall.

CAPT. EGGMAN FROKKE, appearing at the Cleveland Grotto Circus at the Arms, was clowned the night of February 20, 1939, by a number of persons. The captain's close grip on the local show, the town's kick while Frokke was dancing

(See UNDER THE MARQUEE on page 51)

can cause help needed the large teams which support the powerful flood lights. The only opposition to such lighting facilities that carnivals feature in the airports.

TO GET SO much a degree would be an important improvement for most of our circuses. A skeptical public would no longer dread parking cars on the electric lot. Patrons would actually expect to find a car, a cap and other accessories intact upon returning to their cars. Carnivals when possible should advertise a free parking privilege, indicating inexpensive rates. The management of a carnival would assist them in parking their cars. A safe parking courtesy is merely a guarantee to encourage better business. That out-of-town location that may not be bad as it's cracked up to be.

Adolescent Problem

I am no authority actually to suggest anything, but I am of the opinion, by means of my own observations, that there are too many groups of adolescents, especially groups.

However, I agree with others whose articles have given these pages to the extent that there can be no doubt that the adolescent is the first child of the state, but circuses cannot count on the loyalty of children alone. Children do grow up, a child yet not a citizen is the adolescent. This individual, if he is to be a good citizen, must be a potential good child. This group, better known as littlebigs, involuntarily demands a new circus, and it does mean new. The group definitely will not be satisfied with anything less than a "All new this year." It knows too well that advance publicity readings don't always guarantee a super circus, and these pumpin'-fire masses are wise to this.

Better show circus or they will consider as their own little things in the game, in the girls, in the boys, in either. Some groups instead of calling to the house tops, "Hey, Skippy, there's a circus in town!" We hear and read about a streamlined circus, but what about an adolescent modernized? The police who come expecting to see a streamlined circus fail to see the streamline line is the same as ever.

Stumbling Blocks

The cost of operating a circus today is at an all-time high. Property owners are ENOVATING CIRCUS on page 51).

NIXES EUROPEAN CIRCUS

Planning All Work Stopped, Operating Stopped. Bill Short, Daniel Potts and Dean chose for the European tour to be suspended. Charles and Eddie Argenson, dancing stars and Ringling Brothers, were to have been the stars. The tour was to have been suspended, but now it is off.

ROUTE 4, MAYWOOD, GEORGIA



MRS. AND MR. JOHN CARSON and Ruth Carson, right, pictured at Memorial Pier, Bradenton, Fla. The Carsons, owners of John Carson's Circus, have been associated with the Ringling circus for a quarter of a century. As head of the water department, Johnstone has supervised the safety of thousands of people. John is now a member of the water department. Ruth Carson, a former actress, is again seen with the Big Show. She is a member of the aerial ballet. Johnstone occasionally takes time off to play golf with one of his sisters.

Renovating the Circus

By BILLY PAPE

ANY enterprise would suffer the lack of patronization today if it employed 18th century tactics.

Other folks and the younger ones have adjusted themselves to our modern state of existence. The old ways of doing things are out of date, and we must let go of the times or else remain at the root of the rockster which carries big business upward and on to greater heights.

Other industries maintain the same old departments and they peddle the same merchandise, but they have progressed with the times. Reservations were made with the same old methods, but today speed convenience and comfort, plus a new drive to brighten the drab and familiar setting of old.

Modernization Limited

In renovating the circus care must be exercised or we might discover an extreme modernism and bring in a black降grade of business. Circuses can take on a new lease of life by introducing the extremes which make the circus a world-wide attraction, but a world-wide attraction.

Even if circuses advance to the stage of modernism, they must be careful not to go to extremes. To improve a circus around its stakes, or installing a revolving cocktail bar to circle a center pole in the management, they can and must

Illumination Important

We know that circuses are being given a new lease of life, but the city limits and often set as the highest limit, but few shouldn't be accounted to the extent of wowing the public will not patronize circuses, advertising on location, and the like. The public is not interested in the circus in the dark.

Even if circuses are to be improved, and observe certain standards, it is a lot that is as bright as day. In addition to a brilliantly illuminated midway

Movement Started To Bring Pari-Mutuels to N. Y. Fairs

State convention in Albany adopts resolution calling for change in bill following suggestion made by Commissioner of Agriculture—weather is blow to attendance

ALBANY, N. Y., Feb. 24.—Spurred discussion of pari-mutuel racing at its annual meeting, the New York State Association of County Agricultural Fairs has voted to support a bill introduced by Rep. John C. Murphy, which would allow pari-mutuel betting at shows throughout the state. A dozen or more delegates, both showmen and exhibitors turned out in record proportions, filling lobbies and studios and adding to the sparkle of the winter fair season in the East and the last major showcase in the U. S.-Canadian circuit of fairs.

George E. H. Barnes, Commissioner of Agriculture and Markets, received an address on the importance of fairs to the Commonwealth with a statement that he had the endorsement of the Democratic-Farmer-Populist, Rep. Murphy, to "exert all of speed and vigilance by man and beast to eliminate and then to prohibit all such events to mitigate an increased aid."

Chief Oscar W. Barnes, of New York, a past president of the association, responded to his friend's statement with a resolution that he have the committee's suggestion endorsed and presented to the legislature for action. Resolution requesting also a vote of confidence in the chairman of the "forward-looking attitude toward and sympathy for fairs," was adopted by acclause.

Commissioner Barnes was followed by the correspondence from former State Senator Frank L. Wileman, of Albany, executive vice-president of the one-year-old United States Trotting Association, al-

(See N. Y. PARI-MUTUELS on page 28)

War Value of Annuals Given Stress in Ont.

TORONTO, Feb. 24.—Ontario Association of Agricultural Fairs, in annual meeting in the King Edward Hotel here on February 13 and 14, had the largest turnover in fairs since, representatives from 218 fairs attended. The purpose was Canada's war effort and the important part that fairs will play in the promotion of better agricultural products.

Secretary J. A. Carroll, Toronto, reported. "It is doubtful if agricultural societies of the province ever staged more impressive shows than in 1939. From now on, we must increase our efforts to stimulate interest in agriculture and to generate increased interest in exhibitors and exhibits. Unfortunately there was not a corresponding increase in gate receipts, which was about \$45 per cent over 1938. We are doing our best to compete with the public. No doubt the declaration of war, just as fairs were opening, was a contributing factor. We must now do favorable things in this regard."

The W.A.F. FAIR on page 51.

(See W.A.F. FAIR on page 51)

B-C Books Ind. and Wis.

CHICAGO, Feb. 24.—Sam J. Levy, Terre-Cuitte Fair Booking Association, has signed Indiana State Fair, Indianapolis, and Wisconsin State Fair, Milwaukee, for both afternoon and night grand-stands shows.

Sun Contracts Ohio State

SPRINGFIELD, O., Feb. 24.—Bob Shaw, of the Ohio Sun Booking Agency here, said the contract for all grand-stands shows at the Ohio State Fair in Columbus at the 1940 Ohio State Fair, Columbus, has been awarded to the Sun Agency. All grand-stands attractions have also been awarded to the Sun Agency for the 1940 Inter-State Fair, Chattanooga, Tenn.

During a visit to The Billboard, Shaw, who is president of the Ohio State Fair Association, said he had been in Washington, D. C., where he was present at the annual closing of the 1939 show. The reports are now ready for opening in April. This marks her first winter in

Malone Quits RAH For Post With RCA

TAMPA, Fla., Feb. 24.—James L. (Jimmy) Malone, nine years publicity chief for Homestead Speedway, announced today he will have the association's suggestion endorsed and presented to the legislature for action. Resolution requesting also a vote of confidence in the chairman of the "forward-looking attitude toward and sympathy for fairs," was adopted by acclause.

Commissioner Barnes was followed by the correspondence from former State Senator Frank L. Wileman, of Albany, executive vice-president of the one-year-old United States Trotting Association, al-

(See N. Y. PARI-MUTUELS on page 28)



RE-ELECTION CAME as a matter of course to those officials of Louisiana State Association of Fairs at the annual meeting in Monroe on February 18. Left to right: Dr. W. E. Poole, Shreveport, and State Commissioners of Agriculture Harry L. Wilson, who has been officials of the association as vice-president and president, respectively. Percy G. Benjamin (right), secretary-manager of Louisiana Delta Fair, Tallulah, succeeded E. E. Vinton as secretary of the body in 1939. Vice-President Wilson

presided in Monroe because of illness of Commissioner Wilson.

Larger Louisiana Appropriations To Be Sought by Strong Committee

MONROE, La., Feb. 24.—For the first time in history of Louisiana State Association of Fairs since the annual meeting in Monroe on February 18, Dr. W. E. Poole, Shreveport, and State Commissioners of Agriculture Harry L. Wilson, who has been officials of the association as vice-president and president, respectively. Percy G. Benjamin (right), secretary-manager of Louisiana Delta Fair, Tallulah, succeeded E. E. Vinton as secretary of the body in 1939. Vice-President Wilson

named in 1939, was succeeded, led by W. M. Berlin, Baton Rouge, chairman; P. O. Benjamin, Tallulah, and L. A. Morris, Thibodaux, vice-chairman. The new committee was unable to conduct a session. He has been succeeded by William H. Hirsch, Shreveport, vice-president, called the annual meeting to order on February 10 in the Hotel Monroe. The session was opened with a vote of confidence in the president, a motion to increase appropriations for fairs in the State. It was unanimously voted that the president appoint a committee of 20 to 25 members to question the need of increased appropriations for all fairs. An amendment to the Social Security Act, effective in 1940, was read, instructing all to apply to fairs, with certain conditions being dependent.

George Holland, secretary of Monroe and West Monroe Chamber of Commerce, welcomed the delegates and response was given by W. W. Williams, Shreveport. After appointment of an auditing committee, M. M. Seay, New Orleans; Dr. A. H. Lafargue, Shreveport, and Joe H. Jones, Monroe, were appointed to a committee to present a report to the association on expenses of 1940 Louisiana fairs. Messages of regret were sent to Commissioner Wilson with wishes for a speedy recovery, and to Dr. W. E. Poole, Wilson's successor, who was also unable to be

Annual Lapse—But Stock in Fair Booms

FALL CITY, Neb., Feb. 24.—Fall City County Fair Association hasn't staged a fair in four years but the stock market is up, according to C. C. Johnson, general manager, over 16-acre grounds, so the patch of an oil boom, less than a mile from the flesh commercially profitable well he's in business. The oil well is producing 100 barrels a day, which is twice what he has been offered double what he paid for his fair stock.

New Cavalcade Is Signed Up for GGIE

SAN FRANCISCO, Feb. 24.—Golden Gate International exposition has opened its first year of operation, 1940, according to the National Cavalcade Association, directed by Adolph Tidemann, director of last year's Cavalcade of the Golden West. About \$250,000 is to be spent, it is said, for entertainment, including a seating capacity of 10,000, and a total cost of \$1,000,000. About \$600 will dramatize colored and (See GGIE CAVALCADE on page 24)

Hertel Head in South Texas

ONONAL, Tex., Feb. 24.—Dr. H. G. Hertel, Gladewater, was elected president of South Texas Fair Circuit at the annual meeting. Bert J. Smith, H. M. Hertel, Gladewater, was named first vice-president, and O. H. Burdett, Fredericksburg, was re-elected secretary-treasurer. Burdett was named as the new chairman of the board of directors. Charles, retiring president, presided at the session, which was opened by Mayor S. M. Answeart, Gainesville.

Conditions Are Better

Citing record attendance at fairs last season, added to improved business conditions, the association is looking forward to another State-wide prospecting tour this summer.

Bright Miss. Outlook Seen

Entertainment stressed at annual meeting in Jackson—Booth, Dean re-elected

JACKSON, Miss., Feb. 24.—It looks like a "fair" year for Mississippi. The looks like the concession of the American Association of Fairs in the Edwards Hotel here on February 18. Largest crowd in history attended the all-day sessions and evening banquets.

W. H. Booth, secretary of South Mississippi Fair, Laurel, was re-elected president, and K. G. Becker, Columbia, was elevated to the first vice-presidency. Newell L. Dean, Meridian, was elected second vice-president, J. M. Dean, Jackson, who has been secretary of the association since it was formed in 1937, was unopposed for treasurer. Major George W. Jackson, of Meridian, was elected to the executive committee as W. H. Booth, Jr., Philadelphia, Pennsylvania, and W. E. Tidemann, regional manager, Mayor Walter A. Scott, Jackson, Charles, H. R. Schumapert, and Wyatt Jones, Neshoba County Fair, Marion.

Conditions Are Better

Citing record attendance at fairs last

season, added to improved business conditions, the association is looking forward to another State-wide prospecting tour this summer.

(See BRIGHT IN MISS. on page 24)

Rutter 50 Years Member in York

YORK, Pa., Feb. 24.—John H. Rutter, for the past 15 years secretary of York Interstate Fair here, is celebrating the 50th anniversary of his becoming a life member of the society and was subject of a feature article in the York Daily Record of February 3, in which a history of his career was given.

Secretary Rutter has the oldest membership of any member of the board of managers of the fair, having joined the society in 1890 when he was 21 years old. He was elected a fair manager in 1905 and has been a board member since that time. In 1915 he was elected as vice-president and as corresponding secretary, vice-president and on all committees except racing.

During his first year as a manager he was elected vice-chairman of the machinery department. The next year he became corresponding secretary in charge of concessions, serving in that position for many years. Later he became manager of the Machinery Department, heading that department from 1915 to 1925 as vice-president until he became secretary.

Coliseum Rodeo and Night Stand Revue Set in Detroit

DETROIT, Feb. 24.—Policy of a 50-cent gate for the 1940 Michigan State Fair here, as reported recently in The Billboard, was this week confirmed by Dr. L. Mizwood, W. B. Brown, the manager of the fair. The 50-cent gate will be conducted three county agents, board members and other sources at 50 cents, which has been the price for several years. The 50-cent children under 14 will remain at 15 cents.

A rodeo to stage 10 shows will be held in the Coliseum, Dr. Mizwood said, instead of 12, the grand stand to be used for the rodeo. The grand stand will be booked for the night show, first time the grand stand has had a revue in about eight years. Rodeos will be put over the grand stand, and the night show will be held in a weak spot of several recent fairs.

Attendance is predicted as about 800,000 by Dr. Mizwood.

HALSTON, N. C.—Martin County Agricultural Fair, Inc., Williamson, has received a charter from the secretary of state here to lease, maintain and operate an agricultural fair. Incorporation are given as W. B. Gray, W. E. Grayson, H. L. Swain and others of Williamson.

S. F. Playland In Big Outlay for Visitors to GGIE

SAN FRANCISCO, Feb. 24.—With nearly \$20,000 being spent on improvements, management of Playland-at-the-Beach, San Francisco, has set new all-time attendance records. Extensive changes will enable city's only amusement park to handle Golden Gate Expo year for better than last year, it is said.

Chief among improvements in construction, going on in the new section which will be open about March 15, leading a note to the midway and other areas, is the addition of a new roller coaster. New rides and other devices being installed in the new section include Whip, Speedboat, Hide-O-Doggin and Dark Knight.

George Whitmer, who with his brother, Leo, operate Playland, said the added devices will bring to 28 the number of such attractions soon to be in operation on the beachfront. Playland is one of the top three parks in the country open all year around.

J. G. Hultgren, manager of the Gift Shop is at Palm Springs on a vacation. Sammy Martini and Ray Shute are two men who joined Playland during the week.

AC's Winter Problem

ATLANTIC CITY, Feb. 24.—With reports becoming increasingly florid concerning winter business at this resort, hotel operators and restauranteurs are much concerned about this south-of-the-beach movement. All expressed opinions that much remains to be done to attract tourists to winter operation profitable and all held to the conviction that Atlantic City can become a year-round resort if properly exploited and carefully planned programs are put into effect.

Troy Goes to Akron Summit

CANTON, O., Feb. 24.—Larry Troy, professional director and booker, Moyes Lake Park here last season, who resigned to take a similar post in the Hotel Beach Park, Akron, will not be replaced. Carl Stedahl, general manager and director, Picnic department now will be under direction of Stedahl, who has handled bookings for 15 years. He said he will continue advertising and presenting more individual earnings than in any season since 1929.

Long Island

By ALFRED FRIEDMAN

Last year at this time talk around the beaches was concentrated almost wholly on expected benefits from the New York World's Fair. Beach rates were high, giving rise to much bewilderment over the expenses to accommodate the "titans" of out-of-towners. Somehow or other, of the millions who came to the Flushing, Big Show, only a relatively minute percentage stayed on for visits to the beaches. So expectations of benefits from this year's fair are not so high.

George Wulpert, executive secretary of the Chamber of Commerce here, from a vacation in New Jersey, in Atlantic City, made a study of some of the Jersey resorts' methods and will try to impress them upon the minds of long-distance bathers here. He seems to have been impressed by the toll-parking system.

Community of Jackson Heights, favorably situated for the purpose, had bid \$100,000 for the right to have a large, important amusement area with an important number of projects, but a sudden preference by residents to make it a town of the "exclusive residential type" had driven out amusement almost entirely.

WILLOWOOD, N. J., Feb. 28.—Zoning at Willowood, including beach front and boardwalk, is now a reality after passage of a zoning ordinance regulating structures. A zoning commission of no established business will be forced to move under the ordinance. A board of adjustment will be created.



RAYMOND LUSSE, who on Feb. 14 succeeded his late father, Robert Lusse, as president of Lusse Bros. Inc., has been associated with the corporation since 1928 and its office since 1936. He has purchased the stock held by Joseph Lusse Sr. and the 2 per cent held by Richard P. Lusse, Lusse Bros. Inc., and their Auguste, son, who died in 1938. Second son, Louis Lusse, as president of the various companies, now succeeds his late father and will continue service to amusement park and carnival business.

The late Robert Lusse established a small amusement park 20 years ago and, after operating a short time, formed a partnership with his brother, Joseph Lusse, which marked the beginning of Lusse Bros. Inc. Louis Lusse originally interested the first Showboat Car in 1922 and in subsequent years he and his brother were granted many patents on various amusement rides, which are now valuable property of Lusse Bros. Inc., which is well known abroad as in America.

Heribert Lusse has grown up in the business and, since his father's death almost two years ago, has directed management of Lusse Bros. Inc., and associated companies, which became incor-

Raymond Lusse Heads Company After Purchasing 50% of Stock

PHILADELPHIA, Feb. 24.—Raymond Lusse, since 1928 vice-president of Lusse Bros. Inc., and who, since the death of his father, Robert Lusse, has been the active head of Lusse Bros. Inc., and its associated companies, has purchased for himself 50 per cent of the amount of outstanding stock held by Joseph Lusse Sr. and the 2 per cent held by Richard P. Lusse, Lusse Bros. Inc., and their Auguste, son, who died in 1938. Second son, Louis Lusse, as president of the various companies, now succeeds his late father and will continue service to amusement park and carnival business.

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Heribert Lusse has grown up in the business and, since his father's death almost two years ago, has directed management of Lusse Bros. Inc., and associated companies, which became incor-

porated, it is said, because of poor health of his father. Since 1928, Heribert Lusse has spent much time with his son, Richard P. Lusse, who has engaged in operation of Forest Park, Clinton, Pa. Lusse Bros. Inc., has received many orders from foreign countries and foreign customers and, from present indications, the management foresees a good year in 1940.

New Rides for Rocky Glen

MOOCOW, Pa., Feb. 24.—Ben Sherman, owner of the Rocky Glen Amusement Park here, has purchased a new Rocket Ship and new Auto Scooter. Plans are said to be on for more rides and extensive improvements.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

PALEO SPRINGS, Calif.—As disappearance of George W. Trier, 50, from the up-and-down beach resort, Apollonia, to southern California's Chamber of Commerce for the Los Angeles, Hollywood, and Santa Monica areas, has sent what the travel catalogues call, Paleo Springs makes up for them.

Outstanding pool here is the Mirador, situated amidst numerous mountain peaks.

Apollonia, Take a look across the weekend—ended nearly every big name on the screen; the celebrities in their colorful attire lending excitement and charm to the place. At the end of being contradicted to receive, I say to you, that I believe there are more beautiful women who swim at Paleo Springs' Mirador than in any six tanks put together in the world. Majority of girls who visit Mirador are so-called Hollywood starlets.

While operators of the matador won't let us know these unknown beauties have more than 100,000 dollars each migrating here for week-end and summer vacations than all the pretty matadors, invigorating sunshine and beautiful scenery rolled into one.

Make that a hint for other pool operations.

Word From Home

In a letter forwarded from New York City, Wm. Winkopf, general agent of Bookend, Inc., writes: "I am sending you pictures of some Annie Oakley girls for which I'm afraid I have no use at the moment. However, I am interested to learn that George is trying—and with great success—in our defense against series of perfumed showers in the busses' dressing rooms. See the girls for them in a big way."

Notice is received that Penn National Intercollegiate's swim championships will be held in Penn Central Indoor tank, Philadelphia, on March 13 and 14. This competition will be a continuation of races originated at University of Pennsylvania by George Eddison in 1928, transferred by U. of P. to Penn A. C. in 1938, and held yearly by that club ever since. The object of the contest is to create a champion received from Columbia Univ. to "to foster and develop competitive swimming among American school boys, thus helping to prepare them for the future in the field of sports." Many schools claim they do not have the opportunity to compete against swimmers from outside their own districts, except in this annual national meet. As we have observed in recent years that commercial pool operators should start thinking of fostering some swimming activities for boys, especially since these seem to be such a crying need.

Walter Cleaver will soon introduce free dancing at Park Central Indoor tank, New York City, which should prove a great attraction to the public. The park makes room for 1,000 spectators, dancing on tiered tiers on the ceiling of Best Carpet's theater-restaurant in Hollywood when the same decorative lighting has been turned off. In three weeks of performances (M. J.) Augustus Park will be open. Walter has it that new management of Beverly Wilshire Hotel, Beverly Hills, Calif., is plotting an outdoor tank with adjoining tennis courts for guests as well as outsiders, to open in spring.

Neptune Beach Spot in Calif. to SF Theaterite

SAN FRANCISCO, Feb. 24.—Records in Alameda County recorder's office show that Alphonso (Murphy) Blitsberg, San Francisco theater man, has bought Neptune Beach Amusement Park in Alameda County.

Previous owner of the park, Albert Isham, took as part payment the Almeria Theater in San Francisco. Blitsberg took over the pool, beach, cottages and theater buildings. A movie theater and an apartment house were bought by other interests.

It has not been disclosed what the new owner plans to do with the property. Park is now closed and Manager Arthur Shulman has been released for comment. Season usually begins about May 1.

GOP Meet Should Be Help

ATLANTIC CITY, Feb. 24.—All well equipped with hotel accommodations and swimming pools, the new resort is enroute to Philadelphia to permit early travel to the big cascade, the South Jersey resorts, especially Atlantic City, Wildwood, Ocean City and Cape May, should soap bubbles be good enough to continue down the way the Bathers take over Philadelphia for the June 24 week.



ADDITIONAL CONSTRUCTION as depicted in this drawing is proposed for Virginia Park, Long Beach, Calif., Manager Harold O. Loring has announced that the competing company is planning to spend about \$225,000 this year. Among the new features will be a big outdoor tea-tea-tennis rock and an elaborate bowling center. Much success is reported for the park, which is entering its second season.

American Recreational Equipment Association

By R. S. UZZELL

Charles N. Brewster, secretary and treasurer of W. F. Mangels Co., addressed, with Mrs. Brewster and a large

Here's 1940's Best Buy!

LITTLE BOAT, INC., AUTO-SKOOTER RIDES

MAKE UP YOUR MIND TO GET GLAMOUR AND PEP UP YOUR MIDGETS WITH THE POPULAR AUTO-SKOOTER RIDES.

ORDER NOW from your Early Spring Distributor.

LUSSE BROS., INC.2809 N. Fairhill Street, Philadelphia, Pa.
32 Years in the Field. Letters to W. F. Mangels
Write to Lusse Bros., Inc., Philadelphia, Pa.

party of old friends, the 50th anniversary of their wedding last week. That is a long journey together and it has all been spent at Coney Island. Now the two people are getting along well and are happy at the Island. He remembers when the population was only 8,000 and it was beyond the farms of Brooklyn, reached only by boat or boat train. Mangels was a builder and came to the Mangels factory when this veteran ride builder was building the Tickler at Luna Park, Coney Island, in 1907.

On that occasion, when the management of Mangels took him into the firm, that he could remain with and satisfy the sterling character of Mangels is testimony enough of the uprightness of our business. Mangels' personal friends are one of the old guard of whom we are justly proud, reliable, dependable, faithful and always a straight shooter. These qualities are the backbone of our company and have given many friends throughout the industry. He is a founder-member of the American Museum of Public Recreation, having paid \$1,000 in dues. Since he is a man of his word, he makes his money at Coney Island in the outdoor amusement business. He not only took up his part of the work in the Mangels factory but did it so well that it may have operated continuously at Coney. May he have many years with us yet.

N. E. Interstate Crown

Wallace St. Clair Jones, be of hotdog machine note, passed thru New York on his way to Washington, D. C. He is in the process of getting his license to continue in Boston in the Manager slot on March 12. Cy Head writes from Buffalo that the program went to the printer on February 13. L. L. Polk's telephone book lists him as "Jones" in a phone call, among other things said he would be at the New England meeting. When a strict railroad president leaves his post, he does not leave his name in the New England meeting. He must be worth while. These people tend slightly to one delirium.

With rain on the snow over a wide area, there is a good chance hydroelectric power will be available. The Connecticut, Ohio and Mississippi can create havoc when they go to high flood stage. At any rate, our people in those areas are not going to be caught unaware.

Tier is Colorful

There are some interesting attractions being presented at the New York World's Fair. The men interested are working with a will and seem undaunted by any rebuffs they encounter. One can never tell what the public will like. The famous Tower of Power has a building all ready for them that was used by attractions that failed to click.

We should not like to see George T. Trier at Post Wayne, Indiana, one of the most colorful men in the country. He collects and always has some good ideas on an amusement park subject. He is counted successful and has often spent his winters in Florida. Let us see how it is received to content to fish for an entire summer.

Will Improve Yankee Lake

YOUNGSTOWN, O., Feb. 24.—Entertainment improvements are planned at Yankee Lake Park and balloonists at nearby Brookfield, said Manager Paul Jarko. About \$10,000 will be spent in improving the balloon, one of the largest in the district, including a modernistic band stand, seating, redecorating and new appointments. Management is optimistic about the future. In May the park will go on a six-night-a-week operating schedule. Policy of mid-bracket co-owners and names is planned for summer.

WANT

Bobby Burns, 8000 Ft. High, Blue Ridge,
Location: Western Gopher Park 100 Miles. What
Have You? Write**Owner: Stanley J. Fons**
18200 Plymouth Ave., DETROIT, MICH.

FOR SALE

Eight (8) Wear Chairs, used condition. Will sell
cheapest to worthy buyers.**THE LAKE LUMBER COMPANY**
BUCKETT LAKE, OHIO

WANT

A or B Major Rides for Park 100 ft. from wall. Must
have 200,000 people. Must be in city. Must be
near a large population. Distance 10 miles.
MANAGER: Lake City Park, Inc., Davison, Wyo.

FUNNY STUNTS

For Dark Rides, Pretzel and Laff-in-Dark.
10 New Reasonably-Priced Shows.10 New Figures for Fronts of Buildings.
Prices Reduced—Redesigned for 1940.

Portable and Compact.

Ideal for Carnival or Park.

The Magic Carpet, Tilted Room and Funny
Shows. Complete Equipment and Plans.
Compressions, Blowers and Air Valves.The New Water Ride for Parks.
Boats on Wheels—Steel Chutes.

Beautiful—Thrilling—Popular.

COASTERS — THE CUDDLE-UP — CARROUSELS — MILLS

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DONKEY BALL GAME

For Dark Rides, Pretzel and Laff-in-Dark.

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PHOTOS—LITERATURE—PRICES FOR ALL EQUIPMENT ON REQUEST

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Today's NEWEST and GREATEST LEGAL Group Game

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\$500.00 PER WEEK

In a Winter Run at One of the Coast's Outstanding SUMMER Spots

Sworn Figures of Present Weekly Earnings To Substantiate Our Claims

WRITE • WIRE • PHONE TODAY
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Spring Deliveries Now Being Booked!

PACIFIC ELECTRO PRODUCTS CO.
1609-11 SEVENTH AVENUE, LOS ANGELES, CALIFORNIA

With the Zoos

LITTLE ROCK, Ark.—Animals in Fair Park Zoo were well fed for the first two months, 37,000 pounds of horse meat donated by the owners of the Fourth Cavalry at Camp Hobson. Horses were destroyed because they had been overfed. Zoo employees prepared the meat for cold storage.

POST WOMEN, Tex.—Latest additions to Forest Park Zoo here are two extra, very fat, yellow-and-pink peacock chicks, which were born away from her and Mrs. J. Willis Price, zoo director, trying to raise them on a bottle. Zookeeper Stanhope Hinman said the chicks healthy, although he had longest cold spell in 46 seasons during January.

CINCINNATI—Increased distribution of performing animals and other free areas of the zoo here, as recommended recently by Secretary Gerritt J. Frederic, indicates strong popularity of such attractions. Details of the new areas are to be open on March 24, when the annual fair is to be staged. Attendance has increased lately, a new set of permanent exhibits added. New projects slated to be started include a new year-round aviary section for small animals.

ATLANTIC CITY—Two snakes found in City Zoo here, which were captured last December, have been identified as rattlesnakes brought to the local A.P.A. show, were turned over to Philadelphia Zoo.

PONTIAC, Ore.—City council has approved a deal arranged by Keeper G. N. Baldwin whereby Washington State Fair will receive \$1,000 of moneys from San Diego (Calif.) Fair for the two birds which the local zoo does not

**Do You Need
GOOD USED RIDES
or Have Any To Sell?
Now sell
UP TO THE MINUTE NEW RIDES.**
BERTHA GREENBURG
Mabel Kimberly, 700 W. 86th Street, New York

E. Erickson Co.; Hyatt Brothers, W. & Hyatt Bros. Co.; George Shaw, Fairly & Lite Line Shows. Dates for fairs in 1940 were set.

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N. Y. PARL-MUTUEL

(Continued from page 34)

ending its ninth fair meeting of the winter swing. After noting that the association had achieved or improved a total of 2,000 new pari-mutuel clients referring to harness racing during the past racing season, he declared that this industry, "without the last of my eloquence," was developing the last of the horse, especially the standard breed horse, of which America is the world market, he said, leading the universe in breeding, racing and training. He predicted that there will be a steady increase in harness horses during the next five years.

George A. Hamid, of the New York board, introduced his name, delivered an informal speech and expressed great enthusiasm for harness racing, which I regard almost but not quite equal in strength to harness racing. He drew a ringing laugh from the assembly. He said that the non-operative spirit of harnessmen, their bickerings and in-fighting, had been a source of trouble to the public, but saw a new era was about with much of the obnoxious eliminated.

Assemblyman Hugh A. Dodge, Gouverneur, who heads the Town Association of Parks, having been elected chairman of TAP's winter session, called for a rising vote of thanks to Congressman Lewis H. Stuckeley, of Chatham, and others who had helped secure exemption from the Social Security Act.

Crossman is President

John Crossman, Chautauqua, one of the most popular delegates in the history of the association, was named president, replacing John C. Newell, of Hastings. The other officers are: Vice-president, John F. Williams, Troy; First vice-president, A. D. Driscoll, Whitman Point, secretary-treasurer, W. H. Harrison, capacity; and W. A. Davis, Chatham, treasurer and assistant secretary. Elected to the executive committee are J. A. Johnson, of Chappaqua, and Frank J. O'Neil, of Utica.

With the election of H. G. Conroy, Cortland, sixth district; C. M. May, Waterloo, seventh district; G. W. Griswold, Batavia, eighth district, and W. J. Elliott, West Nyack, ninth district, the new officers were installed at a meeting in the afternoon by Leon Bothen, of Ithaca, who discussed youth enthusiasm. Ralph Thern, Orchard Park, who served as president of a youth aid, and Victor Peppas, Bronx, a member of the delegation, were present.

Banquet Tuesday evening, even the 80 under last year's \$20, was gay and lively. It was, if anything, gratifyingly roomier, so the pair were not necessary to set up tables in the adjacent room. There was an assessment of 50 cents on each ticket, arranged for benefit of the National Roosevelt's Association, and \$1,000 was turned over to the USA. Secretary Harrison, Glendale, on the dais were Lieutenant-Governor Charles Pottet, Attorney-General John J. Beaumont, State Health Commissioner Frank Powers, past president David Miller, Penn Yan, Oscar W. Elshorn, New York, and George L. Hockaday, Rochester, the insurance agent for the association, and Assemblyman Hugh A. Dodge, Jamestown, was toastmaster.

Show Ended by David

Following the dinner George Hamid took charge of opening and closing of the floor show, which was estimated to have drawn 1,000 spectators. The entertainment, featuring a band, was Bob Cole and his Marimba Band, company of novelty instrumentalists with eight Seminole dancers and acrobats, appeared in several numbers. Other acts included a coffee break, the Dixie Brothers, comedy sketches, Fred Mills, manager of the American Singers, and Bert Achison, C. W. Nauli Show. Harry Moore, with Santa Claus and Wee Willie Winkie, presented a children's band. Band was led by the familiar banjoist, George W. Vessey, Boston. The show was concluded by Georgia C. Newell.

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Attractions, entries, service and army horses represented were King Photo Shows, Mr. and Mrs. King Reid; Ben Williams Shows, Matthew J. Riley; Stratos Shows, Mr. and Mrs. Jack Dowd; Strappi Greater Shows, Mr. and Mrs. C. W. Nauli; Earl Achison, C. W. Nauli Shows; Harry Moore, with Santa Claus and Wee Willie Winkie; Grey's Traveling Circus; CIE Men, R. H. Fleming, W. F. Young Photo Amusement Co.; Karp & Miller, Mr. and Mrs. Graham Davis, Miller Amusement Co., C. A. Verrell, United American Shows; Joe S. Henderson, G.

Mr. and Mrs. James E. Strates and W. C. Stevens, of March Shows; W. H. H. Morris, Fair Of The Ozarks Shows, Mr. and Mrs. O'Dell (Maypole Shows); American Circus Association, Max Cohen; Western Fair Shows, Leo M. Hartney, Triangle Photo Shows, Art Lewellen and Dr. J. M. Lewis; Clem Schmitz, insurance; George E. Klaxon, program; Rooster Amplification Co., Harry H. Hirsch, Harry Moore, Harry Becker, Billy Circus Shows, Billy Givord and Eddie Murphy; C. O. Beck, Mr. and Mrs. Beck; G. C. L. Gandy, Mr. and Mrs. Herbert Dotson, latter also an pastime staff of New York State Fair; Edie Brock Shows, Edward P. Baker, International Publishing House, G. E. Erickson, J. F. Victor Attractions, G. F. Vining; Frank Wirth, Booking Association, Frank Wirth, Mr. and Mrs. Frank Wirth; Frank Wirth, Irvin Moran, boxer also with Jimmie Lyons and his Death Dodge; Trevor's Chautauqua and Fair, at Stone Shows, C. W. Nauli Show, Harry Moore, Harry Moore, M. L. Jackson Shows, P. H. Moore; Ross Manning and Ralph Decker; Kas Shows, William Kas, Colleen Hayes, Eddie Tamm, Dick and Helen Collier, Walzer's Photo Shows; Frank Wirth, National Showmen's Association; Paragon Shows, Dick Oberleit; Ohio Display Photo Shows; C. C. Tracy, Jimmy Smith, Harry Moore, Harry Moore, Commercial Sound Service; Frank Matelle Attractions, French Melody, Stanley and Art Nelson's Elephants; Adele Nutt, Campbell; Smith Aviation and Test Co.; Veinot's Band, George W. Venier, Inc.; Murphy Co., Inc., R. W. McAffe; Leonard Truett, The Billboard.

Some Contracts Announced

George Hamid announced contracts for Hastings, Bronx, Chautauqua, Cortland, Seneca Falls, Binghamton, Poughkeepsie, Elmira, Syracuse, Oswego, Malone, Bonfield, Liverpool and Middleport.

O. D. Bush Shows reported Newark, Oneonta, Ithaca, Binghamton and Durkin.

S. McLaughlin gained Nasau, Oneida, Sandy Creek, Lowville, Vernon, Herkimer and Utica.

J. H. Powell announced Norwich, Batavia, Utica, Genesee, Hamburg, Malone, Danville, Whitney Point and Liverpool, all in New York.

Other shows were awarded New York State Fair, Syracuse, Binghamton, Batavia and Bath, as previously announced.

There was brief bidding, more prominent than usual, and no new major state-wide events were voted or are being planned to accommodate midway organizations.

Future Fatter

Bill Stratos Shows: Pleasing week ends here to his Banana house to "remind us of the good old days." He says he hasn't seen them since the first of the year... Irish Frank Wirth and Lynne Death Dodges have departed for New York, their Philly, then Washington, then New York, and back to New York again for a well-earned holiday with the family, who couldn't pick him up in Albany, to the consternation of the highways...

Bill Stratos Shows: The he is still in New York with his wife, who is due in date, managed to accomplish a lot of voluntary work at a less city... Al Edwards, who is now in Florida, will probably manage George Tracy's show, which is wide open, he is said to be attending to his No. 1 wife, Pauline Edwards...

A fast-stepping duo, Paul Sheridan McLaughlin and his general manager, George Moore, of the "Big Show" Wines, had the inside for the first time and enjoyed it immensely, even the he raised a beaker glass to NYCTV...

Matthew J. Ben Williams Shows, the old pal for the course, has been signed for the year... Mrs. King Reid added a pigeon to her menagerie while here... Coal soups, Paul and Michelle O'Reilly, the former Maypole Shows, have been added to the bill...

Princess Lee Estany tied with Baron Art Lewis at the mike of the Tally-Jay Club while Conrad Zaks (The Tri-State Pastel Show) figured right in with his "biggest, greatest, Cleanest, the Insurance" (American Fireworks) Rapp turned out by taking a terrific toll on the tea and coffee, and the girls, too, were Swedish immigrants, according to Jimmie Moore, manager of the theater, and of the same crew left Henry Clark all the \$200 left for Finland...

(See N. Y. PARL-MUTUEL on page 84)

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

TECHNICAL Roller Rink, owned by Charles H. Hirsch, has been built, equipped and acquired to Massachusetts Institute of Technology, broken attendance records recently with a benefit series for the Jewish Relief Fund, turned out 1,000 skaters in one night, and total operations, Rink is one of the largest in New England and caters to society and college groups.

ARENA GARDENS Roller Rink, Detroit, reported some recent staff changes. Joe Purchas, formerly of Arenas, now works at Dasher's Rink, Niagara Falls, N. Y.

The First Best Skates



RICHARDSON BALLBEARING SKATE CO.

Established 1908.
3212-3218 Renwick Avenue, Chicago, Ill.

The Best Skate Today

SKATING RINK TENTS

SUPPLY AND CONSTRUCTION,
TENTS FOR RINKS,
CAMPBELL TENT & AWNING CO.,
Montgomery, Pa.

Bethlehem, Pa.

OMAHA HOCKEY FIBRE

With Stone Wheel,
each wheel individually ground
For Oil, Richardson and Rudolph Rinks
and Worldwide
25 Pounds \$12.50 per 1000
OMAHA FIBRE PRODUCTS CO.
KALSTON, NEB.

PROFESSIONAL 'ROLLER SKATING & DANCE FLOOR MATS' FOR STAGE, CLUBS, HOTELS

100% Cotton, 100% Wool
EXTRACTION & PORTABLE SECTIONS
IN VARIOUS SIZES
VERSATILE, DURABLE, EASY TO CLEAN
Recommended. Write to: O'Brien Manufacturing Co., Inc., 401
C. A. G. BLDG., CLEVELAND, OHIO

FOR SALE

250 Pair Ice Skates, sizes 8mos and
up. 100 Pairs Steel and 100 Pairs
Wood. Also 100 Pairs Skating Boots,
Wooler-Chesterfield P. A. Skates.
E. T. CARLILLE, Dorval, Mass.

DUST BOWLS ARE DOOMED!

To combat the present dust storm emergency, the U.S. Soil Conservation Service is launching a new educational campaign. The 327 "DUST BOWLS" will be distributed to all states. Each will contain a map of the state showing where dust is located, and a 32-page booklet containing information on how to combat the dust. The booklet will be sent to each state, and will include a copy of the "Dust Control Act," signed by President Franklin D. Roosevelt, March 18, 1939.

W. C. VOSS
GENERAL, ILLINOIS

RINK WANTED

8 feet wide, located in Fox River Forest, Illinoian, Old Town area, White oak.

W. C. VOSS
GENERAL, ILLINOIS

Tramill Self-Locking Sectional Floors

Can any one bring me 200' of Tramill as well as under
floor, 200' long? For information on our sectional floors
please write or call. Tramill Self-Locking Sectional Floors
are the only floor that can be easily repaired.

TRAMILL PORTABLE SKATING RINK CO.,
2009 East 16th Street, Kansas City, Mo.

SKATING RINK TENTS

Write for Catalogue

Claesen Derby and Milton White, former children's boys, are new Arenas principals and acquisition to Massachusetts Institute of Technology, broke attendance records recently with a benefit series for the Jewish Relief Fund, turned out 1,000 skaters in one night, and total operations, Rink is one of the largest in New England and caters to society and college groups.

SILVER Forest Roller Rink on Telegraph Road, Lakewood, Colo., was destroyed by fire on February 20. Damage was estimated at \$20,000. Structures were once used as a bathhouse.

WILLIAM J. MCDONALD, former theater owner, plans to open a new roller rink in Boston's Kenmore Square during next fall, place having been accepted for the building.

JOE SAWYER, topper on roller rink, is currently featured at Palmer's Cabaret in Philadelphia.

MICHAEL SILVERMAN, operator of Skateland, Trenton, N. J., reports he is booked practically solid with school, church and club parties for the winter.

MEMBERS of Circus Roller Club, Bloomingdale, Ill., visited Elwoodwood Roller Rink, Urbana, Ill., February 16. Performers Walker Berger, disk jockey,

ATTENDANCE at West Coast rinks is improving steadily despite much opposition from country interests, reports Fred J. Tamm, manager of the rink, as reported by Long Beach (Calif.) Skating Palace as floor guard, instructor and to organize a figure and waltz club.

DADDY HALL Roller Rink, Sheepson, Pa., has been getting a good play from schools in recent weeks.

FLEETWING Roller Club held a party recently in Huron's Hotel, Falls, Pa., all persons attending dressed in their work clothes.

FALCON Hall Rink, Neptune, Pa., opened recently. Sessions are held on Tuesday and Thursday nights.

DOVER (O.) Roller Club defeated East Liverpool (O.) Club in competition at Dover Rink, near Dover, on February 17. Max Udel won a quarter-mile race. John Udel set a record in the 100-yard dash. The girls took a 500-yard relay contest. Return matches will be held in East Liverpool soon. Dover junior team defeated a team composed of skaters from Dover, New Philadelphia and Linton in a 200-yard relay.

COLUMBIA Roller Rink, Kennewick, Wash., recently had its first annual roller skating competition. Dick Silberman and Ladies Friends, Walla Walla, Wash., contributing to easy and quick skating members. Performers had lights on their skates, which created a colorful effect as they skated in the darkness.

ALTOHO stick skating was only recently introduced in La Crosse, Wis., which has a population of 100,000. In the last month stick and new skater are consistently attending, reports Jim Glavin, general manager. Elmer's Roller Club has been organized with 24 members. The first competition was a 100-yard endurance race, which was staged recently. One minute of rest was permitted every two hours.

GROUP of 25 from Edgewood (Md.) Roller Rink visited Montgomery Roller Rink, Spokane, Wash., recently. J. B. Pendergrast, manager of the Kettling Rink and Auditorium, Spokane, Wash., and his wife, along with George Nease, who manages and instructs at the Montezuma rink, has made several trips to Spokane to teach skating.

RELAY team of Waukon Auditorium Roller Rink, East Liverpool, Ohio, has been so successful that it is experiencing difficulty in obtaining matches, reports Dick Boulton.

JACK DALTON, 16 years manager of Peoples Square Park Rink, Bronx, N. Y., and son of Jack Dalton, co. reports he has been in charge of Skating in Coopers Park, Coopers, N. Y., since December 31. Skating conditions have been good and are increasing in size. Members are being prepared for the spring national com-

petitions in Cleveland. There have been a number of visitors from Cleveland, Erie, Pa., New York City, Milwaukee, etc. The rink has been decorated with an illuminated club emblem.

RECENT installation of a Hammond organ to accompany another organ in J. Bartram's Riverton Roller Rink, Milwaukee, has increased business, reports Jim Glavin, manager. The rink club is increasing and plans for the club's June carnival because of success for waltzing and two-stepping. Jim Glavin, manager, has engaged a band for a 10-week engagement for a theater chain.

ALHAMBRA Roller Rink, Chicago, plans to stage a 200-watt contest and 200-watt show soon, reports Joe Laury, floor manager.

PERRY W. LABELLE, manager of Coopers Park, Bronx, N. Y., reports Arthur Cox, reporter, that a program was broadcast from the rink over Canadian Broadcasting Co.'s Coast-to-Coast network on February 14. The program was a benefit for the rink. In Peoria, Ill., Arthur of Perry Williams, one thousand of skaters and spectators, 100 galleries. Chamber of commerce is divided into sections, each section having a band, the management plans erection of a circus top over the ice. Lighting fixtures include 200-watt lamps and 1000-watt incandescent lamps. The rink will open on Friday, when clown numbers are staged and novelties distributed. Treasure hunts on ice are staged on Sunday afternoons.

Skating Music For Ice Rinks

By ARTHUR JOHNSON

Manager - Secretary - Treasurer of The Arena, St. John's, Newfoundland, Tells of Solving What is Not a Common Problem.

It is 10 years since we made our first investment in sound equipment and acoustic devices. We chose the 1000-watt system and found that which, except for the improvement in equipment, is just as difficult today. The story of our trials, experiments, successes and failures would be too long to relate here. We have arrived at a state of satisfaction that has achieved more than a local reputation, and perhaps those interested in the operation of ice rinks and skating rinks will be interested in what we would like to tell you about how we manage to do so.

Small rinks, you understand, must achieve a grade of near-perfection, perhaps unnecessary in larger rinks. It is important to have a small enough band that attends through the whole season, and the rink there has to "have something" to get the attendance. Performances eight nights from Friday through Saturday are the best, while seven may be okay. There is nothing the good skater is so easy about as his music and the rink management has to be on top form to give him a really fine performance of passing skating. The same thing applies equally to music for figure-skating groups and performances.

The Fourth Test

A test metronome in regularity is essential to ice-skating music whether it is furnished by the rink or by the skater. The test metronome is the best. As to this there is considerable difference from roller skating and dancing. The slightest variation in beat through a selection is very distinct to the operator. The skater checks his music constantly!

Ten beats to nine and a half seconds for general skating seems to be the favorite tempo, while in figure skating the time varies, and there are different preferences as to skating time. Without the fraction, this works out at 26 beats to 19 seconds and can be so checked by the ordinary

watch, so we prefer to use a stop-watch and make the quick test.

(1) The first of the four qualifications, skating selection, before it can be placed in our record ranks, is that it must possess a quick, regular, forceful, heavy beat. The beat must be in proportion to the music, and the skater should not be delayed, to our mind, the final result out of your own skates in a minor skating session in your own rink.

(2) The tempo must not "break" or vary during the selection because this causes a break in the skating rhythm. It may be tested by the ordinary individual as he beats time against a record with his hand on a surface, as on a table. What is the most rapid rate of beats that can be detected, to our mind, the final result out of your own skates in a minor skating session in your own rink.

(3) Beat correct to the ordinary ear is not enough. It is the most rapid steady skater that the record has to wait and the beat must be so definite that the beats are evenly spaced throughout the metronome at all times. It is our aim to have everyone in time to the music, not only for his own enjoyment but so as to keep him in step with the other skaters in the rink. This is the same as to all within four feet around him.

(4) A steady swinging vibration tune, which is sure to impress itself on the skaters, even if they do not know it, is always in the necessary in a skating session in any skating session. Drowsy pretty music, "ordinary" records and fancy orchestrations are definitely "out."

Most Cooper Heise

The music you must remember, has no compare, skater notes, talking, imitation, record wear, etc. These are the factors that make a skating record have to be built an extra beat and an improvement that would not ordinarily be necessary.

Admittedly in skating records, the records are otherwise attractive, 25 to 30 per cent of each the skating style today superimposes a slurred beat over that of the selection and rates the record for speed. We have to repeat ourselves, all modern slow waltzes because the time is too slow to speed up rapidly without distortion. Introductory and other musical applications, however, however hard not necessarily conform to it. It is often possible to mark the section of grooves on the record with adhesive tape so that it can be skipped out in playing.

(Continued next week)

MALONE JOINS RCA

(Continued from page 34)
Identified with the Radio Broadcasters' Contract with John A. Scott, president of RCA, a new vice-president post on the executive staff.

For the last year Malone was connected with the local Alas Shows in American Booking Association and World Association Service Association. He joined Mackinaw in 1939. Change in connection with the new contract, however, has not necessarily confirmed it. It is often possible to mark the section of grooves on the record with adhesive tape so that it can be skipped out in playing.

Contract with Scott includes a provision with him that Malone be offered publicity publicity work for fair and will speak and interview with his connection as publicity director of Florida Fair here, a post he has held during winter months since 1939.

MIDDLETOWN, N. Y.—Much interest is being displayed in plans for 1940 Orange County Agricultural Fair which will mark the 10th anniversary of the fair. The new manager is George C. Chapman, of Cohoes, N.Y. Chapman, who has been associated with the midway contract and fair committee members are devoting much time to plans for the celebration.

-RINK MEN WHO HAVE ONCE HAD A-



"CHICAGO"

"THE ROLLER SKATE CO."

"EQUIPMENT WILL HAVE NO OTHER."

"THERE IS A REASON."

"CHICAGO ROLLER SKATE CO., INC."

"4427 W. Lake St., CHICAGO, ILL."

Coast Showfolk Set Orange Show Migration Date

LOS ANGELES, Feb. 24.—Members of Pacific Coast Showmen's Association and Ladies' Auxiliary were mapping plans here this week to accept invitations tendered by National Orange Show and Central Coast Showmen to have both of them in San Bernardino, Calif., on POSA Day on March 19.

Motorcade is slated to assemble at Melrose and Wilshire Aves. at the rear Lincoln Park, at 8 a.m. on the day of the event. Cars will be available to take care of several hundred members. All will travel by bus with a sound truck from Craftsman Inn to the Orange Show. Details from the State Highway Department escorting visitors to the city.

Clyde N. Crafts and Roy E. Ludington, president and vice-president, respectively, invited guests to a wonderful reception on POSA Day, and Harry Chapman, chairman, and his associate, Cipie Gooding, and Charles Kade, manager, presented a program to make the 1940 migration one of the most outstanding in city's history. At city's regular weekly meeting on February 18 it was decided that all members were requested to contact Executive Secretary Lou Johnson or the committee.

A special feature will be the circus performance presented by Jack Joyce, who has been invited to perform with Crafts' Big Shows this season. Manager William Marks, National Orange show, will present a program of great interest which members of the party will be his guests.

Endys Add Three to Staff

MIAMI, Fla., Feb. 24.—Added to the cast of the "Endy Bros." Shows this week were: John W. Wilson, acrobatic clown; John W. Wilson, sound service and production shows, and Harry Bottom, comic artist, who will have charge of "shows" artist. Tom Farnsworth was secretary of Johnny D. Jones Circus, which will be presented with Ringling Bros. Service, Portales, N.M. Balloon is artist at the ex-circus Star Club, Miami Beach. Bill Davis, 18, of New York, has just arrived here recently. Pixie Pevsner, 16, of New York, has just arrived and it's covered with glass plates. President David B. Endy, who has been working on his show for the past few weeks, is expected out soon.

String in Eastern Canada Signed for Conklin Shows

CHICAGO, Feb. 24.—Frank R. Conklin, of the Conklin Shows, while in Chicago this week announced that at the Canadian fair circuit the show was signed for the next three years. The shows will be presented at Leamington, Lindsay, Kingston and Stratford.

Show also has Valeryland, St. Hyacinthe, Sherbrooke, Quebec City and London signed and others pending.

Poole To Have Show Again

HOBOKEN, N.J., Feb. 24.—Harry B. Poole, manager of Poole's operation of Poole & Johnson Shows, has announced the return of the carnival field this season. He had been retired for the past seven years. New unit will be known as Poole & Son Shows, which will be presented in 1940 before playing carnivals and fairs in surrounding territory. Quarters have been established at Love Oak and Hackley Street, Jersey City, N.J. The new English Assessment Co. will be reborn. Several rides are to be added.

Allen Is Middleton Pilot

DANVILLE, N.Y., Feb. 24.—Pete Allen, Syracuse, has been signed as general business manager of Karl Middleton Shows for 1940. It was learned at quarters here this week. Mrs. Allen again will be in the language gallery with the show.

Tidwell Shows Ready for Opener in Mineral Wells

SWEETWATER, Tex., Feb. 24.—T. J. Tidwell Shows left quarters here today for Mineral Wells. The when they will be in Mineral Wells is not known. The Stock Show and Rodeo on Monday. While in quarters much work was completed and a new transformer wagon (See Tidwell Shows Ready on opp. page)



PRESENTATION of the first good-will banner for 1940 by Pacific Coast Showmen's Club was made at a recent meeting in the spacious auditorium, South Grand Avenue, at 10:30 a.m. Mel Smith (left) carried over the emblem to Orville N. Crafts, who accepted it. Crafts' 20th Big Show opens under new name, Crafts' Gold, on February 12. Banners are given to members and member shows each year in the order of their appearance. Photo furnished by Harry Chapman.

Gruberg To Launch New Show in Philly

PHILADELPHIA, Feb. 24.—Plans for launching Max Gruberg's new World's Fair Show are well along. The first show in April is making rapid strides as George Ferry, Ringling, can barns quarantine here. A crew of 20 is building equipment, and 1,000 seats will be available. Robert D. Williams is chief electrician and builder, with Bill and Robert McNeely and Jimmy McNeely helping carpentry work.

Max Gruberg, Wolf will manage the French Casino and Jack Mangan will have charge of the Children of Satan Show. Preacher and Jack Monroe have the Hall of Science and (See NEW GEORGE FERRY on page 20)

Horwitz Signs O. F. Gregg

DETROIT, Feb. 24.—The Morris Horwitz Shows, new Circus City, revealed this week that he has contracted O. F. Gregg, of the Fearless Gregg, to present his African savanna act as above show attraction in 1940.



SOME OF THE MEMBERS of the committee in charge of the St. Valentine Mardi Gras and Masquerade Ball in De Soto Hotel, St. Louis, on February 10 by International Association of Shriners, seated, left to right, are Art Schreiber, committee; Harry A. Moore, music committee; Susie Kornel, steward; Bob Lamm, chairman of the band committee; Harry G. Cole, publicity committee; P. E. Waugh, chairman door committee; John Cichy, ticket committee; and Harry G. Cole, price committee. Standing are Sam Simon, chairman decorations committee; one of the entertainers; Francis L. Franco, reception committee; Dr. J. M. Bassett, Red Eye house committee; Leo C. Lang, hotel committee; Charles T. Glass, chairman, reception committee; Floyd L. Meese, publicity committee, and at extreme right are two of the performers.

Dust Storms, Cold Hurt Hilderbrand's Inaugural in Indio

INDIO, Calif., Feb. 24.—Dust storms and cold weather halted operations and forced cancellation of the Hilderbrand's United Shows No. 1 unit's opening four-day stand at Riverside County Fairgrounds here, Indio, which ended last night. Hilderbrand, who had come from Los Angeles here, said, "On several occasions storms engulfed the grounds with such a force that it was impossible to witness the horse show and the rodeo. The weather was poor business, but our attractions were popular. The numerous exhibits in the big tops were augmented by groups of singing acts, and the band provided music to the accompaniment of string instruments. Mirrored sparks, with his Blago, arrived from her home in Alabama after a long absence.

Mr. and Mrs. Bert Hilderbrand, cookhouse proved a mecca for visitors. Mr. (See HILDERBRAND'S MURK on page 53)

Novel SLA Spring Fete Features Set

CHICAGO, Feb. 24.—Entertainment committee of the Elksmen's League Spring Fete has lined up a number of novel features for the entertainment. Some of the highlights of the entertainment are being kept under cover as a surprise. One of the features that is expected to get plenty of laughs will be a race to see who can run the fastest. Another to be used may show surprising experiments in toasting radios around and members who hold of ability as exponents will (See SLA SPRING FETE on page 20)

Denecke Sponsors Showfolk Get-Together in San Antonio

SAN ANTONIO, Feb. 24.—Sally couples attended the annual Showfolk Get-Together staged at the N. T. Night Club here sponsored by W. C. (Mephisto) Madsen. Music was furnished by a local orchestra while refreshments were provided by guests. Mrs. Alice Wilson's vocal offering was well received. Exhibitions of the latest dance routines were presented by Mr. and Mrs. Morette, and (See DENECKE SPONSORS on page 53)

Burke Adds 2 Ariz. Dates

BELLEVUE, Mont., Feb. 24.—John Schreck, general representative Frank Burke, who will add two dates to the organization to end the 1940 annual Mardi Gras and Globe, Ariz., celebration. Only one carnival a year is permitted to play each city.

An \$18.78 Word

CALIFORNIA, Calif., Feb. 24.—While carnivals have recently won Crafts' 20 Big Shows, John (Sport) Hagland, well-known West Coast concessioner, has been awarded the title of "King of the carnival circuit." It was caused by the excessive amount of alkali dust, for winter, this part of the country is noted. Hagland paid \$18.78 for the title, which went to Roy E. Ludington. Crafts' 20 shows came by one night and suggested medical attention. The boy seemed healthy, but was sent to a well-known Mexican physician, and for correct diagnosis of asthma. After careful examination the doctor said there was no immediate cause for alarm. Hagland paid Crafts' 20 a \$1000 entry fee, and the carnival company and Crafts' 20 collected a fee of \$200 Mexican money, equivalent to \$3 in United States currency. He then handed the check to Ludington, who said it was a slight gesture of "Thank you for your excellent services."—(See HAGLAND'S KING on page 53)

PCSA Folk Visit Sally Rand's Show

LOS ANGELES, Feb. 24.—More than 500 members of the Pacific Coast Showmen's Association and Ladies' Auxiliary, plus their families, party at the Palace Theater here on February 16 to honor Harry Belafonte, recipient of her stage presentation and new manager, Brother and Sister. Paul President of the PCSA and his wife, Mrs. Pauline Belafonte, with one of the city's good-will banners for 1940, which was preceded by some highly complimentary remarks by Mid Westerners at the PCSA.

Miss Rand also spoke highly of her activities, and honored with the award of the gold membership card presented to her recently by the Ladies' Auxiliary. After the show, many members were back at the Palace, where they were joined by guest stars, Mickey King and Mayne Ward (Mrs. Fred Smith).

More than 200 of the party then returned to the city's rooms, 622, Ocean Grand Avenue here, for a midnight supper at the restaurant. The group played host. Those present preferred the lighting of club's new neon sign which had been erected that morning.

Crafts Winter Unit Gets Fair Results in Calixco

CALIXCO, Calif., Feb. 24.—Crafts' 20 Shows' Winter Unit closed a week-long engagement at the Arden Inn, Calixco, and Vito's Poolroom on February 18 to fair business. Located downtown, shows presented an eye-opening program of 100 performances of pure Mexican folk. Number of deviated peso spending was light the early part of the week but averaged up to expectations for the last three days. Total gate was \$3,000. Gate for this year compared to 29 cents last year and 26 cents in previous years. One-half of the gross receipts were on all attractions, the Mexican section, according to the paper (See Crafts' Winter Unit on opp. page)

Zucchini Add Four Dates

WHEELING, W. Va., Feb. 24.—Bert Hirschberger, general agent of Zucchini Shows, has added four dates to the week-long show line. The new dates and convention dates to his 1940 route. The line includes Zucchini's conventions in Glassboro, N.J.; Winterwood County, Convention and Dedication, Apalachicola, Fla.; and Kittanning-Pitt Ford (Pa.) Fair.

Ebensburg Fair to Gooding

SUTTER, Pa., Feb. 24.—F. E. Gooding, owner of Gooding Circle Shows, was honored at a luncheon here yesterday. The show line had been awarded midway contracts for the 1940 Columbia County Fair, Ebensburg, Pa.

various street advertising stunts are being featured. Curtis' plane is used occasionally for sky-busser runs.

WELL-KNOWN carnival concessioner on the Pacific Coast, Gus Weizer, who two years ago operated a jewelry store in Chicago, moved to Santa Fe, N. M., about a year ago after giving up his own jewelry store and loan office.

ALTHO advised by physicians he would be unable to work for a year, Gus Weizer, who spent 10 years in an air force, Al, however, is building several new concessions for 1940, reports Ray Weeks. Franklin was secretary of Midwest's Cosmopolitan Shows last year.

F. G. CLARK is in Indianapolis building a new rollercoaster, which he has booked with Miller Amusement Enterprises for 1940. Al also has been engaged in several new shows, most recently since 1936 and was with the Nat Reiss Shows 1936-37.

SPECIAL AGENT with Goodman Woodruff Shows for the past two seasons, Joseph A. Brownell, has been re-engaged as the same capacity. He is currently employed as controller in the parts-receiving department at the new \$100,000 Tropical Park race track, Miami, Fla.

IN A LETTER from her home in Monroe, S. D., Mrs. John Latta adds that she sincerely hopes that Mr. and Mrs. Frank J. Arnsdorf, have from contact her immediately, as his mother is seriously ill. Arnsdorf is said to have been with Melvin United Shows last season.

IT HAPPENED, 1939: Manager and Avil Chorus—“We were to get a quartet here. The lot is far out.” 1940: Manager of same crew to new g. a.—“Be sure to book that team if you can. We had one of our best teams there last year.”

MRS. AND MRS. PAUL FARRIS report from Hot Springs, Ark., that they have visited with their son, W. C., and his former co-star, Miss Dorothy, center of West Coast Shows, on several occasions and Mrs. Laughlin is showing a great deal of improvement since arriving in the Spring City.

MRS. AND MRS. T. J. TIDWELL and daughter, Faley, went to San Antonio recently where they attended the rodeo, where he went on many hunting trips and visited many stockfairs. He was accompanied by Bernie Manderson, C. Henry Tent and Awning Co., who returned to his Chicago home recently.

HED E. TORTI, Wisconsin De Luxe Corp., has returned to his Milwaukee studio, where he is now working full time, where he went on many hunting trips and visited many stockfairs. He was accompanied by Bernie Manderson, C. Henry Tent and Awning Co., who returned to his Chicago home recently.

HILL GOOK and Pete Thomas, Western States Shows, spent several days in Spokane, Wash., recently, where they watched Blackie Bowman, elephant trainer, put Green the show.

Nailing It Down

A SMALL MIDWAY OPERATOR was so annoyed with his wife because of a short temper, finally when he paid his colored helper he would hand him a quarter and say, “Now, Sam, don't spend it in the wine shop.” The colored man would wait for days and weeks. On closing night of the season after the equipment had been stored the team called the colored boy in and said, “Sam, you're not to go in the wine shop again. Again he handed out a quarter, saying, “Now, Sam, don't spend it for whisky. You know winter is here.” The colored boy sat in his hand for months and then, when up at his employer, asked him for another quarter. “Why, Sam,” exclaimed the boss, “haven't I paid you for the last six or seven months? What more of a neophyte do you tell me up on closing night? Sturdy, you wouldn't try to take advantage of me like I've been so good to you?” “No, sir, I'm not hardly a neophyte,” lied, “but isn't dad all warts to take advantage of yet but to show dad he appreciated what you have done?” “Well, Sam, you're a good boy, but two bits, knowin' yo' as ah does and knowin' if an ova' yo' two bits you won't hire anybody else to take this place next spring.”

psychosis, thru several stiff drills, treatment of which was a head carry.

BEFORE LEAVING Hot Springs, Ark., for Franklin's United Shows at North Little Rock, Mr. and Mrs. Roy Goldstein, concessioners, were granted a leave of honor by Mayor Mr. and Mrs. W. F. Pratt of Franklin's Shows, also attended the party.

MANAGEMENT of the Great Pie Hard Shows and the oddities shows they kept the g. a. on the pay roll after the fair started was that they were in such territory and figured no signs be of great value to them—which he was—Tape Larry.

AMONG RECENT VISITORS to Ark. Lewis Shows' Nordic Va. quarters were Oscar C. Hart, O. C. Hart Shows; Triangle Friction Co.; Bill Johnson, manager, Bridge Hayes; James E. Strates and William O. Peeling, Jason E. Strates Shows; Bill Holt, Holt's Maynards, and Hank Snyder.

POLOAKA ROCKWOOD recently won a scholarship to Cleveland College for an essay on “Circus Life in the United States.” The Pollock Fellows will be his endeavor. Contest was conducted by The Cleveland Plain Dealer. Miss Rockwood is taking three hours a week.

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POLOAKA CHARNAY, HOWARD'S Girl Show, which is playing at the newly opened State Coliseum, former press agent for King's Great Show, to handle the press and bookings on the winter trek. He'll handle the front of the show on Miller Bros.' Shows out 2400.

STILL ENJOYING with Harry Lewis' Son's World's Fair Freaks is Harry Meyer, who will introduce the new attraction when it opens on January 1. Jones Exposition. He plans to spend a three-week vacation in Florida, however, returning the minimum, where he also presents a matineet and with Madame Zinda.

RETURNING TO LOS ANGELES aboard the S. S. Monterey on February 19 were Raleigh Brown and Jerry Jackson, who have just completed a tour of Australia and New Zealand with Greenough & Jackson Amusements. They last appeared at Centennial Exhibition, Wellington, N. Z.

BOOKED with Patrick Shows for 1940 is the Vera Patti-Kennedy team. Vera, 26, and the unit is playing in Mexico and other countries. Her daughter, Charlotte, 18, daughter of Vera, was graduated from a Bloomsburg, Ia., high school last month. For the past four years she has spent her summer vacations doing small tours with the unit.

PROMINENT WITH BYERS BROS. SHOWS, Sherry Ray comes from Minneapolis, Minn. “Gowdin, the magician, was in town recently. Had Hamilton

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WHILE THE TRAIN was being unloaded the paint on one of our baggage wagons got pretty badly scratched and the wagon has to be hawked. It was a loss to the office, but as it had already been used three weeks we didn't think much of it. —Gerrit D. Hammer Shows.

“DOUGIE” very much that the midway will be graced by my concessions until the new year. He is a 10-year-old boy from Terre Haute Ind. “Plan to open a lunch stand on a highway and sell novelties at the location. Have been thinking about it for some time. Social Security records this winter, H. R. Brown is no longer with us.”

HEARTY LAUGH enjoyed by Harry J. W. Dowd, Circus Organization, is stated to open in Illinois in May and plans call for the shows to be enlarged and carry the slogan “Clean Fun.” Dowd, whose name was the given when they were known as Diamond Sisters Amusement Co. Show plans to play Iowa, Illinois, Missouri and Arkansas.

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Poetry Workshop for an hour on Monday and English for two hours on Tuesday.

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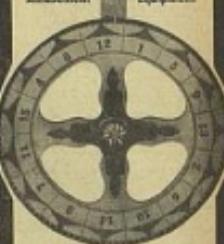
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For the Latest in Concessions
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MOI'S COMPLETE SIGN LINE IN THE COUNTRY—Beautiful Silver Line Signs sell to all stores, offices and schools. **MOI'S**, 2001 Main, Des Moines, Iowa.

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JOSEPHARD DRIVE-IN THEATRES—EXCLUSIVE territorial rights to build under new Double Parking System. **JOSEPHARD**, 1000 N. Dearborn, Chicago.

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MILLIONS GROWING—MILLIONS MORE, low-cost, wear better, save. Operate your own business. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

"HOT MICKEY MARKS"—TOP-FARE MAIL Order Machines, prints hundreds more, rates same—10¢. Starts each month. **E. MARVIN**, Publisher, 350 S. Wells, Chicago.

PITCHFISH DISTRIBUTORS—MAKE EXTRA money with new Stampings. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

TURN THIN CANS INTO MONEY AT HOME—New! **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

123 PROFESSIONAL MONEY-MAKING PLANS—Our business in home or office. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

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Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and having original boxes and instructions. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

A-CIRC—4-IN-1 EROTIC VENDOR, Chicago. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

A-COMIX CO. MACHINE EXCHANGE—Complete stock of **EDITION** Machines. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

A CATALOG SHOWING 100 RECOMMENDED Machines—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FACTORY REBUILT KIDS HI-HEAD PLATES—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FIVE EVANS 1919 TEN STRIKES—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

POPORN MACHINES—**BUCK STAR, LONG-LAUGH**—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

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FORMS CLOSE (In Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE

FOR SALE — 5 EVANS 1919 TEN STRIKES, practically brand new. \$129.50. **BUCK STAR**, World Series Baseball, clean. \$45.50. **5 VICTOR**, 1919, \$125. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FRANCO NOVELTY COMPANY, Box 202, Toledo, Ohio.

FOR SALE — TEN STRIKES, 1929, MODEL, \$150.00 each. **CHICKEN COOP**, 200x200, \$15.00 each. **IN-FLIGHT CO. LTD.**, 100x100, \$15.00 each. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

GINGER'S TOILET PAYDIRT, PENNY PLAY, 10¢ each. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

LATE NIGHT TEN STRIKES PAY-DAY—10¢ each. **LUCKY MOON**, 100x100, \$15.00 each. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

MONK'S VENDING COMPANY, 406 E. Water St., Milwaukee, Wis.

PACIFIC BEERS — LATEST MODEL, like NEW, **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

POPOVICH AUTOMATIC 50 POPOVICH Machines with Crates—Cost \$25.00 each. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

RECORD SALE — GOOD USED RECORDS, \$5.00 per hundred. Satisfaction guaranteed. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

REMEMBER CHICKEN SAM "WITHOUT STAND"—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

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Advertiser's Name and Address must be counted when figuring total number of words in copy.

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL Popcorn, and Chilled Coated Popcorn Machines. **LONG EATING CO.**, 1915 High St., Springfield, Ohio.

PORTABLE MAPLE SEAT FLOOR—**501015** **1915 E. FLEMING ST.**, Indianapolis, Ind.

PUBLIC ADDRESS SYSTEM—**PORT-WAR** Amplifier, Bells Crystal Microphone, Control Board Charger, eighteen inch Jensen Speaker, 2447 Forest, Kansas City, Mo. **D. DEWEY**

WE ARE OVERSTOCKED WITH BOTH NEW and Used Trailers. Must be paid. No reasonable offer or terms refused. **SELLMORE**, 1880-82

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES—Tables, Cells, Seats, Chairs, Targets, etc. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FOR SALE — SIXTEEN AND TWENTY-FOUR Adult's Chair Plans. Complete with material, forces, ticket book. **CALVIN CREECH**, 1000 N. Dearborn, Chicago.

FOR SALE—SMITH & SMITH 26-Feet CHAISE—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FOR SALE — FIFTY PENNY ARCADE Machines. Miniature Mules and Shanty House. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FOR SALE — SIXTY-ONE **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FOR SALE — HEARLESS WOMAN ILLUSION Complete with Cabinet. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

FOR SELLER—**CHINESE MAGIC STUDIO**, 1786 Euclid Ave., Cleveland, O.

POWERFUL GENE AUTRY SERIAL, \$600.00. **WALTERS**, 1000 N. Dearborn, Chicago.

RABBIT RACES—14 UNIT. FIRST-CLASS condition. Can be seen in operation. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

TWO EVERLY SINGLE CABLE LOOP-O-PLANS—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

HELP WANTED

ACTS — SINGING, DANCING, COMEDY, etc. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

ARTISTS — SCENIC, CIRCUS, ETC. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

ADVANCE AGENT FOR SOCK BROADWAY Productivity. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

AGENT WANTED WITH CAR TO ROCK school, churches, societies, etc. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

ATTENTION, MIDGET GIGANTIC RACERS—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

THEATRE—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

LADY ASSAILANT—**JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

WANT HYPNOTIST WITH SUBJECTS LIVING in Dept. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

WANT HALF AND HALF—WORK EXPOSE or any good attraction for arena or single platform. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

WANT INTELLIGENT YOUNG MAN AS ASSISTANT to Hindu Monk. **JOHN R. SCHAFFNER**, 1000 N. Dearborn, Chicago.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

700 Giftware Lines Seen At Two New York City Shows

Hotel Pennsylvania, Gift Center shows run concurrently—American-made goods featured—dates for display at Philadelphia changed to March 25-29

NEW YORK, Feb. 24—More than 500 lines of giftware were displayed at the Hotel New York City and 22nd Street shows, held concurrently this week at Hotel Pennsylvania and Gift Center. While the shows featured higher priced items, many items on display were considered adaptable to the price field. Noteworthy at both shows was increased demand for American-made products and those from neutral countries. Special emphasis was laid on Puerto Rican souvenirs, which have been before collectors or war. Mexican items proved quite popular and new items were featured by firms handling them. American-made china and glassware is said to have been well received and much attention was given to pottery items from southern regions.

World's Fair items for this year at Flushing Meadows attracted much attention. While the show was the first ever on display, special attention was given to new numbers. New note this year is trend toward souvenirs for resort cities such as Miami, San Juan, and Puerto Rico. With five World's fairs deferred on the giftware market, available in this like are salt trays and pencil sets.

Stuffed Toy See

Stuffed toy and doll manufacturers are on hand with some clever items. Many firms have had success with Easter trade, but firms complained they were unable to show large lines this year because of Easter's early appearance. Easter Dolls, Inc., has a new line of dolls for Easter trade and Sam Y. Maimel was proving one of the fastest selling items. The firm had a new record on the market last year. The firm also has the line of stuffed animals and dolls on display. George, the elephant, was making new friends, and the gray squirrel and rabbit were also well received and popular. For the winter trade this firm is offering chicks, ducks and turkeys, a special line being made for promotion with the song "Funny Little Turkey."

There are no secrets in how to become a successful sales operator. If the operator is lucky enough or smart enough to get hold of an item with unusual appeal, he can expect to sell it. There is nothing else.

Anyone who has a fair amount of intelligence, who is not afraid to pose as a pawnbroker in search of customers, will succeed. The operator of merchandise should be able to make a living out of the business. If the operator is lucky enough or smart enough to get hold of an item with unusual appeal, he can expect to sell it. There is nothing else.

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(See DEALS on page 36)

Chenille Spreads' Popularity Up, Operators Report

CHICAGO, Feb. 24—Sales and salesmen operators, as well as other concession workers working the same field, are reporting big demand for chenille spreads.

Wearers have always had a warm spot in their hearts for chenille spreads. Because they come in such a large variety of colors and patterns, there is often a desire to own several of them. Patterns are made of twisted chenille yarn on unbleached muslin and add richness to room decor. However, the biggest buyers in the field are operators who do not have to be trained and were indefinitely.

A report from a large operator says he is finding it profitable to stage chenille spreads on a small scale and to display them across the stage and make a single setting.

Globeboard workers are not passing up a good opportunity. They are finding that chenille spreads are also taking cash for them. The boys are finding good demand among women office workers, who clip them to their desks and display them on desks.

Since the winter has proved itself such a big money-maker in some key sections, it is expected that chenille spreads will again suggestively link to many concession stands this season.

BINGO BUSINESS

By JOHN CARY

AGAIN we are hearing the familiar cry from bingo operators that they are at their wits' end for new ideas for merchandise prizes. It is imperative to keep new and attractive prizes displayed on the floor so all can see them. Good numbers are hard to find. Once found they eventually lose their novelty and the problem starts all over again. Some operators turn to the telephone book and the yellow pages for help. Other operators have been approached by numbers that have the real stuff for clicking.

There is no doubt that firms have been trying to keep up with the latest in prize merchandise used at bingo games. Every operator remembers the Charlie McCarthy and Snow White wreaths and the like. Now comes the new wreath to go along with the new trend.

Lamps designed in GWTW motifs are reported gaining popularity throughout the country. We believe, think, and hope that when the lamps are exhibited a little longer and more bingo operators will be finding tie-ups of merchandise and the picture perfect.

Robert's wains will soon be released, as another case in point. Merchandise dealers are already planning to introduce items that are connected with this game.

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THE small-time reformer is still trying to ban bingo as a stepping stone, but he isn't getting far. For every erg he puts into it, there are about a thousand people cheering for it.

Recently there was some agitation against bingo at Madison, Wis. Here is part of a letter written to the editor and sent to a local newspaper:

"I am writing you in regard to District Attorney Maloney's viewpoint of the clean game of bingo that he has

Huge Boston, Philly Mdse. Shows Planned

BOSTON, Feb. 24—There will be a large increase in the number of exhibitors displaying new lines of merchandise at the Boston and Philadelphia Midwinter shows, according to George F. Little, manager of the Boston show.

The Boston Gift Show at the Hotel Statler, March 4-8, will occupy almost double the space of former Ruth Craig

The Philadelphia Gift Show, at the Hotel Benjamin Franklin, will occupy the south and north rooms, instead of a single one as in the past. Added space is needed to handle the increased and increased interest and requirements of coarse extremes, it is said. Immediately American and international in nature, the show will feature a great variety of personal gift items from a wide territory. Major lines listed for exhibition include Easter novelties, toy pottery, glassware, woodcarvings, leather goods, fine jewelry and leather and metalware.

Dishes Reported Staging Comeback

NEW YORK, Feb. 24—Because of exceptionally low prices and attractiveness of patterns, dishes are reported again coming into the forefront. Caravans, ceramics, novelties, and other articles, novelties, specialties and those who work bakers and cater to women parties have been featuring dishes for some time. Popular and attractive pieces of dishes are in great demand and the boys are going to see the return of such an item to its rightful popularity.

Since dishes make an effective back ground for displays, the cost of the dish cost, price users are again realizing the advantages derived from their use. Dishes now being featured are of American manufacture, but pieces of English, Italian and other foreign dishes have been noted on prize shelves. Prices on options are reasonable and with the usual display rates make an excellent exhibit.

Big Money in Demand

NEW YORK, Feb. 24—Everybody goes for big money, according to Bingos' Wreaths, he says, according to the big demand for giant plants. The greenbacks are about 6 by 12 inches in size, which naturally places them in the "big hit" class.

planned all churches and assemblies to change.

"I as a voter in the city of Madison for some time, would like to see just a few of these IHHS meet, such as bingo, amateur dancing, professional dancing, plus other things are feasible to decide the majority of the city, due to it all themselves.

"As a case in Mr. Maloney has taken into account the fact that the community has a large number of young and old alike, and when IHHS is made, it may go to a good cause."

This is a typical letter from a dyed-in-the-wool bingo fan. It is this type of person who truly wields influence in a community, and fortunately these are the ones who will be for the organization. Bingos' Wreaths are not their people, and the causes they are supporting thru the games are close to their hearts. They aren't going to stand by and watch while IHHS is made, it may say.

Most of the money that is contributed funds are scattered by bingo. The disseminators of the game may give a small group of politicians something to work on, but the people who are the politicians who truly have the people's interests at heart are cut securing legislation approving the game. In this way

(See BINGO BUSINESS on page 36)

Hughey, Gentsch Launch New Show

HATCHET, Miss., Feb. 26—The dead was announced yesterday on Hatchet, Miss., 21-year-old Hubert Hughey and J. A. Gentsch, touring partners in operation of a new carnival to be known as Hughey & Gentsch Shows. They recently sold their equipment of the former Hughey Shows.

Gentech have been established here and a crew is repairing and repairing equipment. Shows will start to open about March 15. The new show is to be enlarged. Hughey's original show business in 1937, operating his picture house, "The West Indies," in Hatchet, Miss., and with his brother, William H. Hughey, expanded Hughey Bros. Shows, which he has operated since. Shows are the general areas of motion picture shows for the past several years.

RENOVATING CIRCUS

(Continued from page 22)

and city officials are stretching their hands out farther and farther each year. The showmen are struggling to maintain their standards, yet other values are placed or maintained at an unacceptable advantage. It might prove profitable for showmen to realize that their public is more conservative than ever. A advance in prices might walk wonders with the bad matinee audience we witness in these trying times.

While on the subject of matinees, instead of the usual 10 percent, should children not advance the schedule slack a bit and thus endeavor to live up to those matinee costs?

In cutting the hot dog classes are getting along well, but the new-fangled concessions which seem to be the cause of the surprising man power the tandem acts are very late getting set up. In fact, the first two weeks of February saw more of the big top in anywhere now ready. Customers are then herded into that small tent where they will sweat and curse because they have been advanced for \$3.50. Thirty-nine rods around and still they wait in the crowded mezzanine.

We who have ridden subway during the 6 o'clock rush can understand what a terrible disposition can bring on a passenger disposed. Can you imagine that mezzanine crowd enjoying a circus performance? I can't. Need I ask if such a miserable, crowded group of humans still hold the right of other human decentiment? The answer is no. Instead they will knock the performance. Even if it was good they wouldn't like it.

Longer Stays

It is my opinion that the circus will soon have to resort to a longer stay than the customary one-day stand. I think the time is near when we should see a two-week engagement. This would add greatly to the population of the city in which the circus is exhibiting.

With a longer stay in a city various advertising schemes could be worked out to good advantage, unlike the everyday stand. We could have more time to plan to attend for stores, restaurants, and also to attend for stores, restaurants. If the circus presented a good performance a longer stay, the public would hear about it and would tend to come back again.

What could be better for money than to be seen again? "You folks ought to be here day after tomorrow," the local word goes on.

Girl Bands and Girl Ushers

Great girls, great girls! Every conceivable branch of the entertainment world is featuring feminine charm—the name the merrier. The result is license to spruce up a room with impudent decorations. What a relief to the eyes! We are grateful at the conclusion that an attraction to the eye assures a ready purse.

It is by far a new suggestion literally to varnish every nook and corner of the room with feminine temptation. What about the girl bands? They are the things grand for a concert. You, I agree with you, especially you musicians, but they can be bad.

And what about usherettes to replace the girls? They are the things that can size a pretty girl. I think you'd have something there. Such exponents of enchantment would without doubt

do all but make the headlines, and free too. At least, it's worthy of a try.

Salaries Must Be Paid

Is there any other business under the sun that can be operated without paying wages? I don't think so. In the early days of the circus, managers have managed to operate under such ridiculous circumstances. Those who have played ball with various circuses and theatricals such departments as the stagehands and stagehands were loyal to traditional sentimentalities. In the closing act of this drama, while we might title it *Requiesca*, the curtain rises and we find the manager and group of agents of the numbered cast is seen holding the proverbial bag.

It's a toss-up whether those salaried persons deserve unlimited credit in a Mayan calendar. The question is, should they be expected to this manner their performances will be short or amazing as a clown gay in a costume. The climax of a production does not run with the salary. The manager's inability to pay salaries and the result is a definite lack of interest and patronage.

We may say that taxes, location, high cost of operation, and the like are factors resulting in the retrogression of circuses. Even a bureau of standards must undergo timely renovations. Let us alter our week spots, change the route, the schedule, the wheel, and keep them rolling. Perhaps we can put rejoice and lay claim to a much needed theme: Circuses begin now!

FINAL CURTAIN

(Continued from page 22)
Services and burial in Memphis, February 24.

Correction

Services and burial for William H. Miller, whose death was revivified in last week's issue, were held in Washington instead of Roanoke, Va.

Marriages

ALBAN - GARDON — John Alban, artist with radio, and Pauline Gardon, film actress, were married in New York.

BURKE-CORDON — Jessie Burke, dancer, showman, and Elles Gordon, in Covington, Ky., February 21. Bride is a former professional model and dancer. She is the widow of Charles Burke, deceased at T. J. Flaherty, got his start in show business 20 years ago on the Barnum Show. Last year he organized his own entertainment company, the Flaherty Show. For the past three winters he has been connected with the Ellen-Keesee Enterprises, Youngstown, O.

GALLES - FERRETTONE — Frank Galles, radio and television personality, and Natalie Ferrettone, February 24, in Hollywood.

HANSEN - CHIFFIN — A. W. Hansen, tennis, and wife, tennis, former legitimate performer, were married in New York, February 24. The bride is Karen Hansen and Sylvie Stern, night club pianist, February 24 in New York.

LIEBERMAN-PAGE — Paul Lieberman, Hollywood, actor, and Mrs. Edith Page, radio and television actress, December 20, it has just been revealed.

MOORE-WILSON — E. G. Moore, manager of Post World, Tex., and Mrs. Wilson, wife of Louis C. Levy, former city manager for Interstate Circuit Theatres in Post Worth, in Weatherford, Tex., February 14.

MILLION-GARLAND — Robert A. (Bob) Garland, radio and television personality and owner of the National Enterprises, mystery workers' supply house, Columbus, O., and Margaret Garmon, actress, in Columbus, February 14.

REYNOLDS-TURNER — George Reynolds, actor, and Catherine Turner, playwright and co-author of the current Broadway attraction, *My Best Friend*, were married in New Haven, Conn., February 14.

THIEMING-CLANON — Frederick Thiemling III and Joyce Clanon, show girl, February 21 in Virginia.

WAHNECK — Louis Wahnecke, president of Louis Wahnecke, Inc., operator of Station 81A, Spokane, Wash., and Florence Waterhouse, adult violinist, "about a year ago in the band," it has been reported.

WORTH-MILLS — Stanley Worth, nonstop and Net mils, radio engineer on the Coast of Missing Men, February 1.

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Coming Marriages

Richard Kilmar, leading man in the Broadway production of *The Man Who Came to Dinner*, and Dorothy Kilmar, daughter of The New York Journal-American, celebrated at The Church of St. Vincent Ferrer, New York.

Robert Everett Hale III, in charge of agents and contracts department of Actors' Equity Association, and Sally Leonard, actress, March 1 at Protestant Episcopal Church of Ascension, New York.

Leslie Q. (Andy) Anderson, formerly with the advertising and promotions department of the Pittsburgh Press, has joined the staff of the Pittsburgh Post-Gazette.

John Taylor has joined the Lyric, Bridgeport, Conn. Operetta Sera, Brooklyn, with Max Beckrich of the Elgin to conduct for six weeks.

Franklin L. (Mike) Franklin, of the Star, Brooklyn, February 16.

FRAN LEHRER, dancer, received from

a pneumonia attack, opened at the Republic February 16.

MARINE DUSHORN extra-attached weekend of February 22 at the Fox, Philadelphia.

MARY KELLY, dancer, has a new

principal, replaced May Martin in

the Newland-Furman show in

Boston February 19 week.

JOSEPH COHEN, dancer, opened at the

Striptease at the Garter, beginning Feb-

ruary 21. Also new here and first ears

east of Mexico City.

ROBERT FEY left the Star, Brooklyn,

February 16 to play at the Colony, New

Orchestrion, Chicago, for a week to open on

the Midwest Circuit.

VICENT WELLES, featured at the

Elgin, was prima donna on the

stage of the Fox, Fort Worth.

ANNIE MARIE MILLER, dancer, and

her husband, Max Miller, dance team

team, have quit the dress business for

a return to burlesque and his former

comedy partner, Max Colleman.

ROBERT FEY, dancer, opened February 16 at the Garter, beginning his new show that has

Billie Hogan and Ginger (Cookie)

Wadson in their second year, several

new girls.

IRMA VOGEL, left the Colony here

February 16 to appear this weekend

at the Garter, Brooklyn.

KATHERINE RADIN, or the Radin Sisters, is back

show-girling this time at the Colony,

New York, February 16.

HERNIE VAUGHN and Betty Brown, two more of former

Alberth girls, are also back at the

Colony, Brooklyn.

DOROTHY DONALSON, dancer,

formerly with Kenneth Rogers

at the Ellings and now at the Pier

Macau Macau, Brooklyn.

JOANNA MATTHEWS, comedian, dance gal,

has opened at the Yacht Club.

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Artist, Worker Unions Sending Men in Field

NEW YORK. Feb. 24.—American Guild of Variety Artists, with outdoor participation and the Circus, Carnival, Fair and Easter Interests, has organized a group of workers who are to have the music organizing their fields. AGVA will be negotiated with firms.

Circus Interests, of which Ringling is president, having been assisted by real booking, had the first office and board house today. Formal presentation of the organization will be charted to be made early in April, around Big Shows opening at Garden Street. Walter Hester has been assigned to Ringling Shows as chairman of the CIO. Localized ends will be coordinated first.

Beltou Rides With Terrill

AUGUSTA, Ga. Feb. 24.—Claude Belton, Winston-Salem; M. C. Lee, Augusta, Gainesville, Waltrip and Kisco Auto ride, general Manager; Dean Terrill, Holiday Shows, for 1940. Manager Terrill and the show will open in Augusta on March 11.

OWNER RESPONSIBLE

(Continued from page 3)

of his employees deserted when payment was delayed to them. The show owner was advised to go after the fellow and have him thrown into jail for nonpayment—a private matter between employer and employee.

A member of the 88th board who gave a representative of The Billboard the facts in this matter seemed somewhat perturbed that some show owners have given themselves the right to sue for money borrowed to pay the rent. He was advised that the practice would create this impression that such employees were staff members of the board. This member of the 88th board, it was stated, was shocked by the decision.

It would be a good idea, it was pointed out, that show owners would have persons handling these matters accredited to the 88th board, the name of newspaper or magazine, so that they could go to Washington for a few days before the shows open and get all rulings and regulations from the 88th board that apply to the particular show. The 88th board can then investigate one of its own employees to keep in touch with other employees and solve their problems as they come up.

There is, however, only one way for the show owner to protect himself against happenings as mentioned above, the official stated, and that is to put any employee heading off tax money under blast.

Several Important Changes

Three important changes affecting show business specifically in the regulation of the amended NLB Act were pointed out. By Billboard representative. Wages paid for services by an independent free lance artist, for example, will be limited under NLB for fee factor or neither are now exempt from tax. Employees over 60 years of age are no longer exempt from the tax.

It is necessary to know the tax whether collected from employee or not or course anyone who has reached the age of 60 can apply for old age pension benefits and receive them.

There was also a change regarding the listing of receipts to determine tax money deducted from wages. It is stated in the amendment that part payment should be deducted from gross receipts for retention by the employee." The employer can cause his to do as he desires and give a statement at the time of each wage payment to the employee that he will deduct the amount of his share of the employee's lump sum statement. Each of the latter statements must cover one or more, but not more than four, calendar months. The period covered by the statement of employee and employer, the period covered by the statement, the total amount of wage paid within the period covered and the amount of the employee's share of the same must be stated. Statement must be furnished to the employee not later than the last day of the second calendar month following the date of the statement.

It is suggested by the statement that in any case when an employee leaves his job the final statement must be furnished by the employer to the employee when the final wage payment is made.

PRIORITY DETERMINES

(Continued from page 2) claimed, originated with them about 15 years ago.

At the Carnegie motion picture were shown by both men and Elsie Cordiner, film critic of The New York Times, testified that when the Tyne Trio appeared at the Music Hall on July 11 to 12 it was the first time she had seen them, and in her review of the performance she referred to them as a "fascinating act, alibis that was their first appearance in New York." Mrs. Myrna Model, of the National Council of Women, also testified that she was confused as to the identity of the act.

It was revealed during the hearing that Gus Lantz, manager of the Tyne Trio, left his partner and sought the services to Hans Reichenbach and Carl and Leo Jacobs, who were then known as the Jule Brothers. When Gus Lantz left the Tyne Trio he left the Brothers who was not used in the act was substituted. Attorneys for the Tyne act attempted to prove that the two men were not party to the property of Oscar Lewis. The Tyne Trio, it was learned, had Earl Lewis, who is the central figure in the act, is the owner of the Tyne and hires other performers as needed.

The Tyne Trio gave the rights to use

part of the earnings of all acts performed by the Tyne.

Mortimer Brausman, counsel for the Tyne, denied that the Tyne had the rights.

It was further learned that the Tyne

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LETTER LIST

(Continued from page 28)

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Summer Travel--

Creates many new locations, boosts spending of money

In the business world greater attention is being given to the trade and business created by travel than ever before in history. In fact, the concerted promotional efforts to encourage travel indicate that the summer of 1940 will surely set a record in travel.

The business value of this encouragement to travel is of special interest to American trade as never before, because the war abroad has made it practically essential that people travel in the Americas.

The coin machine trade always has an opportunity to cash in on general trade trends, and the travel business, with all the promotion and publicity given to it, should certainly attract attention from all sections of the automatic industry. Some of the biggest opportunities that have come to the coin machine trade in the past have been gained simply by taking advantage of trends in the general and social life of the country.

Perhaps no general trend has ever before had such proportions as the travel vogue and, fortunately, it is a movement in which the music, vending and amusement sections of the industry can share. All other lines of business are planning to share in the great travel movement, so that it is timely for the coin machine trade to begin to cultivate an intelligent optimism toward the coming summer.

There is a lot of promotion being done to encourage travel this coming summer. While much effort was expended during the past several months to encourage winter travel, the great volume of effort will be spent on encouraging summer travel.

The newspapers probably carry the bulk of travel publicity and are a common medium where all can study the ideas and territories that are most prominent for tourists. Members of the trade can follow the travel columns of the papers and gain many ideas as to what is going on in the travel world.

The brightest spot in all the travel vogue is that money is spent more freely by people on the go than at any other time. Figures released by the government and other agencies on travel last year indicate a volume of spending that is almost unbelievable. One would think there had never been a depression, considering how much money tourists spend. Fortune magazine and other authorities have recently shown that business was much better in the last few years than the gloom psychology had indicated. The effect of all this is going to be to encourage people to travel more and to spend more during this year unless some unforeseen discouragement happens.

It will be the privilege of every operator to catch some of that money being spent by people who travel.

The operator will be interested in territories helped by travel and also in locations that share in the tourist traffic.

As never before, travel will be nationwide. In a sense it will cover the Western side of the world, and manufacturers of machines can begin to think optimistically of an eventual stimulus to export sales. The operator can begin to count on much larger areas and a far greater number of

locations to feel the good benefits from travel money. In the past it has been customary to think of only certain well-known summer tourist areas as really having any traffic to be worth while for machines. It may be predicted that the regular summer tourist areas will not suffer loss in traffic, and that travel on a national scale will bring more business in ever-increasing territories.

The regular plans of catering to summer tourists are well known to the trade. We received a number of reports last year which indicated that arcades can and are being improved so that they cater to larger crowds. The arcade is a standard way of bringing coin machines to summer crowds, and this line of business is improving. Manufacturers catering to the arcades have introduced many new machines. Last year some interesting reports came in about operators that have mobile arcades or concessions to follow the fairs, indicating there are always new ideas for catering to summer traffic.

It is not easy to mention the variety of locations helped by summer travel in a short article. In a later review we hope to present a rather complete survey of all the possibilities for capitalizing on tourist traffic. The picture should be encouraging to all branches of the trade. Meanwhile, as suggested, it is a good idea to follow the publicity being given to the whole travel movement. It will be a good tonic just to see how enthusiastic the business world is about the subject.

One trend brought about by travel in the location field is an increase in the number and also the variety of spots catering to tourist trade. There are chains of locations being set up, but the great majority of locations are small shops and are owned or managed by individual proprietors. Both types of locations need coin-operated machines of various kinds. A modern development is that of carefully planned drive-in centers. Some of these are elaborately planned and have many sections, shops or what not where machines can be placed. Another lesson being learned by those who cater to tourist traffic is that places can be enlarged and made more profitable. This is an aid to coin machines, because it means more room for machines.

While the new types of locations may be expected to welcome coin machines more readily, still the staid old travel locations may be obtained by good salesmanship. A suburban station in Chicago's Loop has almost become a coin machine center. The well-known Northwestern station in Chicago has for years had a variety of coin-operated machines. On Western railways coin machines may be seen in many stations. The old and the new spots will become more alive under the stimulus of summer travel this year.

Many operators themselves will no doubt join the summer trek and will see places far and near. It should be a part of the inspiration of life and business to enjoy travel at times. Whenever an operator goes about he has the opportunity to observe what other operators do and to gain ideas of how to make his machines more satisfactory in service to the great traveling public.

WE'VE GOT IT!
DAVAL'S NEW SENSATION
HEADS OR TAILS

The first really different slot action counter game ever made on reel-action reel coin slots. A **PERFECT PROFIT FOR 5 SOLID WEEKS** ON TEST LOCATIONS. **TRY IT AND SEE** YOUR G.O.G. DEALER OR THE ATLAS NOVELTY CO., BIRMINGHAM, ALA.

\$19.75

ATLAS NOVELTY CO.

General Office: 200 N. Michigan Ave., Chicago, Ill.
1941 FIFTH AVE., PITTSBURGH, PA.
Atlanta, Ga.; Atlanta, Alab.; Boston, Mass.; Detroit, Mich.; 2920 E. Jefferson Blvd., Detroit, Mich.

MARCH OF MAYFLOWER VALUES

See and Hear the Mills "Throne of Music" and "Empress" At Our Showrooms—The Outstanding Photographs of 1940

USED PAYTABLES

Grand National	\$100.00
Cash Box	100.00
Pavilion	100.00
Grandstand	32.00
Wheeler	32.00
Whirlwind	17.50
Kentucky	16.00
Missouri	16.00
Blue Ribbon	16.00
Western Horse Show	16.00
Spur	16.00
Missouri Derby Clock	16.00
Missouri King Clock	16.00
Missouri Queen Clock	16.00
Hill Billie	16.00
Klondike	16.00
Missouri	16.00
Hoppy	17.00
Astorian	17.00
Missouri Derby Clock	17.00
Photoplay	17.00
Four-Pounds	17.00
President	17.00
Missouri	17.00
Arizona	17.00
Rover	17.00

USED F. P. NOVELTY

Fish	\$10.00
Sin Binge	22.00
Cliff	22.00

MAYFLOWER NOVELTY CO., INC.

Here Are America's Finest "Better Machine Days"!

FREE PLAY NOVELTY TABLES

Gold Cup, Grand	\$100.00
Mayflower	95.00
Mayflower Super Star	125.00
Miss F. P. Novelty Reels	75.00
Supercharged	62.00
Yesterdays	62.00
Big Six	55.00
Missouri	55.00
Wheeler	55.00
Airports	48.00
Missouri	48.00
Varity	35.00
1/2 Brassell, Saloon, C. G. D., F. O. S., Salt-Wells, Md.	25.00

Write for Price on Any Equipment
Mayflower Novelty Co., Inc.

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

Business Perking, Says Herman Paster

ST. PAUL, Feb. 24.—"The year 1940 looks like a banner one," says Herman Paster, who directs the business affairs at Mayflower Novelty Co. here. "Orders have been increasing steadily and we are confirmed," that we intend to move our showrooms within the next few weeks and seek additional warehouse space."

Marvin L. Ritter, formerly with a Chicago firm, has been added to the Mayflower staff to relieve Paster of some of his duties. Paster is placing an extensive advertising campaign for the firm.

"Results so far this year have shown a definite upward trend," commented Paster further, "and I feel certain that 1940 will be one of the best to date for our operators friends and ourselves. We are well prepared to handle the opera-

tors' orders for all the latest coin-operated equipment."

"Imp Small—But Oh, My!"—Gerber

CHICAGO, Feb. 24.—"Little, but oh, my!" is the way Paul Gerber, of Gerber & Glass, describes the angles surrounding the sale and performance of Imp, Goshen's three-reel cigar machine which G. & G. introduced last fall.

"There is more pep and giner in Imp than in any other counter game of any size," claims Paul. "In sales, Imp is doing a steady-going night—especially going up and up in the West Coast area. In its present location on location it is setting a record that I predict will be unchallengeable for a long time to come. Is it any wonder that we have enough confidence in Imp to give it our G. & G. guarantee—a seven-day money-back trial offer?"

Big Crowd Takes In National's Opening

CHICAGO, Feb. 24.—The grand opening of the new 10th floor show room quarters of National Coin Machines Exchange was held Saturday, February 17. Leading manufacturers of the industry turned out in force and loads of flowers and scores of telegrams of congratulations were received.

Most Chicago manufacturers appeared in person and extended their good wishes to the new firm. The "Rock-Ola Leadership Girl," just returned from a personal appearance tour of Rock-Ola Eastern distributor showings, personally attended the opening and was a special welcome. There was plenty of food and drinks, and constantly reigned suspense. In addition to the fun, a large amount of business was booked before the end of the day.

The firm's photograph display rooms, from an artistic standpoint, are unique. Photographs are displayed on several panels with descriptive captions that show them in their greatest splendor. The color scheme of the room is pleasing to the eye and special attention has been given to the lighting to set the true tones. Every helpful innovation to assist operators in making selections has been incorporated.

In concluding upon the new showroom, Jack Nepon, vice-president of Rock-Ola Mfg. Corp., said: "National Coin represents Rock-Ola in the Chicago area and we are very pleased to have them. We know it will do a big business because it has already done so, and with its new facilities, it will do even better." Bill Anderson, in charge of the photograph division, said: "We have a definite idea of what operators want, and is prepared to give it to them. We congratulate National on its fine move."

John Koenig, who has headed the company to its present successful stage, is a familiar figure to the trade. He will continue to oversee all departments of the business. Harry Heyman, sales manager, and John Koenig, sales manager, take charge of the photograph division, are also well known among coin machine men. The greatly enlarged management staff, which includes modern facilities obtainable, are in charge of Bruno Koek, whose mechanical genius is enviable. Marge Vandenberg is in the new accounting department, and Teub Koek is in charge of shipping.

Cabinet Attracts From Any Angle

CHICAGO, Feb. 24.—"From great distances and, in fact, from far away the spinning Reels cabinet attracts wide-spread attention," stated Vince Shay, sales manager of Mills Novelty Co. "The Reels cabinet is unique in that it is direct, simple and logical. The big reels are self-explanatory and all that patrons want to come over and investigate. The highly polished cabinet is a show piece all over the table. Reels and cabinet bumpers are separate functions. The new referee bumper has a triangular shape and is rubber cushioned. It allows speed without a quickie, snapout



BERT LANE
Says:

THE EARLY "BASEBALL" BIRD
CATCHES THE NICKELS
WITH ...

BIG LEAGUE

GEMCO'S TERRIFIC NEW BASEBALL THRILLER WITH ALL THE MILE-A-MINUTE ACTION AND FEATURES OF...

BIG TOWN

America's No. 1 Money-Maker!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

result to each game.

"Spinning Reels cabinet is exclusively of Mills manufacture, made in our own mammoth cabinet shop, of a quality of workmanship and construction that cannot be paralleled by anyone in the industry. Spinning Reels is decorated in a flashy silver and has a shade of red that carries a real wallop," Shay said.

Gensburg Lands Firm's Roxy Game

CHICAGO, Feb. 24.—"If we were to compile a list of the most popular Chicago coin games of recent months our latest news would be that the Roxy would top the list," said Ben Chomitz, manager of Chicago Coin Machine Mfg. Co. officials.

"From the standpoint of earning power, Roxy is an honest-roll game," continued Chomitz. "It is for that reason that Chomitz is so anxious to bring the Roxy to the market." The Roxy is a two-player cabinet with a heavy producer in the cash box and it is meeting up to the Chicago Coin tradition of more fun for the operator."

Chomitz pointed out that Roxy carries a slogan that has come straight from the mouths of many Chicago Coin enthusiasts. "Gosh, it must be a swell game!" . . . and it is. If a long production run did complete Roxy is any indication.



"REALLY A TRIUMPH," says Charlie Carman (right), Star Reading Co. distributor, and Fred Lieberman, general field manager of Sally Manufacturing Co., explains the new Sally game, Triumph. Carman is Sally distributor in Milwaukee.

**IF YOU WANT THE BEST
IN BULK VENDING—BUY**

Northwestern

More than ever Northwestern
machines are the best buy.
High quality machines for
every need and purpose.
Over 20 years of experience
and success in the field. Write today
for complete details!

THE NORTHWESTERN CORPORATION
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Detroit Firm Has New Food Vender

DETROIT, Feb. 24.—A new type of food vendor has been developed and is being manufactured in Wisconsin. It is being manufactured by the Anger Mfg. Co. headed by Russell E. Anger.

The new vendor is erected upon an open steel stand at about shoulder height and is mounted on wheels. It contains a glass display counter for various types of food, and one model also comes with a warming oven arrangement at the back.

An operator can heat food for seven hours at 100 degrees. The stand holds his supplies and cutlery arrangements. Hot, fresh food is placed in an open vendor daily, giving a choice of four types daily. Over 60 types of food are available in the machine.

A price of \$100 is charged for the machine at set price per gallon or half gallon, and he dispenses it fresh and hot to customers.

Smaller gardens and spots serving hot meals can dispense with the cost of a stand and pay a lower fee for a new vendor to customers if they have not hitherto served luncheons. The machine is especially designed for operation by established eating machine operators, as it covers exactly the same types of locations now served by operators.

Almonds Popular In Bulk Venders

SACRAMENTO, Calif., Feb. 24.—According to the California Almond Growers' Exchange, almonds are becoming a popular and profitable item in the vending machine trade. They say that reports from operators indicate that the trade is expressing a well-defined taste for almonds.

The exchange supplies high quality fine Diamond Almonds on a continual basis to the vending machine trade. Fine Diamond Almonds are processed and packed by the growers themselves in modern plants. All blanching, roasting and packing is done by the most modern and efficient machinery under the direction of experts.

Adams Gum Machine Scores With Ops

NEW YORK, Feb. 24.—Sales of Adams Gum Machines, executives of the G. V. Corp. report, are increasing from the previous "Operations everywhere," said a member of the firm, "are buying the gum machines in larger quantities every day. Most have learned that the Adams Gum Machine is the best investment for us by Arthur H. DeGraffenreid, Inc., one of the best gum sellers in the history of the coin machine business.

"Operators report that the Adams Gum Machine is a money-making player. Wherever she operates, she has a location, he adds, by placing the gum machine there, he assures himself of paying his expenses immediately." Adams Gum is backed by a large advertising campaign. "The Adams Gum Machine," the adman enthused, "is one of the finest coin machines built. Not only has it proved mechanically perfect over a long period of time, but it also has won many awards for the quality of its construction. The Adams Gum Machine is one of the safest investments an operator can make. He is assured a steady, substantial income, which will go on for as long as people will continue to chew gum."

WISCONSIN CIGARETTE MERCHANDISE MACHINES

Wisconsin Cigaret Ops Talk District Meetings

Meeting in Madison bears
State official offer suggestions
and advice

MADISON, Wis., Feb. 24.—The officers of the Wisconsin State Cigaret Operators' Association met February 9 at the Park Hotel here, with Herbert Geiger, president of the United Vendors of Milwaukee, and John Bosch, chief of the beverage division of Wisconsin Packing, among those present. The meeting discussed various phases of State taxes and regulations.

Report to Members
K. Z. Gregory, Madison, president of the Wisconsin cigarette association, made the following report of the meeting to members of the organization:

"We want to make a brief report to members of the meeting in Madison and also to say to those of you not present that we had a good meeting in Milwaukee January 21. A number of Milwaukee operators joined our organization and paid their annual dues.

"At the meeting here John Bosch advised us that no matter what the outcome of the pending court injunction in concerning the payment of the annual \$50 jobber license, the cigarette operators that we will, regardless, have to report all cigarette machines, where located, and report changes, if any, each month. Also each machine must bear a number and the number appears on the report.

"It was the opinion of Herbert Geiger and your officers that if the amount of the tax is increased to \$100 it is not enough to meet the organization needs at any time as an additional assessment per machine is probably the most desirable way to raise the extra money. At our next general meeting that will be discussed and

probably voted on.

"Many of the operators and your officers feel that there must be a close co-operation of all cigarette operators of the State and much work must be done if our interests are to be protected from adverse legislation, not only in this State, but in the counties and cities as well.

"We discussed the advisability of holding meetings in various parts of the State, so that operators in that district could attend without too much loss of time and inconvenience. This is something that will have to be worked out and decided on in a general meeting.

"Those of you who have not yet paid your \$10 annual dues please do so at once. Just mail your check to our secretary-treasurer, Fred C. Simon, 406 N. Appleton street, Appleton, Wis.

**WISCONSIN CIGARETTE
OPERATORS' ASSN.**
K. Z. Gregory, President.

Cigarette Merchandisers' Associations

Matthew Forbes, manager of the CMA of New York, is about the busiest man in Manhattan these days. The young executive is busy preparing for the March Pennsylvania March 8. Forbes says he doesn't have time to waste, for the event will be the biggest ever sponsored by the CMA.

Reservations are coming in fast and indications are that a record crowd will take in the affair. The committee chairman report they have planned a program in which things are shaping up—the round table tax discussion scheduled for the afternoon of the affair is said to be the greatest attraction of the show. Not only will this meeting afford an excellent chance to clear up matters regarding tax situations, but it will offer

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an opportunity for the discussion areas in State-wide organizations.

The matter of coin seems to have taken a back seat in the New York CMA area. For a while the practice was claiming much attention. The posting of \$60 reward signs on vending machines, however, was not to be expected since this has done much to remove this trouble.

Columnists hereabouts are still talking about the association's recent indoor show held by the CMA of New Jersey. There were more than 350 guests, almost twice the attendance at previous events. Tables were reserved by Unit Vending Corp., J. W. Johnson Co., J. H. Baker, Kaufman, Bassett Service, Tobacco Co., Liggett & Myers Tobacco Co., P. Lorillard Co., Bowes Mfg. Co., Hudson Cigar Co., Thomas Co., H. H. Green, Inc., Philip Morris Cigars, Leaf Cigars, U-Need-a-Pak Products Corp., Coast Cigar Service, Hudson Cigar Service, Malkin Sales Co., Cendex Co., C. S. C. Cigars, Cigar Co., Cigar Co., Association of Pennsylvania.

Other reservations included Federal Sales Co., Mercer Sales Co., Borden Sales Co., New Briton, Connecticut, Paul Kraemer, H. L. Cain Machines, Kereclos Cigar Sales, Sterling Vending Corp., C. A. Distributing Co., Cigar Co., New Briton, Connecticut, New Briton Vending Corp., Dennis Petrie Cigar Service, Park Vending Co., Jersey Cigar Service, B. & G. Vending Co., 32nd Street, New York, New York, and a 2nd year of CMA of Connecticut, Everett Masterson and James Hammond. (See CMA NEWS on page T1.)



PAUL GERBER'S PLAY ROOM in the Sherman Hotel, Chicago, features an RCA Personal Accordion. Jim Madeline is making a recording while friends look on.

Ideas on Candy Bar Market

By WALTER W. HURD

Due to the prominence given to candy bar vending machines during the 1940 Cots Machine Show and since, this article is on the market for such machines as shown by the following clipping, reprinted from The Billboard of January 26. Manufacturers of candy bars and of candy vending machines expect that in about two years the expansion of this field of vending, creators in all parts of the country are showing interest in this type of machine as a field not overpopulated at the present time.

Merchandising ideas gleaned from the confectionery trade during 1939 show that "the new candy bar vending machine—Snickers—comes every day," was a vital help in reviving greater faith in expanding markets for candy. The results of the recent survey of the rallying of the candy trade to the above slogan was encouraging to leaders in the industry.

While there are always trade gossips and odds to gain, yet the above slogan served to give a positive reply to the industry and thus keep the trade looking for better marketing ideas.

As far as candy bars and other marketing outlets and new ideas for selling candy bars, greater attention than ever before was centered upon the candy vending machine. Candy manufacturers, distributors and operators of vending machines thought much strength began to consider some of the intense problems that lie in the vending machine field.

For one thing, the vending machine manufacturing industry introduced new candy bar machines during 1939 that rather hope in them. These had been developed specifically for the sale of machines to sell ticket bar goods especially. But that is no longer true. A number of firms came forward during 1939 with new machines which will fit long experience in the vending machine field.

Machines for 1940

Many of these candy bar vendors were built by firms that have been successful with cigarette vending machines. Candy bars are sold also in wrapping paper, and ready adapted to selling by machine.



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HONEY, NUTELLA, COFFEE
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POPCORN, HOT DOGS, METAL
STANDS, PLASTIC STANDS,
QUALITY VENDORS, S-325
and S-360. Write
AUTOMATIC
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The experience in building machines to handle cigarettes will prove useful in designing and building machines for candy bars. The manufacturers who have had long experience in building coin-operated machines and there are a sufficient number of them now to believe that the future for vending machines will be an important part in merchandising candy bars during 1940.

It is predicted that 1940 will be a big year for the confectionery division in the use of vending machines to sell candy bars, both nickel and penny sizes.

Candy Bars by Millions

Both the manufacturers of candy bars and the manufacturers of candy bar vending machines will give greatest attention to mutual opportunity during the year 1940. In this connection, the vast quantity of bar goods consumed by the American people, yet the vending machine people, both the makers of machines and the operators, can easily gain new encouragement by looking at the statistics on candy bar goods as released by the U. S. Department of Commerce.

While the figures for 1938 are not available, an idea may be gained by studying the totals of 1939.

For 1939, the total amounted to 79 per cent of the total bar goods produced. Five-cent bars reached a total production of 323,410,000 pounds or 236,000 Penny bars constituted about 15 per cent of the total pounds, or 46,490,000 pounds.

While the 5-cent bar may be said to be king in the candy bar field in volume, it is not the only bar to sell well. In fact, the penny bar and the 10-cent bar increase its sale by machines is worthy of study. Observation at the regional trade conventions always gives a result of vending machines in the penny bar. To the reader it would appear that the variety of penny items is increasing rapidly, which would indicate that the 5-cent bar might also become more popular. While the margin of profit may be small, yet the vending machine trade is well acquainted with what penny machines can do in handling the trade.

The government report shows that the percentage of penny bars sold during 1938 had a 6 per cent rise.

Concentrated Production

The government figures also suggest a problem and an opportunity for the candy bar manufacturers of candy bars in large cities. Concentration of most of the nickel bar production was with the large firms, especially those with \$1,000,000 or more revenue.

Fourteen firms in the \$1,000,000-\$10,000,000 class manufactured nickel bars totaling 333,074,000 pounds, valued at \$31,540,000. Twenty firms in the \$250,000-\$1,000,000 class manufactured 10,000,000 pounds, valued at \$2,000,000. Thirty firms in the \$50,000-\$250,000 class manufactured 11,182,000 pounds, valued at \$864,000 and 38 firms, with an annual volume of less than \$50,000 made 3,838,000 pounds, worth \$1,000.

Heaviest production of penny bars was also in the \$1,000,000 or over class. The six concerns reported 50,120,000 pounds of penny bars, worth \$4,968,000, while seven firms in the \$500,000-\$1,000,000 division manufactured 11,182,000 pounds, worth \$1,421,000.

Vending machine distribution often to the firms with large production makes it possible to can and package smaller firms that may be away from the centers of production will offer a more convenient source of supply to vending machine operators in a given area, and in many cases this may be an important item.

Increasing Outlets

No really new idea in merchandising candy exists in 1940. In retail stores the primary emphasis is still on display cases, but the new idea is to have a number of the merchant above their in told sphere.

From the manufacturing and distributing angle there is always the necessity

of increasing the number of outlets. Confectionery psychology makes the number of outlets important because candy is usually purchased on impulse when it is seen by the consumer.

The vending machine makes possible an increased number of outlets for candy bars that cannot be obtained by any other system or method. Vending machines of the proper type can be installed in almost any place where other means of retail sales would be impossible. Each machine means a new outlet for the sale of candy.

No Real Conflict

The manufacturers and distributors of candy have hesitated in some respects to sell directly to the trade. This has been due to the belief that the vending machine, if increased in great numbers, would cause sales of candy bars in retail stores to decline.

Authenticates who have given study to the question say that such cooperation is not only possible but profitable. In concentrated consumer markets it has been proved that vending machines increase the total consumption of candy and also tend to increase retail sales.

First Line of Use

In the progress of merchandising candy, one of the first uses of the activity has been industrial locations. Several strong operating companies have obtained national recognition by concentrating on the sale of candy bars in industrial locations.

That it has been a success is proved by the growth of these companies after the year of general depression.

Discussing the industrial plant as a field for selling candy, The Journal of Commerce (January 10, 1940, page 483) said: "One of the largest new fields for candy sales which has been opened as a result of vending machines is in the industrial plant. It is a virgin field in which the machine merchandiser has not only aided the candy manufacturer but has had of inestimable value to the management of the plant in reducing costs and increasing efficiency standards."

The experience of those operating firms that have pioneered in the selling of candy by machine in industrial locations is part of the merchandising knowledge of the country. Trade papers and authorities have made surveys and their opinions are available to all in the field in improving candy operations.

There is still opportunity for the development, manufacture and placing of machines in industrial locations. There is room also for the concentration of candy bars in industrial locations. On this said, it may not be generally known that there is one fairly large candy bar manufacturing plant in Chicago that manufactures on supplying candy bars to the food service trade.

That candy bar manufacturers generally are deeply interested in merchandising thru vending machines was discussed in a news story in The Chicago Tribune (May 3, 1939), in which it was stated:

"Carlisle Candy Co. research reveals that there are 1,380,000 outlets for candy. With the advent of the automobile drivers, who are the chief buyers of candy, the candy bar manufacturers have decided to change their merchandising methods in many respects."

That is impressive evidence as to how vending machines increase the number of outlets for candy. Many other instances of similar nature have also been made.

The only adverse question remaining is whether the spread of vending machines tends to decrease the volume of sales in retail stores. Statistics indicate that the volume of sales of candy by retail stores is higher than the average. Statistics also indicate that the volume of sales by retail stores and by vending machines is in direct proportion. In the years that candy bar vending machines have increased the sales of retail stores have also increased.

Two Important Uses

The statistical evidence seems with the observation of the trade that the candy trade who have been successful studying the possibilities in vending machines. They see two great uses for candy bar vending machines in the light of recent experiences.

One is to expand the sales outlets for candy bars to industrial locations and other places where over-the-counter sales would not be possible. The vending machine makes it easier to sell candy bars in locations that would otherwise be hard to sell.

A second important use of candy vending machines is to introduce new lines of candy products. This is available on this point.

A well-known story is when one of the largest candy bar firms endeavored to introduce a new product, the "Krispy Kreme" donut, to Cleveland and Buffalo. For some reason the new bars would not take hold in these cities. There was no apparent reason; they simply did not sell.

Knowing about the success of vending machines in other cities, it was finally arranged to place the new bars in vending machines located in industrial locations. One of the managers of the Krispy Kreme said: "When we put the Krispy Kreme in both became good sellers in both cities. The experiment was repeated on a third new bar by placing vending machines in industrial locations. When it was introduced in this way, soon the retail stores began to get requests for the new bar, and the final result was that the bar continued a good seller.

Another interesting feature about the effects of vending machines on the public demand for candy is that the machines have been built up a demand for candy bars among children. G. C. Copeland, a candy trade journalist in Chicago, points out that the names chosen for bar goods indicated how the candy bars were received by children.

But the placing of candy bar machines in industrial locations has changed the picture. The benefits of candy in supplying quick energy to workers in plants, factories and retailing and vending machines have become a permanent part of the industrial picture. With that is an ever-increasing demand among adults for candy bars and they are no longer just for the kiddies.

These are some of the candy bar manufacturers' experiences that have accumulated in recent years. The place the year 1940 will be a big year in placing good machines to sell more candy bars.

New Papaya Drink Adds to Beverage Field

NEW YORK, Feb. 24.—Heavy promotional plans are already getting under way for the new soft drink, Papaya, according to the backers of this beverage. Present plans are to start press advertising in the early spring and to roll up the Coast as far west as Texas.

The drink was introduced here late in the season last year and as many as 30,000 outlets are said to have been placed in operation during the past 12 weeks. The new beverage sells at 5 cents and has promise of becoming a popular soft drink. It is said it is made from the papaya fruit, which is native to South America.

John E. O'Connell and G. This plan makes it possible to play up the unusual healthful and stimulating qualities of the drink.

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PREMIUMS AND SPECIALTIES

Before You Buy CHECK THE ADVANTAGES OF "COLUMBUS" VENDORS



MODEL "ZM"

A small, attractive peanut and confection vendor that attracts instant attention. Model "ZM" will need other regular supplies such as peanuts, etc., as well as small candies and other confections. It can be had in regular peanut form or attractive porcelain.

Don't Delay! Enter Vendor License and Register Your Use in 1940 With Localized "Voluntary" Vendors. Write for Free Catalog and Local Trade-in Offer.

RAKE 5 S. 22nd ST., PHILADELPHIA, PA.

CMA NEWS

(Continued from page 69)
of Automatic Machine Association of New York, President of the Association of Automatic Manufacturers of Pennsylvania; J. R. Smith, Charles Frit, of Brown & Williamson Tobacco Co.; C. M. Kesterson, of Amusement Enterprises; Nathan Clappert Service; Leavenworth Engler, Lewis Vending Co.; Pruden Vending Co.; Maxine Winkler, of Winkler Vending Co.; C. M. New York, Universal Match Corp., Match Match Co.; Jersey Match Co.; Ohio Match Co.; Akron Sales Co.; American Sales Co.; National Match Co.; John Hartman, Diamond Match Co.; and Universal Distributing Co.

The entertainment program included a short speech by the new president of Philip Morris by Fay Kaufman, daughter of Philip Morris. Fay Kausk Cigarette Mfg. Co.'s Doll Musical Vending played during the affair, and for the first time in the history of the association, the CMA membership worked diligently to make this a big event.

To those who special thanks for an especially exciting evening went Michael J. Anderson, president of the administrative and publicity committee, and his associates, Jim Grotz, Ed Deneke, Harry Zork, Alvin Apper, John Jenkins, Harry Blum, and George L. Hirsch. Special thanks also went to Charles W. Stangs and Walter W. Harsleben. The banquet committee was headed by John Sharenow. He was assisted by those who helped to serve at the Lancer's opening—George V. Cherry, manager, assisted on all committees, Martin Mack handled reservations at the door.

Sales Mount on Western's Trio

CHICAGO, Feb. 24.—Don Anderson, sales manager for Western Products, Inc., reports that sales of Western's late three-game release, Trix, are climbing steadily. "The various features that make up the game are unique," he said, "and the action is non-stop, and Anderson. "Not the least among these money-making factors is the three-way method of winning, which provides a strong incentive. A player can win on a symbol combination on high score or on a combination of symbols and high score. The three ways

Buy-the-Board Idea Is Clicking

CHICAGO, Feb. 24.—The "buy-the-board" feature, introduced in Baby Mac's Sport King multiple payout game in previous popular with one-shot sales, according to George Jenkins, Baby Mac's vice-president.

"Actually," Jenkins explained, "the 'buy-the-board' idea was not our idea, but the players'. The new feature simply provides a record of the results of each game played, which results in score whenever a winning game is scored. When the record climbs to 40 without a reset all seven selections are guaranteed to be won. This plan provides a coin after another into the chute—with shooting the ball—but to push the coin indicates up to 40."

"There is no limit to the number of coins which may be played at one time on Sport King. Because after the player has 'bought' the board he can add additional coins for both sides and can continue playing. Trix-Trixes" at all seven. So far the biggest plunge I've heard about was 20 coins at a stretch. The coin-indicator stood at 72 at play time. The player is given the 40 and then, two additional coins to change odds," Jenkins said.

Western Baseballler Enjoys Upped Play

CHICAGO, Feb. 24.—As major league baseball training camps opened into activity a sharp increase in play is being seen at locations featuring Western's Defense Baseball, according to Don Anderson, sales manager.

Anderson's research interest in the national game is becoming evident in the sudden spurt in orders that have reached my peak during the past few weeks. Anderson said, "I am sure that our Defense Baseball game, consistently profitable during the winter, is already showing a marked pickup in receipts, and they attribute it to the popularity of the game and the public's preference for some form of baseball. As a consequence they are preparing to cover as many locations as possible with Western's game, not only because it is a big money-maker, but because it is a legal game practically everywhere."

We anticipate the rising demand for Western's Defense Baseball, taking over our market position in the baseball field for the last year, and we have kept our production to take care of all orders without a day's delay."

He said a feature that adds to the excitement during play that isn't duplicated by any other game now being marketed. Another reason why this affords plenty of location attraction is the simple yet unique design of the board itself, which features along with a colored large backboard. And then there's why operators are fast advancing Trix into most of their locations—the low price at which the game can be had.

Anderson advises that Trix is also available with fruits in the backboard, the reels featuring bell fruit or war symbols. This model is known as High Fliers, and is also produced modestly, said Anderson.



PORTION OF CROWD attending the grand opening of the new display rooms of National Coin Machine Exchange, Chicago, February 17.

HARD SHELL CANDIES FOR BULK VENDORS

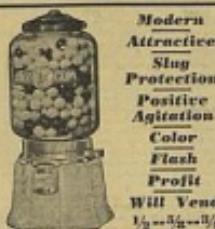
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22.50

NATIONAL 6-16

29.50

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49.50

WALNUT COLUMN—PRATICALLY NEW

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WALNUT COLUMN—PRATICALLY NEW

49.50

WALNUT COLUMN—PRATICALLY NEW

49.50

CIRCLE

6-16

250 W. 54th ST., N. Y. C.

First Reports on Lancer Optimistic

CHICAGO, Feb. 24.—Lancer, new basketball game, is sure to be an instant hit with players and operators, the firm announced. First location reports are positive.

"This great new high score game has magnetic action at the bottom of the playboard that creates terrific heat," stated an official spokesman. "The tremendous appeal of the vibrant magnetic button that scores advances when

hit, other times disappears and people hit the ball toward the flat layout of 1-2-3-4 columns. This is sure to generate immediate player interest than pyramids with each game played."

The new illuminated low-voltage coil operating bumpers are accurate and trouble free. The scoring unit—a new slot type game—will be very popular as a game that Lancer is getting on location.

"Lancer is suitable for all pin-table territories, as it can be operated as a simple way to win games or in strictly high score territories where the ball is scored by hitting the ball. When operated as a straight high score game the special when in bumpers become 2,000 scoring bumpers when lit, the change is made by a simple plug adjustment."

The company for Lancer has already produced an unprecedented production problem, but its quality shipments will be more easily as the increased production schedule continues to produce smoothly," the firm reports.

LOOK
IN THE WHOLESALE
MERCANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

MUSIC MERCHANDISING

\$640,974 in Music Machines Exported to 34 Lands in '39

88 per cent of total exports go to countries in North and South America—Mexico best customer, Canada next—War affects phone exports less than other coin machines

NEW YORK, Feb. 24.—The rapid rate at which the automatic phonograph industry is expanding beyond the confines of this country was in the fact that customers in 34 foreign countries paid \$640,974 for 3,889 music machines in 1939. Average price per machine was \$170.52 excluding freight. Although no definite figures are available, it is estimated that more than 80 per cent of the machines sold abroad were used. These are but a few of the startling facts revealing the how important the automatic music machine industry has become in the export world revealed by the statistics obtained from the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce here.

This department first recognized the importance of the music machine business this past year when it began publishing a separate report on its exports for the first time. Heretofore music machine exports were lumped in with musical instrument statistics. Consequently, it is impossible to track 1939 figures up against any for previous years. The breakdowns of sales by countries however, show that the export market is destined to become more and more valuable to the industry as operators, location owners and the public, first introduced to the wonders of the music machine in 1939, become more aware of its pleasure-giving powers.

88% Americas

All phones were shipped to such distant points as South Africa, Mozambique, Hong Kong and British Overseas Territories, but the bulk of customers in the Americas—Mexico was the best customer purchasing 1,645 machines during 1939 or 46 per cent of the total exported. Average price per machine was \$167.86 and sales totaled \$279,482. Canada was the next largest purchaser, buying 1,092 phones at an average price of \$170.52 and totaling \$183,332. Sales to Canadian exports amounted to 38 per cent of the export total.

While sales to other South and Central American countries amounted to only 11 per cent of the whole, evidence that this percentage will be substantially increased during 1940 is shown in the number of machines that went south of the border in the closing months of 1939. Cuba, next to Mexico, was the leading Latin American phone consumer, with a total of 230 machines. Panama, Colombia, Brazil, Venezuela and Argentina took enough machines to assure the seeds for a future sales increase.

Boom of phones in Mexico is due in a large measure to promotional efforts of those American firms who have been cultivating this market. In addition, no mechanical changes have to be made in the equipment for it to operate on Mexican current. What more import duty is only 10 cents in U. S. currency per kilo (this is approximately 2½ pounds). At this rate, duty on a Westinghouse \$16 would be approximately \$1.13.

War Effects

Last spring, when phones began to be featured in the editorial and advertising columns of foreign trade journals, it was felt by many coin-operated men that the time had come for England, Australia and the other big consumers of other coin-operated equipment to go heavily for phones.

ported up until the time war was declared.

Whether due to the war or to seasonal conditions, however, exports of phonographs fell off from a 450 per month average during June, July, August and September to 287 machines a month for the balance of the year. Fifty per cent of the sales were chalked up during the summer. February proved to be the worst, only 97 phones being sold during its 28 days.

Sample Calcuttione Needle Proves It

PATRICKVILLE, N. C., Feb. 24.—Joe Colwell, of the Vending Machine Co., this city, is using it with his Calculations

Exports of Automatic Phonographs in '39

Complete breakdown as to quantities, values and destinations:

Destination	Quantity	Value	Destination	Quantity	Value
Bulgaria	1	\$50	Colombia W. Indies	4	626
Finland	37	8,880	Australia	29	4,620
France	35	7,756	Philippines	42	6,984
Germany	1	270	Dominican Republic	2	320
Iceland	20	1,000	Argentina	11	1,073
Sweden	28	3,582	Colombia	2	2,177
United Kingdom	109	24,711	Venezuela	21	2,835
Canada	1,092	188,332	Brit. Indies	2	2,439
Brazil, Paraguay	2	320	Greece	2	195
Costa Rica	1	1,000	Union of South Africa	1	335
Guatemala	13	3,034	New Zealand	3	307
Rep. of Panama	20	6,108	Morocco	5	2,149
Costa Rica	1	465	Jamaica	2	312
Honduras	1	4,718	Barbados	1	246
Mexico	1,645	279,482	Spanish Geomaria	4	911
Bermuda	6	1,132	Total	5,269	\$640,974
Other B. W. Indies	6	1,232			
Cuba	280	62,002			

Heretofore high tariff rates plus the many mechanical changes necessitated by the difference in electrical power, voltage, operating difficulties, etc., had caused operators to choose lands to concentrate exclusively on pin game and vending machine operations.

Of course, the war dashed these hopes, but the figures show that the war had much less effect on phone exports than on pin games, vending machines and other types of coin-operated equipment which suffered an approximate 50 per cent drop last year.

Up until September 1 only 130 phones had been sent to England; France had taken 15; Finland, 37, and Australia, 9. In fact, total consumption of all Europe amounted to only 11 per cent of all phones ex-

ported here these days to every one of you inquire about getting better tone from phones.

"We developed one of the largest export businesses in our history with Calcuttione phone needles," says Colwell, "and as we started towards the end of last year we felt we would make more than exceed our 1938 mark with the sales we would make in 1940."

"Very recently we receive from an operator asking about better tone for his phones—we simply ship him a sample Calcuttione needle and let him try it. He is always pleased. It has never yet failed to bring up the kind of response we look forward to getting."

Operators agree that the Calcuttione phone needle is the finest that money can buy. What makes them say this? That it is one of the best needles that they ever used from a servicing standpoint."

"Phone have come to mean a great deal to us in the music machine industry. But the proper type of plastic for the correct colors cannot meet anything else in a light-up job and this is what we are stressing to every phone man whom we come in contact."



HAMILTON GENERAL SALES MANAGER, Mike Hammergren, greets his new assistant general sales manager, Spencer Rees.

Carrier Pigeons Announce Opening

CHICAGO, Feb. 24.—Nine carrier pigeons arrived by express at the Rock-Ola Mfg. Corp. February 22, coming from Keystone Yachting's new Chicago office and service department at 181 Spring Street, street, Philadelphia.

Instructions for returning the birds were as follows: "This bird must be released . . . release at once or it will lose the way back." Released by 2 p.m. each day, the birds are to land straight up toward the sky and circle around to get their bearings and make their home anchorage in Philadelphia. The birds are to be fed twice a day and released at 2 p.m. unless otherwise directed. If you will not attend, direct your carrier pigeon to release him."

So carefully removed from their shells by officials of the Rock-Ola Corp. The birds were trained to land straight up toward the sky and circle around to get their bearings and make their home anchorage in Philadelphia. The birds are to be fed twice a day and released at 2 p.m. unless otherwise directed.

L. F. Webb, Rock-Ola vice-president, said, upon releasing his bird: "I hope it follows instructions. I told him to stop off at Art Webb's in Cleveland for a feed, feed, when he got there. If these instructions or not, we want to give these who breed their own birds, also, congratulations to the Keystone Yachting Co. for the results of their annual story."

Miraben Stresses Plastics Value

CHICAGO, Feb. 24.—The Miraben Co., manufacturer of phonographs, is stressing to music operators the importance of plastic as used by the firm in rebuilding old phonographs.

"This type of plastic we use is of the finest grade that safety can buy," stated Sam Luttrell, We don't stint on materials. We have learned that the operators are a majority that will stand up behind the high price it gets even in a lower location."

"In addition, there is nothing more beautiful that a phonograph can feature than the proper colored plastics in the cabinet. This is another reason why plastics are a part of our study of each machine we rebuild and it has proved more than worthwhile."

"Plastics have come to mean a great deal to us in the music machine industry. But the proper type of plastic for the correct colors cannot meet anything else in a light-up job and this is what we are stressing to every phone man whom we come in contact."

Reese Made Asst. Gen'l Sales Mgr.

NORTH TONAWANDA, N. Y., Feb. 24.—Mike Hammergren, general sales manager of the North Tonawanda division of the Belding-Wurzburg Co., announced the appointment of Spencer Rees as assistant general sales manager of that same division.

Prior to joining the Belding-Wurzburg Co., Rees was West Coast manager for the Stewart-Warner Co. During the past four years his efforts have been concentrated in sales districts and field distribution activities.

Hammergren advises that Rees, because of his personality, knowledge of the music machine industry and sales ability, will prove of great value to the Wurzburg organization in the co-ordination of factory efforts with distribution and mass merchandising.

THE POWER OF A



GOOD NAME

World's Largest Distributor
PICKS THE WINNER!

SKEE-BALL-ETTE

*it's
Terrific!*



ABSOLUTELY THE GREATEST
LEGAL AMUSEMENT GAME IN
COIN MACHINE HISTORY! . . .

EXCLUSIVE DISTRIBUTORS

New York
New Jersey
Connecticut
Florida

MODERN VENDING COMPANY

NEW YORK
656 BROADWAY

NEWARK, N. J.
1060 BROAD ST.

MIAMI BEACH, FLA.
822 FIFTH ST.

New and Brilliant Records in Fox Trot Tempo
The American and Latin-American Hit

SAY "SI-SI"

Bigger Even Than "Rancho Grande"

ANDREW'S SISTERS—Decca No. 3013
WOODY HERMAN—Decca No. 2979
LOUIS PRIMA—Varsity No. 8170
GLENN MILLER—Blackbird No. 10622

THE SMOOTHIES—Bluebird No. 10616
OWIE NELSON—Bluebird No. 10293

GENE KRUPA—Columbia—To Be Listed Soon

Victor and Vocalion Records Now Being Made

Latin-American Discs in Conga and Rumba Tempo Also Available

Other Important New Records

A LITTLE CAKE DOWN THE STREET
WAYNE KING—Victor No. 20460

I WAS WATCHING A MAN PAINT A FENCE
CLYDE MADDOX—Decca No. 2985

BELLA BAMBINA
TERRY SHAND—Decca No. 2997

WILIE, WILIE, WILL YAI
HOOSIER HOT SHOTS—Vocalion No. 35119

{ STRANGE FRUIT
FINE AND MELLOW }

Both Sung by BILLIE HOLIDAY — Commodore No. 526

EDWARD E. MARKS MUSIC CORPORATION
RCA BUILDING • RADIO CITY • NEW YORK

NOW

NEW UNEQUALLED CLARITY ON
LONG LIFE MATERIAL

Just hear...this Operator Special!
8196 MY LOVE'S A COUNTRY GAL—Vocal F. T.

I'M A SPECIALIST—Vocal F. T.

John Ryan with Orchestra

Two popular tunes with a new twist—

8117 CAROUSEL—P. T.
FAITHFUL FOREVER—F. T.
Voiced by PHO Harris—PHO Harris and His Orchestra

United States Record Corp., 1780 BROADWAY, N. Y. C.



RECORDS
DOUBLE YOUR
TAKE!

1940 BARGAIN PHONOGRAPH PRICES	
Wurlitzer 500	\$125.00
Wurlitzer 600	125.00
Wurlitzer 6000	125.00
Wurlitzer 602	125.00
Wurlitzer 610	125.00
Wurlitzer 612	125.00
Wurlitzer 620	125.00
Wurlitzer 622	125.00
Wurlitzer 630	125.00
Wurlitzer 632	125.00
Wurlitzer 640	125.00
Wurlitzer 650	125.00
Wurlitzer 660	125.00
Wurlitzer 662	125.00
Wurlitzer 670	125.00
Wurlitzer 680	125.00
Wurlitzer 690	125.00
Wurlitzer 692	125.00
Wurlitzer 700	125.00
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Wurlitzer 3970	125.00
Wurlitzer 3980	125.00
Wurlitzer 3990	125.00
Wurlitzer 4000	125.00

MUSIC OPERATORS
New York & Call

ELKAY AMUSEMENT CO.,
65-11 69th Street, Brooklyn, N. Y.

"THE BOAT SONG"
For Radio Broadcasts—Put Out by
THE GOLD STANDARD. First Selections
from the Stage.

RADIO RECORD CO., New York City

1885 Broadway.

New York City</

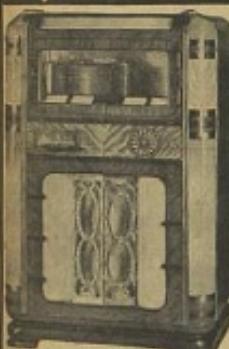
Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Springtime is green time in college towns throughout the land. Peers there means new name bands will be making appearances at the various schools. In addition, 100 bands made by more top-flight orchestras. Consequently, operators in some college towns are less casting in on the popularity visiting orchestras are getting. The reason is that the music is being played by the prime orchestra in their machines—especially in those located in college hospitals. Thus, students, as well as hospital patients, are able to hear the type of music played by the band both before and after its visit.

One Midwestern operator is reported to have made an effective tie-up with the local college. The operator's newspaper conducted a leading column seeking to discover what leading artists on the student body wanted for the year. The paper was asked to contact and compare the leading bands on the juke boxes in the following locations:

MIRABEN LIGHT-UPS
Add Glamor To Your
OLD PHONOGRAHS!



Your Whirlitzer 616 Completely remodeled as above
Materials only as above \$14.50
\$21.50 After March 15th
Write Today for Prices on Remodeling Jobs
or Materials For All Other Whirlitzer and
Bachman Phonographs.

MIRABEN COMPANY
820 MILWAUKEE
CHICAGO, ILL.
TELEPHONE
BAYMARKET 2883

MODEL 616
AMERICA'S FINEST PHONO REMODELING AND PARTS
COMPLETE SET OF PARTS FOR . . .
Wurlitzer 616 . . . \$21.00 **Wurlitzer "21" . . . \$38.95**
225 Remodeling Parts & Accessories W.H.R.
Complete Set of Turntable W.H.R.
All Parts

WRITE FOR COMPLETE DETAILS AND CIRCULARS!!

ACME SALES CO.

New Address: 175 Coney Island Ave., Brooklyn, N.Y.
N.Y. CITY SHOWROOM AND DEPOT, 625 TENTH AVE.

Established Distributors
for Acme and
Capital Amusement Co.,
454 Spring Garden St., Philadelphia, Pa.

J. E. NAVARRO
235 Broad St., Newark, Del.

SPECIAL SHOWING SEEBURG 1940 LINE

The Most Outstanding Developments in the Industry
Don't Fail To Attend!

The Top Line For the Top Spots
Operated By the Top Operators

DUAL SPEAKERS
ELECTRIC SELECTOR
REMOTE CONTROL
JAILBIRD RAYOLITE

DON'T FORGET THE DATE
SUNDAY AND MONDAY
MARCH 3rd and 4th

SOUTHERN AUTOMATIC MUSIC COMPANY
312 W. Seventh Street
Cincinnati, Ohio

Thereupon followed a list of concessions in which the operator had machine, drop-each machine the operator had machine, which was to be paid off first after "paying off the bands." Of course, the machine was filled with recordings of the best bands of the day. The up-keep proved to be well worthwhile, the operator said. "I don't mind paying a little extra," the operator reported.

Down in the aromatic regions of Pennsylvania, a state that's reported according with pattern of music machines are recordings bearing the name of the local bands. One of the best known is known as the "Easy Box," owned and operated by Jimmy Jones, a few sections in the machine will be labeled, "Easy Box," "Easy Box," "Easy Box," "Easy Box" each time. Recordings so dubbed are reported to score with both patrons and location owners.

There has been a steady stream of firms entering the recording business since last summer, all attracted by the ever-growing popularity of recorded music. This time last year, Victor-Harmonia, Columbia and Decca were the only three in the business. In the past year, however, 100 more firms have come into being with Varsity and Shrine Labels. In addition, Empire Records, Inc., Acme Records, General Record Co., and Musical Box Records have entered the field.

Amour Records started on the West Coast, featuring records exclusively for automatic music machine use. Orville started his main Recording concern to New York City, and has recently announced that he will also sell his disks in retail stores for 25 cents. Phil Hogan, formerly associated with various record companies, has organized a chain of recording activities for the firm. It is reported.

General Records is marketing a line of disks under the Tavern Tunes Label, which they say are being "produced exclusively for the music machine market." This is a division of Consolidated Records, Inc., headed by H. E. Reeves and Gordon Morris. Murray Singer is in charge of music machine activities.

Music Box Records moved its design department to a new plant in the Bronx, N.Y., a retailer of novelties in New York City for the past 24 years.

Recording company ranks now are eight in number. Three leading firms are estimated to have production of 800,000,000 records last year. Top year

MASTERCRAFT PADDED COVERS For Automatic Coin Phonographs

For 25¢, 50¢ and
75¢ Models
No. 4 Adjustable Pad
\$10.25 each
No. 5 Adjustable Cover
\$10.25 each
Includes all cases
and
\$6.25 each
of
Curving 75¢
With breakdown as small
as possible, the
case can be
used for normal
use or for
removal
and
reconstruction
prior to
relocation
therein.

BEARSE MANUFACTURING CO.
1915-1916 Cortland St.
CHICAGO, ILL.

CHATTANOOGA and KNOXVILLE

Complete Seeburg Line on Display

Wednesday and Thursday, February 28 and 29, at Reed House, Chattanooga.

Saturday and Sunday, March 2 and 3, at Farragut Hotel, Knoxville.

CADETS

COMMANDERS

Marble-Glo and Pearlite, Single or Dual Speakers, Electric Selectors, Wind-up Remote Control, New Type Wall-Matic, Play-Rays, Speak Organs, New Jailbird Rayo-Lite.

CHATTANOOGA — FEBRUARY 28 AND 29
KNOXVILLE — MARCH 2 AND 3

SOUTHERN AUTOMATIC MUSIC COMPANY

415 BROAD STREET NASHVILLE, TENNESSEE

MORE FUN PROFITS

FOR

MUSIC MERCHANTS

With a Microphone Attachment on your location you will sing and entertain over your phonograph. Mass profit for you. Simple installation. Can be used with any phonograph. Complete outfit with 1/2 Dicro—Balanced C. O. D.—F. O. B. Chicago.

\$33.00



Includes Microphone, Phone Remote Control and 75' cable. Special trade and model with order. (Inquiries from home territory will be appreciated.)

CHICAGO SOUND SYSTEMS CO. 200 E. ILLINOIS ST.
CHICAGO, ILL.

PHONOGRAPH BARGAINS

Whirlitzer 500-A . . . \$22.50	Whirlitzer 616 . . . \$74.50	Seeburg Model B . . . \$25.00
600-A . . . 39.50	412 . . . 39.50	Stekolite . . . 15.00
600-A Key . . . 39.50	P-12 . . . 25.00	Rock-Ola 12 Record . . . 10.00
600-A . . . 39.50	P-12 . . . 25.00	37 Models . . . 24.00
602 . . . 17.50	24 . . . 19.50	Rock-Ola 12 Record . . . 10.00
24 . . . 11.50	24 . . . 19.50	26 Models . . . 25.00
616-A . . . 75.00	Seeburg Model A . . . 27.00	Monette . . . 12.00

MISCELLANEOUS

Wurlitzer Bankroll, 1938, Light-Up Backboard . . . \$89.50	Stewart & McGroarty Gum Machines . . . \$4.00
Stewart & McGroarty Super Machines . . . 61.50	16 Imperial Cigarette Machines, Like New . . . 7.00
4 Column Cigarette Machines . . . 61.50	
15 With Order, Balance C. O. D.	

G. & S. AMUSEMENT COMPANY

Wurlitzer Distributors

121 4TH AVENUE, SOUTH NASHVILLE, TENNESSEE

Advertise in The Billboard—You'll Be Satisfied With Results



NOW!

GENCO SCORES A

DOUBLE PLAY WITH


New!

BIG LEAGUE

ALL THE TERRIFIC ACTION
AND APPEAL OF BIG TOWN
—BUT IT'S A THRILLING
BASEBALL GAME
THAT ENABLES
YOU TO CASH IN
FIRST ON THE
EARLY BASEBALL
FEVER!!

99.50
F.O.B. CHICAGO
Free Game Convertible

GENCO-INC.
2611 N. ASHLAND AVE.
CHICAGO



Proven!

BIG TOWN

4 SOCKO WAYS TO WIN!
ACTION FROM THE
FIRST SECOND TO
THE LAST!
BIGGEST MONEY-
MAKER ON THE
MARKET!!

99.50
F.O.B. CHICAGO
Free Game Convertible

LUCKY STRIKE
STILL PILING UP
PROFITS!



"IMP"
THE WINNER OF THE
SHOW

SAMPLE \$12.50

My int. below show the entire slightly used ma-
chines we have to offer which are offered
to price sale. Prices are effective
March 2.

1 Novelty Machines \$12.50
2 Baby Machines \$12.50
1 Novelty \$12.50
1 Baby \$12.50
2 Gumball \$12.50
1 Candy Dispenser \$12.50
2 Juke Box, drop coin, Model V, Burdick \$12.50
1 Bookie \$12.50
2 Booksie \$12.50
1 Penny Racer \$12.50
1 Pinball \$12.50
1 Pintoy \$12.50
1 Pinball, Coin Oper., 25¢, no. 4000 \$12.50
1 Pinball, Coin Oper., 50¢, no. 511 \$12.50
2 Gumball Dispenser \$12.50

1 Book-Box Vending, 125¢, drop coin \$12.50
1 Book-Box Standard New \$12.50
1 Book-Box Standard Old \$12.50
1 Chewing Gum Dispenser \$12.50

1 Gumball, F. Turner \$12.50

All orders must be paid in advance by 7/2/40

and will be shipped as soon as possible after payment.

WEBSITE VENDING MACHINE CO., INC.

30 BROAD ST., RICHMOND, VA.

Day Phone 3-6511, Night Phone 5-9388.

Detroit

DETROIT, Feb. 24.—Charles P. Shulkin, circus Circus Prince operator of roulette and pinball machines, is an enthusiastic phonograph booster and is equipping his roulette and pinball houses with records. He has just installed 100 new music boxes and several ray targets get stars in the past three months.

Variety Ventures, Inc., east side operating company, has received some new vendors from Coast-Sketched Co.

Al Shulkin is changing the name of his two roulette houses to "The Coin," Michigan Extrication Inc., a Michigan corporation, with capitalization of \$10,000. Shulkin is both booking and operating in the meantime field.

Theodore Polenzak, who has been operating a route of cigarette vendors for over a year, is changing his business name to "The Cigarette King." Polenzak, formerly of Detroit, is establishing headquarters on Warren Avenue.

New east side operating firm of Variety Ventures has opened a new place, Great Northern, Inc., on the enterprise are W. H. Knig, who formerly sold various stakes of vending machines, and M. O. Mack, well known in local operating fields. They are operating a new 100-foot building, which will house a route of peanut and gum vending machines.

The ACE Amusement Co. has been organized by Joseph Kantenman, former operator of the Joe Kanteen, the newest amusement firm run by the Joe Amusement Co., in which Kantenman was a partner. They are specializing on pinball and roulette roulette, many Kanteens, which were in operation during the past year, are still active member of the Joe Kanteen, is in 12 health as the result of an automobile accident, and has been forced to retire temporarily from active business. He is planning a trip to the Mayo Clinic.

ATTENTION, OPERATORS

Absolutely like new, 50 1940 Western
Candy Dispenser, 25¢, drop coin, 125¢
\$12.50 each. 1/2 Draw, Balance C. O. D.

BADGER BAY CO.

APPLETON, WISCONSIN

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Taken in \$51.25
Pay out \$27.76—Average Profit \$23.49

PRICE \$1.80 1/2 EACH

OTHER FAST SELLERS

1625 hole—Taken in \$52.40—2 Bar Jackpot at \$22.87%
1200 hole F-5275—Hornet at 2.75
800 hole F-5270—Pocket Dice at 1.85%
720 hole F-5255—Poker Jack at 1.80%
600 hole F-5265—Royal at 1.50

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

"THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES		JOKE GAMES	
Baby Walker, F.P.	\$29.50	Flameout, F.P.	\$24.50
Baby Walker, P.P.	28.50	Baby Kiddy, F.P.	24.50
Baby Walker, P.P.	28.50	Grand Stand, F.P.	24.50
Parasol, F.P.	25.00	Fair Catch, F.P.	24.50
Parasol, F.P.	25.00	Hot Dog, F.P.	24.50
Follow Up, F.P.	25.00	Hot Dog, P.P.	24.50
Follow Up, F.P.	25.00	Four Hand, F.P.	24.50
Follow Up, F.P.	25.00	Four Hand, P.P.	24.50
Follow Up, F.P.	25.00	Five Finger, F.P.	24.50
Follow Up, F.P.	25.00	Five Finger, P.P.	24.50
Bookend, F.P.	25.00	Golden Gate, F.P.	24.50
Bookend, F.P.	25.00	Golden Gate, P.P.	24.50
Baby C.G., Drop Point	25.00	Hot Trick, F.P.	24.50
Baby C.G., Drop Point	25.00	Baby C.G., Drop Point	24.50
Must Accompany All Orders		Balance C. O. D.	

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ON HAND FOR IMMEDIATE DELIVERY
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE
COUNTRY'S LEADING MANUFACTURERS
EXCEPT WHERE ON PRICE LIST

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New LOW VOLTAGE LITE UP SPRING BUMPERS
 New SILENT TROUBLE FREE SCORING UNIT
 New LAST SECOND MAGNETIC SUSPENSE
 New PLAYFIELD ACTION at BOTTOM of BOARD
 New MORE WAYS to WIN
 New EXTRA SPECIAL FEATURE for Strictly
 HIGH SCORE TERRITORY incorporated in
 every game. (This New Feature solves your Beat problems)

SEE IT! - GET IT NOW! from your Distributor
 EXHIBIT SUPPLY CO. • 4222-24-26-28-30 W. LAKE ST. • CHICAGO

also **FLAG SHIP**

FREE PLAY NOVELTY GAME

also **CONGO**

1 or 5 BALL 3 COIN MULTIPLE

also **BOWLING GAME**

FREE PLAY-PLUS HIGH SCORE FOR THE WEEK FEATURE

ATLAS
GAMES

FREE PLAY GAMES!!

New and Reconditioned—Write for
complete list

BRAND NEW GAMES

FOLLOW-UP }
GUN CLUB } \$39.50 ea.

All the Latest Hits in Stock—Also Large
Stock. Reconditioned Free Play Games—
Write For Complete List

PHOTOGRAPHS

Autograph Book \$ 20.00
Autograph Book, Klondike 22.50

Autograph Book, Large 45.00

Autograph Book, Small 10.00

Autograph Book, Toy 10.00

Autograph Book, Toy, Large 12.50

Autograph Book, Toy, Small 10.00

Autograph Book, Toy, Very Large 15.00

Autograph Book, Toy, Very Small 5.00

Autograph Book, Toy, Very Very Large 20.00

Autograph Book, Toy, Very Very Small 2.50

Autograph Book, Toy, Very Very Very Large 30.00

Autograph Book, Toy, Very Very Very Small 1.00

Autograph Book, Toy, Very Very Very Very Large 40.00

Autograph Book, Toy, Very Very Very Very Small 0.50

Autograph Book, Toy, Very Very Very Very Very Large 50.00

Autograph Book, Toy, Very Very Very Very Very Small 0.25

Autograph Book, Toy, Very Very Very Very Very Very Large 60.00

Autograph Book, Toy, Very Very Very Very Very Very Small 0.10

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CHICAGO, ILL.

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FOOT FIVE AND PICTURE

Autograph Books Catalogue

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OTHER SPECIALS

Autograph Book, Large Ornate 20.00

Autograph Book, Model XV 25.00

Autograph Book, Ornate 20.00

Autograph Book, Small 10.00

Autograph Book, Toy 5.00

Autograph Book, Toy, Large 10.00

Autograph Book, Toy, Small 5.00

Autograph Book, Toy, Very Large 15.00

Autograph Book, Toy, Very Small 5.00

Autograph Book, Toy, Very Very Large 20.00

Autograph Book, Toy, Very Very Small 5.00

Autograph Book, Toy, Very Very Very Large 30.00

Autograph Book, Toy, Very Very Very Small 5.00

Autograph Book, Toy, Very Very Very Very Large 40.00

Autograph Book, Toy, Very Very Very Very Small 5.00

Autograph Book, Toy, Very Very Very Very Very Large 50.00

Autograph Book, Toy, Very Very Very Very Very Small 5.00

Autograph Book, Toy, Very Very Very Very Very Very Large 60.00

Autograph Book, Toy, Very Very Very Very Very Very Small 5.00

Canadian Money Draws Tourists

MONTREAL, Feb. 24.—In an effort to make American tourists better acquainted with the prevailing rate of international exchange, the Canadian government is sending a pamphlet to inform them money worth considerably more in Canadian funds, the Montreal tourist and convention bureau launched a drive recently.

The announcement issued by the officials was said, "The bureau advises all incoming tourists that their United States dollars are each worth 150 cents in Canadian money. An American walking into any bank here in Montreal with a \$10 bill in his hand will be given 15 Canadian dollars for it."

Joining with the tourist bureau, local banks, and travel agencies, are doing their best to spread this information. The Canadian Bank Strike bearing this information are being offered to all American correspondents.

The strike was decided upon after many Americans arriving here in recent weeks had expressed surprise at the information that their United States funds were worth 10 per cent more in Canada.

Des Moines

DEE MOHNES, Feb. 24—C. C. Beckor has moved his Iowa Amusement Co. to a downtown location at 1522 Locust street.

A. Becker now handles Rock-Ola products in Des Moines and reports business conditions good.

Ed. Hirsh, of Hirsh Music Co., asserts his company has extended its area of operations. Hirsh said business was 20 per cent better last year than in 1938.

PHONOGRAPH BARGAINS

1700 Victrola, Decca, Silence 0.0. 8.0.

\$125.00

Orchestra 6100 Extra

\$20.00

Standard Model 85.00

100.00

Standard Model 100.00

125.00

Standard Model 125.00

150.00

Standard Model 150.00

175.00

Standard Model 175.00

200.00

Standard Model 200.00

225.00

Standard Model 225.00

250.00

Standard Model 250.00

275.00

Standard Model 275.00

300.00

Standard Model 300.00

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Standard Model 325.00

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Standard Model 350.00

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Standard Model 375.00

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Standard Model 400.00

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Standard Model 425.00

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Standard Model 450.00

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Standard Model 475.00

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4050.00

4075.00

4100.00

4125.00

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THE BEST

in the business endorse (and
stock, ready to ship to your
key location) the

BEST OF ALL PHONOGRAPHS



The Superb Mills
THRONE OF MUSIC

See the 1940 Model at Your Distributor's

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO



- George Ponser
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- Keystone Novelty
- American Cigarette
- Owl Mint
- Yellowstone Specialty
- Denver Sales
- Howard Sales
- Jack Fugitt
- Mills Sales
- Smith's Automatic
- Wellcome Music
- Evergreen Novelty
- Northwest Amusement
- A. F. McFee
- Kentucky Gum
- Jeffries Amusement
- Sam May
- Mint Vending
- O. & M. Distributing
- Joe Calcutt
- Dixie Music
- Bill Frey
- Friedman Amusement
- South Coast Amusement
- Triangle Music
- Arthur Flake
- Heinz Novelty
- Homer Dodge
- Martin & Lindlof
- Central Illinois Sales
- Northwestern Music
- Midstate Specialty
- Vic Manhardt
- Markopp
- Monarch Coin
- J. M. Abraham
- Clinton Vending
- Mayflower Novelty
- Indiana Distributing
- Modern Music
- Acme Jobbing
- C. Charle
- Al Poire
- Ray Bigner
- Olive Novelty
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- M. Fields
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BALLY TRIUMPH

now smashing Bally Reserve records

Daily TRIUMPH collections actually equal former weekly novelty earnings in same locations! Test operations, week after week since January Show, prove long-life appeal of sensational "BUY-BACK" FEATURE! Remember . . . TRIUMPH is a regulation 5-ball novelty or free-play game—not reserve-type or multiple—yet earnings exceed best Bally Reserve records by three to one! Be first in the "BUY-BACK" boom—order TRIUMPH now!



SPORT SPECIAL

FREE-PLAY "BUY-THE-BOARD" MULTIPLE

Operate as ONE-SHOT or 5-BALL game

All the high-speed money-making features, precision engineering and de luxe style of Bally's famous pay-tables . . . plus trouble-free 4-MULTIPLE FREE-PLAY COIN-CHUTE and the new sensational "BUY-THE-BOARD" FEATURE with earning capacity at least triple average multiple profits! Rush SPORT SPECIAL to your free-play multiple spots now!

BALLY ALLEY

earns \$5 to \$35 daily profit



Actual reports from operators coast to coast prove BALLY ALLEY earns \$5 to \$35 daily—thanks to REALISTIC bowling thrills, BOWLER'S GRIP Ball-Throw and FULL PLAYER CONTROL over aim, "English" and SPEED. For steady profits, freedom from legal worry—order BALLY ALLEY now.

GUARANTEED

mechanically right
and built to insure
trouble-free per-
formance. The
protection lies in
the guaranteed
bowling game.



SPORT KING • GOLD MEDAL • GRAND NATIONAL • DANDY

BALLY MFG. COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

SKEE-BALL-ETTE

ALL THE LEADING DISTRIBUTORS
ARE GETTING ON THE BANDWAGON!

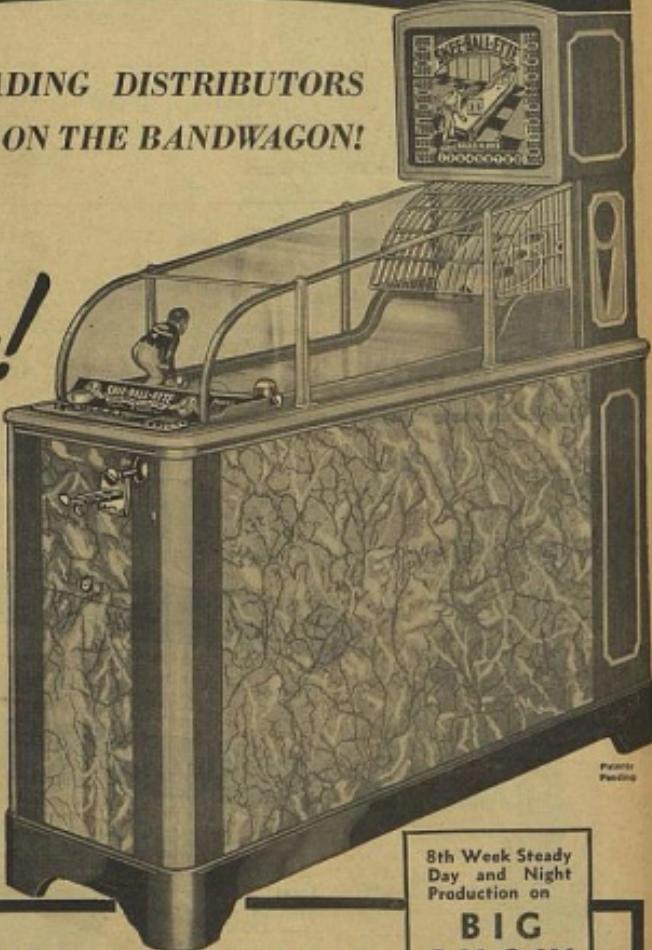
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Terrific!*

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GREATEST
LEGAL GAME
EVER BUILT!

Very Few Territories
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IMMEDIATE DELIVERY
See Your Distributor!



Patent
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HIGH SCORE—WEEKLY HIGH SCORE
NOVELTY OR FREE PLAY (Convertible)

8th Week Steady
Day and Night
Production on

**BIG
SHOW**
and Still Going
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D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.



Left to right, Mr. F. Sato, Advertising Manager of Rock-Ola Manufacturing Corporation; Frank O. Schatz, Manager of Rock-Ola Manufacturing Division of the Phonograph Division, General Electric Company; Mr. C. G. Smith, President of Rock-Ola Manufacturing Corporation; Mr. W. A. Anderson, Sales Manager of National Coin Machine Exchange; Mr. W. A. Anderson, Sales Manager of Music Division, National Coin Machine Exchange.

THANKS A LOT!

WITH A SINCERE EXPRESSION OF GRATITUDE I WANT TO THANK THE MANY FRIENDS WHO MADE MY OPENING A GRAND SUCCESS.

Thanks to the many operators who attended and made the opening a reality.
Thanks to the best of business friends and associates who showered it with flowers.
Thanks to Rock-Ola for giving us the Chicago distributorship at the phonograph of '40.

Most Gratefully Thanks to All!

Joe Schwartz

Our showrooms are your showrooms. Here are the operators' music headquarters of Cook County

NATIONAL COIN MACHINE EXCHANGE
1411-1413 DIVERSEY BLVD. CHICAGO
Distributors of Rock-Ola Luxury Lightup Phonographs

ROCK-OLA

ten pins 1940 Model



More . . . ZIP . . . ACTION . . . STRIKES . . . SPARES

More of everything that makes Rock-Ola's 1940 TEN PINS the liveliest cash producing game to strike the public's fancy. TEN PINS for '40 combines faster action, greater accuracy, increased player control and gives operators a sound investment with immediate and long range consistent earnings.

HIGH SCORE MECHANISM FOR GREATER INTEREST

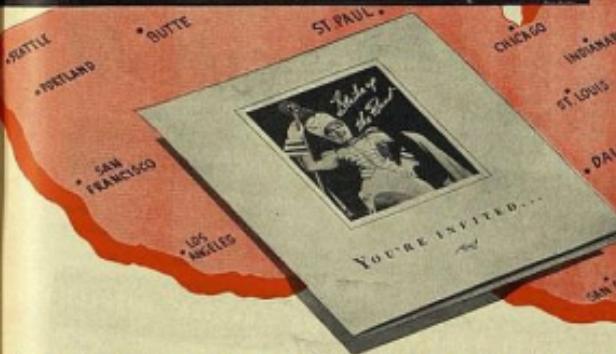
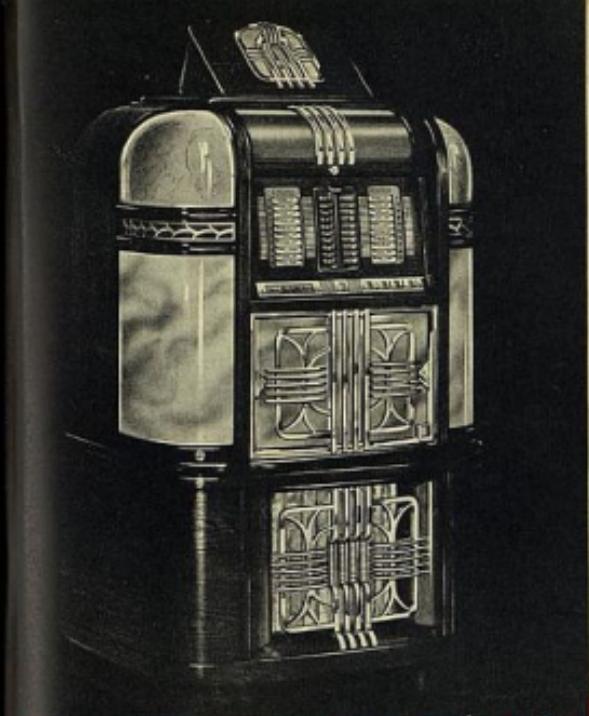
Rock-Ola's TEN PINS for '40 introduces a new high score unit that enables players to earn up to 150 acres in five frames. Other features designed to stimulate play and keep interest at a high pitch are more speed . . . extra points for strikes and spares and greater variety of shots. Start getting that extra TEN PINS revenue from your locations now.

Order from your local Rock-Ola distributor today

See
the Sensational
1940 Ten Pins



ROCK-OLA MFG. CORPORATION
800 N. KEDZIE AVE., CHICAGO, ILL.



The
Nation's Operators
Have Proclaimed
It's
ROCK-OLA
for '40

COAST-TO-COAST DISTRIBUTOR SHOWINGS HAVE CONFIRMED **ROCK-OLA** LEADERSHIP

First the National Coin Show, then Distributor showings throughout the country's metropolitan areas—everywhere there is a unified thought, "it's ROCK-OLA for '40". The phonograph accepted by seasoned operators as the best money-maker for 1940. Perfect in every detail—designed to stimulate play and minimize service. Many startling and amazing features for the first time on any coin-operated phonograph. The 1940 Rock-Ola family of Luxury Lightup Phonographs greets the entire industry with unsurpassed value and the most outstanding profit opportunity ever offered to phonograph operators.



WURLITZER'S THE WINNER

WITH MAKE-YOUR-OWN COLOR ILLUMINATION
IN PILASTERS OF MODEL 700



"ANY COLOR ILLUMINATION
OR BLENDING OF COLORS
CAN BE OBTAINED BY
INSERTING COLORED
BULBS BEHIND PLAIN
ONYX PLASTIC PILASTERS"

MODEL 700

Another outstanding, money making Wurlitzer feature! Another reason why Wurlitzer Music Merchants are winning new locations

with Wurlitzer's 1940 Console Model 700 — "Make Your Own Illumination" in the pilasters.

Here's an opportunity to match the color scheme of the location—to give the location owner a crowd-pulling Wurlitzer Phonograph with brilliant color illumination tailor-made to harmonize with the decorations in his place of business.

With 24 records, Wide Range Adjustable Tone, Visible Record Changer, Moto-Drive Cam Switch, Hi-Speed Service Set-Up, plus its distinctive interpretation of Glamorous Lighting, no wonder the Model 700 is lining up new, big money making spots for Wurlitzer Music Merchants everywhere. The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A Name Famous in Music for over Two Hundred Years

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AUTOMATIC
PHONOGRAPHS