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The Billboard

The World's Foremost Amusement Weekly

FEBRUARY 11, 1939

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Vol. 51. No. 6



BOBBY PARKS
and His Orchestra

Currently Persian Room,
Plaza Hotel, New York.
Direction: Music Corporation
of America.



JACK MILLS

says

Platters Produce Hits

The increasing popularity of recorded music, resulting from increased usage of automatic coin machines and increased sales of phonographs, has opened a new field for exploitation for music publishers. It may appear inconceivable that coin phonograph machines could compete with radio in weighing plug values, but they have proved to possess certain definite advantages.

The difference between a radio plug and a coin machine performance is important, too. The radio plug is often surrounded with talent, comedy, advertising and other factors that may detract from the appeal of the song or its "selling point." In the small tavern, cafe or restaurant the rendition is given to a concentrated audience whose attention is focused on the tune either for dancing or listening purposes. Also, the person who spends 5 cents to hear one rendition of a song has greater potentialities as a music buyer than the radio listener, for the latter may be hearing a program casually or paying closer attention to a favorite comedian or guest star, giving music less attention.

It is common knowledge in Tin Pan Alley that at least 12 of the big sellers the past year were started on phonograph recordings in coin machines and sales were later stimulated thru radio plugs. Several top songs were selling big even before radio began its mass plugging.

Reprinted from an article by Jack Mills in the December 31 issue of The Billboard.

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SHOWBIZ NOT REPLACING L

Radical Changes for Memphis Fair; Two Midways Instead of One; No Passes to Concessioners, Exhibitors

MEMPHIS, Feb. 4.—With a pledge of active co-operation from the city administration for the first time in years, the Mid-South Fair Association this week rushed ahead with plans along lines radically different from preceding fairs.

The board of directors contracted with the Royal American Shows, which have usually come here in the spring as a Cotton Carnival attraction, to switch to the fall fair date under an agreement which provides that all games of chance must be removed from the present midway.

This is tantamount to an agreement to establish two midways for the 1939 fair, one consisting of the regular riding services and exhibits along the promenade employed in the past, the other to be a new midway set up apart from the central activities and including all the gaming devices.

A further policy change was the decision to eliminate all passes to concessioners and commercial exhibitors. The board decided to arrange for a lower rental on concession space with the stipulation that the users buy such admission tickets as they may require. Used for some years in connection with the Food Show alone, the new policy will be extended to all the buildings. President Raymond Skinner predicts it will bring an end to constant bickering over the number of passes to be allotted to each exhibitor.

Mayor Overton and the Memphis Park Commission, both lukewarm to the fair in the past, have completed plans for the spending of \$15,000 on remodeling of buildings and have arranged for continued use of the fairgrounds by the association. Last fall the city was talking of taking back the site, which is a property of the park commission. The repairs now promised will include improvement and painting of the grand

stand, re-roofing of the live-stock building and paint for all the buildings.

An increase in live-stock division entries is predicted as a result of a decision to increase the total prizes by \$3,000, bringing the figure up to \$12,500.

Contracts have been signed for automobiles races to be held on the afternoon of the closing day (Saturday).

Equity Tosses Benefit Buck Back to Others

NEW YORK, Feb. 4.—Equity is sore at affiliated theatrical unions which have been reluctant to denying benefits to charity organizations but pass the buck to the actors' union, thus pointing the buck right back into the laps of the stagehands, musicians and managers when the Greater New York Committee of National Foundation for Infantile Paralysis, Inc., applied for benefit shows in every legit and opera house in the city for the night of February 13 or 10. Move initiates for Equity, also, policy to check what the association deems a growing racket and abuse of benefit privileges.

Provoking the Equity stand was a letter received from Mrs. Ketrin Vanderlip in the name of the Foundation. The chairman of the Women's Division indicated that she had addressed her petition to the other unions and the League of New York Theaters, all of which held off committing themselves until Equity had been heard from. Mrs. Vanderlip added the argument that the benefit productions would enable Equity to test its Sunday night policy. That rubbed the association the wrong way, too, as did the (See EQUITY TOSSES on page 52)

Retail Shopping District for Sixth Avenue Seen; Fair Plans

Hippodrome may go to wreckers—85% of buildings to be torn down—Theatrical development of lower avenue urged—NBC and Radio City prepare for WF crowds

NEW YORK, Feb. 4.—Even with the El going down, possibility that rehabilitation of Sixth avenue will mean development of another amusement area seems to be lessening. According to V. Clemente Jenkins, of the Sixth Avenue Association, current outlook is that the area between 30th and 53d streets will likely take on the aspect of a retail shopping center—being, in a way, a continuation of the shopping district around Greely Square, which includes such department stores as Macy's, Saks, Gimbel's, etc. Estimated now that 85 per cent of the property along the old elevated structure will be torn down. Hippodrome, long a theatrical white elephant, which has housed circuses, motion pictures, musical comedies, vaude and later became a home for wrestling, fighters, pop opera and jai alai, is considered ready for the wreckers. Sixth Avenue Association hinted strongly this was the case, and the Hipp's present owner, City Farmers Bank, refused to discuss the matter, it is known that Mike Jacobs, current tenant, intends to leave when his lease expires in March. Jacobs intends to devote himself to promotions involving Madison Square Garden, Madison Square Bowl in Queens and the different madia in the city.

Ninety per cent of the Sixth avenue property, according to Jenkins, was built during the 19th century. Many of the property contracts contain clauses that leases expire within 90 days after removal of the El structure. Rents are expected to go up, and employment agencies, auctioneer establishments and other cheaply rented spots will hit out for other parts.

Not considered likely that theaters will go for the stretch between 30th and 53d streets, altho retail zoning law under which this stretch operates does not exclude theaters. Yet, however, that with Broadway de luxers and Radio City near by, operators will keep hands off.

Sixth Avenue Association will urge theatrical development of lower Sixth avenue, from 16th to Houston street (extended Greenwich Village area). Association would like to get the Metropolitan Opera to take a site, pointing out advantages in parking facilities, transit (See SHOWBIZ on page 23)

Detroit Judge Explains Just What Nudity Is

DETROIT, Feb. 4.—A legalistic description of a nudist act was handed down Monday by Common Pleas Judge Charles Rubiner in a verdict awarding Zorino \$500 plus \$7 costs against Dr. Frederick Merrill, her former manager, for alleged breach of contract. Merrill acted as his own attorney and rested his defense upon the contention that one Dorothy Henry, whom he now manages, is not a nudist.

Judge Rubiner made a visit to the Oasis Club, where the Henry act is now playing, and reported in his judgment as follows:

"By no stretch of the imagination could Miss Henry's act be described as anything but a 99 per cent nude dance. The act consists chiefly of posing on a circular platform about the size of a bass drum. The dancer begins her act plentifully clothed but, in the course (See DETROIT JUDGE on page 23)

Bar Association Protests Free Legal Service System

Pressure is brought to bear upon AFA — Equity not yet questioned by investigators — attorneys claim legitimate business is being denied them

NEW YORK, Feb. 4.—System of legal services rendered by union-retained counsel to individual members in the enforcement of employment contracts and collection of salaries is being threatened by the American Bar Association and the New York County Law Association as unethical and illegal, pressure having already been brought to bear on the American Federation of Actors, which has had to discontinue its free legal service. Actors' Equity Association's legal department, operating since 1918, has not as yet been questioned by the investigating committee, said Paul Turner, Equity counsel, is confident that Equity's set-up harmonizes with the bar associations' codes of fair practice and the letter of the law.

Question has come to the fore following complaints from attorneys that legitimate business is being denied them when unions direct membership litigations to their own attorneys. Committee's investigations hinge on code which forbids organizations' attorneys rendering legal services to the members in respect to their individual affairs. It is forbidden, also, for unions to practice law on behalf of constituents.

Most recent development was receipt of letter by AFA from Joseph Padway, attorney for the American Federation of

Labor, advising the performer union to discontinue the practice. Padway's action followed overture made to the AFL by the ABA. Prior to this date order AFA, thru its former attorney, William Hipp, advised AFA members gratis whenever the union itself had been unsuccessful in making collections. Hipp is no longer legal representative for the AFA. More recently these matters were handled by Harold Koenigsberg, attorney and regular employee of the union.

Pending construction of low-cost legal service which will meet with approval (See BAR ASSOCIATION on page 23)

Roanoke, Va., Leads Way for Broadway Plays in South

NEW YORK, Feb. 4.—What may be the first local group to receive the blessings of the American Theater Council, which has tried to encourage legit in the hinterlands, was contracted for this week by B. Franklin Kamaler, producer, and Robert A. Royer, of the Academy of Music, Roanoke, Va. Broadway plays which have never hit the South will be presented, starting the middle of March, for an indefinite run, with at least one star to each production.

The Council has not yet taken the plan up with the American Theater Council for possible lineup in publicity. James F. Reilly said it might be possible, should the project appear sound, for the ATC to plug it in its weekly news bulletins to newspapers throughout the country. "Anyone promoting production should get the blessings of the ATC," he said.

Until now the Roanoke Academy has played few legit attractions, Katharine (See ROANOKE, VA., on page 23)

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Union Puts Kibosh on "Student" Cuffo Stagehands for Bit Parts

CLEVELAND, Feb. 8.—Those who wished to see *Yes My Darling Daughter* or *Wofone* tonight had to walk thru the first picket line established by Cleveland stagehands since 1918 and the second ever used by the 47-year-old local. Two theaters in one building and under one management, the Francis E. Drury and the Charles S. Brooks, seating 522 and 190, known as the Play House, were picketed when, according to the union, Play House management did not call a promised negotiation meeting. There were fears that the Metropolitan Opera, scheduled for April, would be boycotted by the union.

The Play House in recent years has averaged 112,000 paid admissions annually, maintains a large and excellent paid staff, employs a press agent and otherwise behaves like a stock theater. It is that the house is strictly non-union and opposed to unionization. Every year it accepts 45 students who build scenery, act as grips, carpenters, electricians, etc. These students pay no tuition, get no pay and are allowed to play bit parts.

The union points out that the Play House was founded as an experimental theater and that from 1917 to 1927 it remained one, but argues that when it was given its present luxurious quarters by the will of a stove manufacturer it left its experimental period. Managers of professional theaters have long agreed with the union on this point and have been objecting to the Play House policy longer than the union has.

Prices for Play House performances are 81 for evening performances except Saturday, 81.25 with Saturday matinee 75 cents. Since moving into the building designed for it and built on a street built for it the Play House has produced fewer and fewer new or experimental pieces and has offered many Broadway successes. As the business is completely tax-free, and because of its free help, professionals have often felt, especially those who have brought a road show to Cleveland that the Play House has already shown, that the professional theater had no chance against such competition.

BOBBY PARKS

(This Week's Cover Subject)

BOBBY PARKS, rapidly acquiring a reputation as one of New York society's favorite musical halls from N.Y.C., and is 24 years old. His father, a real estate broker in N.Y.C., wanted his son to become an engineer and sent him to Peekskill Military Academy and Cornell University. But like so many other band leaders Bobby began to show an aptitude for music in his school days, playing in and later conducting student bands, with the urge becoming so strong that during his summer vacation in 1925 he joined Archie Bleyer and his band. He followed this up with an engagement with Al Deane at the Normandie and St. George Hotel in Bermuda and then returned to New York to join Lou Brind at the House of Morgan. The 1926 summer saw him in Charlie Barnett's Band at the Glen Island Casino, Westchester.

Bobby's career as a musician or anything else was almost ended a little while later after closing at the Glen Island when he was in Dallas on a location job. A patron with a rifle too much liquor under his belt pulled a gun, started firing at the band stand and missed Parks by the proverbial hair's breadth.

Several months later Sonny Keeler, set to lead the orchestra at the smart Stork Club in New York, was looking for a good sax man and vocalist. Bobby filled the specifications, worked with the band during its run there and stayed on when Walter Feldkamp's band took over. Because of Parks' good looks and engaging personality Sherman Billingsley, owner of the club, decided to build a band around him, and this youthful bachelorette opened at the Stork fronting his own aggregation in December, 1927.

Summer of 1928 found him playing summer stock at the Pasadena Playhouse and with the Madison Players, Madison, Conn. Remaining to Broadway and later to the big city, Bobby was laid up for several weeks. Coming back to the man, he was booked for the opening of the El Rio, swing East Side rendezvous. He wasn't there long when an attractive offer came from the Persian Room of the Hotel Plaza. Bobby went to there December 15 and has been there since.

Snow No Obstacle to W-B

WILKES-BARRE, Pa., Feb. 4.—Despite bad weather and lack of newspapers to give suitable publicity the Little Theater of Wilkes-Barre had an attendance of 768 at the two performances of George S. Kaufman's *The Butler and the Egg Man* at the Institute Theater in near-by Forty Port. That attendance represents a near-capacity audience the first night and a good house the second night when a snowstorm hampered traffic.

Manes Sets Skaters

NEW YORK, Feb. 4.—Cy Manes, of Rockwell-O'Keefe, set Vivi-Anne Hulten, Swedish skating champ, at the Ice Club, Baltimore, March 17 and 18, and at the Philadelphia Skating Association and Humana Society March 23. Also set Alfred Trankler, comedy skater, for the Dartmouth Ice Carnival, February 10; Montreal Carnival, March 3, and the Scarsdale Carnival, March 11 and 12.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1544 BROADWAY.

For FILMS

ARLENE HABER—young and lovely singer of the Deanna Durbin type, caught last week at a recital of Elizabeth Kriger students in New York, has a mezzo-soprano voice of wide range and full, sonorous quality. In addition, she has an ingratiating personality and can act (she appeared in *The Wild Duck* last year). Perfect for films.

For VAUDE

IRINA RUBINSTEIN—solo violinist in the *Requies* *Requie* at Billy Rose's *Casa Manana*. Was a concert violinist in Central Europe until the " Anschluss " forced her to make other plans. An attractive blonde who makes an excellent appearance on the stage and displays a great gift on the violin. Would be a good bet for vaude appearances either as soloist or featured in a *dash*. Also highly recommended for concert appearances here.

Amusements Fight Proposed N. Y. Tax

NEW YORK, Feb. 4.—League of New York Theaters, besides campaigning for the lifting of the federal admission tax on theaters, will now take part in attempts to defeat the low-rent housing bill rider calling for an excise tax on theater tickets as one means of raising funds for the proposal.

Sponsored by Senator Frederic Coe and Republican Assemblyman Abbott Lowell Moffat, the bill would affect all amusements at the rate of 1 cent on 50-cent admissions, 2 cents on tickets between 51 cents and \$1, 3 cents on tickets between \$1 and \$2, and 10 cents on all over \$2.

League will await committee action on the bill, hoping it will be buried therein. Organization's agenda calls also for urging on Assemblyman Spellman's bill, introduced in the City Council, to give ticket code legislative teeth.

Hollywood Not Hopeful on Return Of Musicians to Theater Pits

HOLLYWOOD, Feb. 4.—Hollywood is divided in opinion as to whether AFM's plans to return musicians to theaters will work out to the advantage of both producers and theaters. There has been plenty of talk on both sides as to how the issue will finally be ironed out, but whether anything actually can be done to remedy the situation is not known.

Present plans call for return of pit men to de luxe flicker houses in proportion to the number of seats and location of theaters. Many of these in the know claim that the union will no longer hold a big stick over the flicker capital due to the eventual divorcement of studios from theater control.

AFM members who believe their return to theaters is more or less a cut and dried matter will be disappointed, the

movie men claim. It was pointed out that AFM's battle to increase employment in radio stations took over a year to go into actual operation. The plan of returning musicians to theaters involves much more red tape. The rapid separation of theater and studio is the first move aimed to defeat AFM's objectives.

From the standpoint of the customer who buys the tickets, there is much to be said, according to some crepe hangers. This group believes that the public is so used to hearing films scored with 50 or 60-piece bands that an ordinary pit orchestra would sound inferior to the duce purchaser. While this might be true of some of the smaller houses, still there is every indication that de luxe houses would be forced to employ a reasonably sized pit orchestra.

With the public definitely turning thumbs down on double-feature films, it seems evident that something will be done to try to bring cash customers back into film houses. Whether the return of pit orchestras to houses will do this or not is problematical to some. But to others who view the situation impartially, live music seems the only way flicker producers will be able to retain their so-called hold on the entertainment world.

Thru Sugar's Domino

WE'VE stood by long enough and watched patiently while certain press agents in the Broadway sector carry on what the Better Business Bureau would call non-violent racket. We think it's about time that somebody let out a howl. One that would be loud enough for the victimized acts to hear and that perhaps would reverberate into the council room of the American Federation of Actors. We pick on Ralph Whitehead's organization because as far as we can see at this time it is about the only group that can do anything about at least one phase of the situation. Perhaps it ought to be the TMAAT (Theatrical Managers, Agents and Treasurers), but this we are inclined to doubt because very few of those trafficking in the racket are members of the TMAAT, we are told.

The rackets are varied, entangling in many twists as there are press agents involved in it. In very general terms, however, they amount to something like this:

Racket Number One calls for the press agent to be able who is employed by a reputable hotel. He has been there for some time—as time is measured on Broadway. He knows the ins and the outs of the hotel's talent booking activity. He has a good excuse for prying into the process from its inception to the finish when an act is signed. Isn't it absolutely necessary, he argues, for him to know what it's all about? How can he do a real job if he isn't given free access to everything that is going on? It sounds reasonable enough, and in the case of an honest press relations man inside and advance information should not at any time be denied him. Our composite press-agent racketeer manages somehow to make a suave approach to an act negotiating for an engagement. In many cases the act has no agent. When it has, the job is a little more difficult, but it can still be put over. He suggests to the act that it could get more money and be assured of getting the date if it would designate him as its agent—in this case, artist's agent or representative. In most cases our gentle racketeer gets a higher salary for the act and collects a cut that represents the greater part of the extra salary obtained.

What happens is easy to see. The act is down on the books for a higher salary than it expected to get, but it actually receives very little more than the original figure. The hotel pays higher salaries than it ordinarily would without the acts getting the benefit of the increased budget. And legitimate agents are done out of business. The acts don't complain because they fear reprisals on the part of a hotel management outraged at the revelation of racketeering within its walls. The agents don't complain for similar reasons. But the acts and the agents are dead, wrong. The hotels involved would be happy to find out what's what. The saving effected by the discovery might well be responsible for the employment of more talent. It should be an easy job for the APA to dig up the dope necessary to break this racket. It is a job that we commend to the APA for its welfare as an organization as well as the pocketbooks of its members.

Racket Number Two is something for the hotels to look into and about which none can do more than the hotels and night clubs (which are also involved) to wipe out. This practice is less complex than the one in which a p. a. doubles as a talent agent at his boss' expense, but some of the ambitious boys will operate Racket Number One are not reticent about taking Number Two in their stride. Sort of shooting the works as it were.

There's nothing terribly new about this racket. In fact, it's neither new nor hidden. But maybe a frank discussion of it might cause certain persons to accept it no longer as a necessary evil of the cafe and hotel talent business, which it most assuredly is not.

It is the cute little custom of press agents paid either on a salary or retainer basis to publicize a cafe or hotel room and the talent involved but who are not satisfied with that and solicit rather successfully stars or featured acts in the spots to retain them for "special publicity." It amounts to almost neglect of (See SUGAR'S DOMINO on page 28)

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Radio Survey of Mason City, Iowa

LOCAL STATION AGAIN MAKES STRONG SHOWING IN MASON CITY STUDY . . . WHO DOMINATES CHAIN AUDIENCE . . . MANY LOCAL PROGRAMS AMONG LEADERS

By JERRY FRANKEN

SECOND portion of a radio program survey of Mason City, Ia., analyzes daytime program listening. Survey was made by interrogating 1,111 residents of the city, of whom 510 had used their radios during the day and 601 had not. This is just a shade over 45 per cent, a good daytime average. However, it does not compare with Mason City's nighttime use of radio as shown in this survey (February 4 issue of The Billboard), nighttime figure being 62 per cent. A point of similarity between the day and night studies is that both show the local Mason City station, KGLO, with a strong hold on the local audience. This station had more leading local nighttime shows than any other local station in the 10 cities surveyed thus far. The Billboard surveys are made by the Market Research Corp. of America exclusively for this publication.

KGLO has seven nighttime leaders and 11 daytime leaders, including two devotional programs. A leading program is considered one reported as heard by five or more listeners. Details on the KGLO, WHO and WOI leaders are elsewhere on this page.

A new call letter is among the day-

time-heard stations, WOI, Ames, Ia., a non-commercial station operated by Iowa State College. Included in the leading shows is a program conducted by Betty Wells, wherein she reads and reviews books. The program has been on the air more than 10 years. Miss Wells took it over in 1937, succeeding Ruth Galvin.

Network broadcasting is again strongly dominated in Mason City by the Des Moines 50,000-watt, WIO. This NBO outlet has most of the web listening sewed up, save for a few CBS shows on KGLO and WCCO, Minneapolis. WHO held a similar position in the nighttime listening. Station also has several local shows included in the leading programs.

Leaders

Leading the hour programs in Mason City is Father Charles Coughlin's Sunday afternoon program, carried by WHO. Second is Major Bowes' "The Mall Bar" (KGLO), "Varieties" (KGLO), "The Music Shop" (WOI), American School of the Air (KGLO), "Today in Osnage" (KGLO), and Miss Wells, top the half-hour shows.

In the half-hour programs broadcast

once weekly the Energine "Spelling Bee" leads, with Alka-Seltzer's "Uncle Ern's" second. Remainder in this group are sustainers.

There were four quarter-hour programs heard six times during the week, and all of them were KGLO local shows. Names of these programs are "Man on the Street," "Church in the Wilderness," "Musical Clock" and "Mystery Melody Game."

Practically the entire 15-minute pro-

(See RADIO SURVEY on page 8)



Average Daytime Mason City Radio Use Reaches 46%

Daytime radio use in Mason City, Ia., is at a good level, the survey prepared for The Billboard by Market Research Corp. of America reveals. The average daytime use is not quite 46 per cent. Mason City's nighttime radio use average was 62 per cent, an unusually high mark.

The daytime figures for Mason City show Sunday to be comparatively poor, ranking fifth, with Friday showing more radio use than any other day. Day-by-day figures follow:

Day	Listening	Not Listening	Total	Pct.
Friday . . .	95	97	193	49%
Thursday . . .	77	84	161	47%
Monday . . .	76	82	158	47%
Tuesday . . .	74	81	155	47%
Sunday . . .	66	90	156	42%
Saturday . . .	64	95	159	40%
Wednesday . . .	57	102	159	36%
Totals . . .	610	801	1,411	

Leading Local Shows in Mason City Study

"The Coffee-Pot Inn" heard Monday thru Saturday, 8 to 8:15 a.m. Variety program featuring the comedy team, "McNutt and McNutt," played (See LEADING LOCAL on page 10)

Leading Programs in Mason City

(Mason City, Ia.)

DAYTIME PROGRAMS

HOUR SHOWS

(Reported Heard Once Weekly)

Father Charles Coughlin	N	WHO-15; DK-1	36
Major Bowes Capital Family	N	KGLO-10; DK-2	12

HALF-HOUR SHOWS

(Reported Heard Seven Times Weekly)

Mall Bar	L	KGLO-54	34
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(Reported Heard Five Times Weekly)

Varieties	L	KGLO-16	16
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(Reported Heard Four Times Weekly)

Music Shop	L	WOI-7	7
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(Reported Heard Three Times Weekly)

The American School of the Air	N	KGLO-11	11
Today in Osnage	L	KGLO-5	5
Betty Wells	L	WOI-5	5

(Reported Heard Twice Weekly)

Mrs. Mack's "Let's Pretend"	N	KGLO-7	7
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(Reported Heard Once Weekly)

Spelling Bee	N	WHO-12	12
Uncle Ern	N	WHO-9; DK-1	10
U. S. Army Band (The Music Hour)	N	KGLO-3	3
Keyboard Concert (The Music Hour)	N	KGLO-6	4
Four Corners Theater	N	KGLO-5	4
Swingology	N	WHO-5	4

15-MINUTE SHOWS

(Reported Heard Six Times Weekly)

Man on the Street	L	KGLO-38	28
Church in the Wilderness	L	KGLO-23	23
Musical Clock	L	KGLO-16	16
Mystery Melody Game	L	KGLO-15	15

(Reported Heard Five Times Weekly)

Mary Martin	N	WHO-42; DK-2	44
Ma Perkins	N	WHO-41; DK-1	42
The Spelling Light (4:45-5)	N	WHO-22 (Mon., Tues., Wed., Fri.)	30
Who-27	N	WHO-3 (Thurs.)	27
Vie and Sade	N	WHO-25; DK-1	26
David Mazou	N	WHO-24; DK-1	25
Pepper Young's Family	N	WHO-22; DK-1	23
Betty and Bob	N	WHO-21; DK-2	23
Kitty Keene Inc.	N	WCCO-11; KGLO-20; DK-2	22
Pretty Kitty Kelly	N	WHO-18; DK-1	19
Hilltop House	L	WHO-18	18
Coffee Pot Inn	L	WHO-16; DK-1	17
Woman in White	N	WHO-15	15
Arnold Grimm's Daughter	N	WHO-14	14
Valiant Lady	N	WHO-14	14

John's Other Wife	N	WHO-12	12
Dmit Plets DM	N	WHO-12	12
Irene Beasley RFD 1	N	KGLO-10; DK-1	11
Devotional Service	L	KGLO-11	11
Frank Reporter	L	WHO-10	10
Melody Time	L	KGLO-8	8

(Reported Heard Four Times Weekly)

Backstage Wife	N	WHO-22; DK-2	24
Stella Dallas	N	WHO-19; DK-2	21
Judy and Jane	N	WHO-15	15
Myrt and Mirge	N	WHO-15	15
Houseboat Hannah	N	WHO-14	14
Burnsight A. Waltrip Radio Chapel (8:15-9:30)	L	KGLO-10 (Mason Times, Fri., Sat.)	13
19:9:10	L	KGLO-3 (Sun.)	11
Leontine Jones	N	WHO-11	11
Young Widder Brown	N	WHO-10	10
Big Sister	N	WCCO-7; KRNT-3	9
Those Happy Gilman	N	WHO-8	8
Life Can Be Beautiful	N	WHO-7	7
Market and Weather (Herb Pambeck)	L	WHO-5	5

(Reported Heard Three Times Weekly)

Clyt Alone	N	WHO-14	14
Caroline's Golden Store	L	WHO-8	7
The Goldbergs	N	WHO-7	7
Hymns of All Churches	N	WHO-7	7
Markets	L	KGLO-7	7
Checker Board Time	L	WHO-6	6

(Reported Heard Twice Weekly)

Betty Crocker	N	WHO-6	6
Time and Tune	L	KGLO-6	6
Central City	N	WHO-5	5
Parade of Bands	L	KGLO-5	5

(Reported Heard Once Weekly)

So You Want To Be	N	KGLO-5	5
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10-MINUTE SHOWS

(Reported Heard Once Weekly)

Dance Time	N	KGLO-5	5
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NEWS BROADCASTS

News (12:30-12:45)	L	WHO-52 (6 times)	52
News (12:30-12:45)	L	KGLO-38 (6 times)	38
Home Town News (11-11:30)	L	KGLO-23 (6 times)	23
News (7:15-7:30)	L	WHO-10 (5 times)	10
Morning News Round-Up (6:45-7)	L	KGLO-9 (5 times)	9
Press Radio News (4:10-4:15)	N	KGLO-5 (2 times)	5
News (4:45-5:00)	L	WHO-7 (2 times)	7
News (11:45-12:00)	L	WMT-6 (4 times)	6

MISCELLANEOUS

(Reported Heard Once Weekly)

Philharmonic Symphony of N. Y. (12-4)	N	KGLO-12	12
Metropolitan Opera (11-4:15)	N	WHO-10	10

SPECIAL BROADCASTS

Cov. Wilson's Inaugural Address (12:30-3)	L	WHO-14	14
Tom Mooney Broadcast (DK)	N	KGLO-5	5

DAYTIME PROGRAMS HEARD IN MASON CITY, IA.

FROM JANUARY 6 TO JANUARY 12, 1939

Hour Listening	Program Heard	Program Origin	Station	Number Listening	Hour Listening	Program Heard	Program Origin	Station	Number Listening
6:00-6:45	Alma Clock Hour	L	KOLO	1	12:00-12:15	The Goldbergs	W	WCCO	1
6:45-7:00	Morning News Round-Up	L	KOLO	9	12:00-12:30	All Hands on Deck	W	KOLO	1
7:00-7:15	Blue Ribbon Melodics	L	WHO	8	12:00-12:30	Varieties	L	KOLO	56
7:15-7:30	Time and Tune	L	KOLO	6	12:00-12:30	One Bob Farm Hour	L	WHO	1
7:30-7:45	News	L	WHO	70	12:00-12:30	Church of the Air	N	KOLO	3
7:45-8:00	Burroughs A. Wallin Radio Chapel	L	KOLO	10	12:00-12:30	Church of the Air	N	WCCO	1
8:00-8:15	Home Folks Frolic	L	KOLO	3	12:00-12:15	Orchestra Mae	L	WMT	1
8:15-8:30	Page and Glee	L	WHO	1	12:15-12:30	Voice of Iowa	L	WHO	1
8:30-8:45	Melody Masters	L	WHO	3	12:15-12:30	Dinner Hour Concert	L	WHO	2
8:45-9:00	Studio Shop	L	WOL	7	12:30-12:45	Cedar Valley Melodics	L	WHO	2
9:00-9:15	Sunday School Lesson Preview	L	KOLO	1	12:30-12:45	News	L	KOLO	38
9:15-9:30	Happy Hank	L	WHO	3	12:30-12:45	News	L	WHO	38
9:30-9:45	Happy Hank	L	DK	1	12:30-1:00	Salute to New York World's Fair	L	KOLO	1
9:45-10:00	Musical Clock	L	KOLO	0	12:30-1:00	Salute of Nations	L	WHO	1
10:00-10:15	Milton Charles Roehl	N	KOLO	1	12:45-1:00	Time Time	L	WMT	1
10:15-10:30	Coffee Pot Inn	N	WOL	18	12:45-1:00	Len and Martha	L	WHO	2
10:30-10:45	Richard Maxwell	N	WCCO	1	12:45-1:00	Checker Board Time	L	WHO	8
10:45-11:00	Musical Chimes	L	WCCO	2	12:45-1:00	Man on the Street	L	KOLO	38
11:00-11:15	Wings Over Jordan	N	KOLO	2	1:00-1:15	Billy and Bob	N	WHO	25
11:15-11:30	Wings Over Jordan	N	WHO	1	1:00-1:15	Billy and Bob	N	DK	1
11:30-11:45	Radio Reporter	L	WHO	10	1:00-1:15	Irene Basley RFD No. 1	N	KOLO	19
11:45-12:00	Today is Orange	L	KOLO	5	1:00-1:15	Irene Basley RFD No. 1	N	DK	1
12:00-12:15	Those Happy Gilman	N	WHO	8	1:00-1:15	Cedar Valley Hillbillies	L	WMT	2
12:15-12:30	Saturday Morning Club	N	WHO	1	1:00-1:15	Neon Extra	L	WCCO	1
12:30-12:45	Life Can Be Beautiful	N	WHO	7	1:00-1:30	Americans All Instruments All	N	KOLO	3
12:45-1:00	Backshop's Children	N	WCCO	4	1:00-1:30	Men Against Death	N	KOLO	1
1:00-1:15	Backshop's Children	N	KRRT	7	1:00-2:00	The Old Dreamer	L	WHO	1
1:15-1:30	Musical Clock	L	KOLO	7	1:00-2:00	The Magic Key of RCA	N	WMT	25
1:30-1:45	Rainbow Rhythms	L	WHO	1	1:00-2:00	International Opera	N	WHO	10
1:45-2:00	News	L	WMT	3	1:00-2:00	International Varieties	L	WHO	1
2:00-2:15	Diak Leibert, Organist	N	WHO	1	1:15-1:30	Arnold Grimm's Daughter	N	WMT	15
2:15-2:30	Pappy Cochrin's Military Chorus	N	KOLO	1	1:30-1:45	Midday News	N	WMT	1
2:30-2:45	Central City	N	WHO	3	1:30-1:45	Viviant Lady	N	WHO	14
2:45-3:00	Freddie Kitty Kelly	N	WCCO	1	1:30-2:00	The Town Crier	L	KOLO	2
3:00-3:15	Freddie Kitty Kelly	N	KOLO	20	1:30-2:00	The American School of the Air	N	KOLO	11
3:15-3:30	Freddie Kitty Kelly	N	DK	1	1:30-2:00	The Texas Rangers	N	KOLO	2
3:30-3:45	Burroughs A. Wallin Radio Chapel	L	KOLO	3	1:45-2:00	Concert in the Park	N	WHO	1
3:45-4:00	Junior Star Review	N	WHO	5	1:45-2:00	Billy Crocker	N	WHO	9
4:00-4:15	Junior Star Review	N	WOL	6	1:45-2:00	From Home	N	KOLO	1
4:15-4:30	Clear Lake on the Air	L	WHO	12	1:45-2:00	Frances Willard	L	KRRT	1
4:30-4:45	Myrt and Margie	N	WCCO	1	1:45-2:00	Hymns of All Churches	N	WHO	7
4:45-5:00	Joni Plain	N	WHO	12	2:00-2:15	The Book Pilot	L	KOLO	1
5:00-5:15	Biden Wells Schenker	L	WHO	7	2:00-2:15	Mary Martin	N	WHO	47
5:15-5:30	Midday Review	L	KOLO	3	2:00-2:15	Mary Martin	N	DK	2
5:30-5:45	Hilltop House	L	WCCO	1	2:00-2:30	Sunday Drivers	N	WHO	2
5:45-6:00	Rev. R. J. Wallin	L	WMT	2	2:00-2:30	The Story of Snow (The Music Hour)	N	KOLO	2
6:00-6:15	Big-Morning Melodics	L	KOLO	2	2:00-3:00	U. S. Army Band (The Music Hour)	N	KOLO	8
6:15-6:30	Four Corners Theater	N	KOLO	5	2:00-4:00	Indianapolis Symphony Orch. (The Music Hour)	N	KOLO	5
6:30-6:45	Aside for Biting	N	KOLO	1	2:00-4:00	Philharmonic Symphony Society of New York	N	KOLO	1
6:45-7:00	Mafina Hood's Kitchen	L	KOLO	5	2:15-2:30	Ma Perkins	N	WHO	41
7:00-7:15	Supper	N	WCCO	1	2:15-2:30	Ma Perkins	N	DK	1
7:15-7:30	Supper	N	DK	1	2:15-3:00	Curtis Institute of Music (The Music Hour)	N	KOLO	2
7:30-7:45	Women in White	N	WHO	1	2:00-2:45	Victor della Chiesa	N	WHO	9
7:45-8:00	Women in White	N	DK	1	2:30-2:45	Proper Young's Family	N	WHO	17
8:00-8:15	Ma Perkins	L	WCCO	1	2:30-2:45	Proper Young's Family	N	DK	1
8:15-8:30	David Harum	N	WHO	25	2:30-3:00	Cincinnati Sym. Children's Concert	N	KOLO	2
8:30-8:45	David Harum	N	DK	1	2:30-3:00	Rural Riddles	L	WMT	1
8:45-9:00	Melody Time	L	KOLO	8	2:30-3:00	U. S. Marine Band (The Music Hour)	N	KOLO	4
9:00-9:15	Musik International	L	WMT	1	2:30-3:00	Governor Wilson Inaugural Address	L	WHO	14
9:15-9:30	Billy Moore	N	WHO	1	2:30-3:00	Keyboard Concert (The Music Hour)	N	KOLO	6
9:30-9:45	Charles Paul at the Organ	N	KOLO	1	2:45-3:00	Chas. About Dogs	N	WHO	3
9:45-10:00	Diamond Hollywood Parade	L	WHO	1	2:45-3:00	The Guiding Light	N	WHO	22
10:00-10:15	Parade of Bands	L	KOLO	0	2:45-3:00	The Music Hour	N	WCCO	1
10:15-10:30	Scottsboro Blues	N	WCCO	1	2:45-3:00	Between the Tool Ends—Ted Mason	N	DK	1
10:30-10:45	Lorenzo Jones	N	WHO	11	3:00-3:15	Devotional Service	L	KOLO	13
10:45-11:00	Iowa Library Commission	L	WHO	1	3:00-3:15	Back Stage WMA	N	WHO	2
11:00-11:15	Morning Concert	L	KOLO	7	3:00-3:30	Back Stage WMA	N	DK	2
11:15-11:30	Young Wilder Brown	N	WHO	16	3:00-3:30	Charles Paul at the Organ	N	KOLO	3
11:30-11:45	Big Sister	N	KRRT	7	3:00-4:00	Father Charles Coughlin	N	WHO	15
11:45-12:00	Big Sister	N	WCCO	7	3:00-4:00	Father Charles Coughlin	N	DK	1
12:00-12:15	United States Army Band	L	WMT	7	3:00-4:00	Chap Maunee	N	WMT	1
12:15-12:30	Bestones of Music	L	WHO	1	3:15-3:30	Stella Dallas	N	WHO	19
12:30-12:45	WHO Spring Quartet	L	WHO	1	3:15-3:30	Stella Dallas	N	DK	2
12:45-1:00	Major Deane's Capitol Family	N	KOLO	10	3:15-3:45	Matinee Promenade	N	KOLO	3
1:00-1:15	Major Deane's Capitol Family	N	DK	2	3:15-3:45	Time Out for Dancing	N	KOLO	1
1:15-1:30	Church in the Wildwood	L	KOLO	25	3:15-3:45	Patterns in Series	N	KOLO	3
1:30-1:45	Aunt Jenny's Stories	N	WCCO	3	3:15-3:45	Ray Black's Variety	N	KOLO	5
1:45-2:00	Kitty Keene, Inc.	N	WHO	21	3:30-3:45	Billy and Bob	N	WCCO	1
2:00-2:15	Kitty Keene, Inc.	N	DK	1	3:30-4:00	Highways to Help	N	KOLO	2
2:15-2:30	News	L	WHO	2	3:30-4:00	Via and Soda	N	WHO	27
2:30-2:45	Judy and June	N	WHO	10	3:30-4:00	Lutheran Hour	L	WMT	2
2:45-3:00	Home-Town News	L	KOLO	23	3:30-4:00	Dancepaters	N	KOLO	3
3:00-3:15	Continued News	L	WMT	2	3:45-4:00	Harry Cool	N	KOLO	4
3:15-3:30	Mary Margaret McBride	N	WCCO	1	3:45-4:00	Girl Alone	N	WHO	14
3:30-3:45	St. Ambrose Church Service	L	WHO	2	3:45-4:00	Doctor Harry Ma Van Brock	N	KOLO	2
3:45-4:00	Carolyn's Golden Store	L	WHO	8	3:45-4:30	Doctor's Speech	L	WOL	1
4:00-4:15	The Magic Kitchen	L	WMT	1	4:00-4:10	U. S. Navy Band	N	KOLO	1
4:15-4:30	Mystery Melody Game	L	KOLO	15	4:00-4:10	Dance Time	N	KOLO	1
4:30-4:45	The O'Neill	N	WOL	1	4:00-4:15	Current Questions Before the Senate	N	KOLO	5
4:45-5:00	Rhythm Makers	L	WHO	1	4:00-4:15	Housebeat Melodics	N	WHO	14
5:00-5:15	Har Moner, Nancy Jackson	N	WCCO	1	4:00-4:15	Tom Owen's Cowboys	L	WMT	1
5:15-5:30	Myrt and Margie	N	WHO	15	4:00-4:30	German Baptist Church	L	KOLO	2
5:30-5:45	Those Happy Gilman	N	WCCO	7	4:00-4:30	Sunday Afternoon in Rosedale	N	WHO	3
5:45-6:00	Marrels	L	KOLO	7	4:00-4:30	Sunday Afternoon in Rosedale	N	DK	1
6:00-6:15	Sweet and Soaring	L	WMT	1	4:00-4:30	Mrs. Roosevelt	N	KOLO	3
6:15-6:30	Soft Lute Melodics and Organ	L	KOLO	3	4:00-4:30	Mrs. Roosevelt	N	DK	11
6:30-6:45	National Farm and Home News	N	DK	1	4:15-4:30	Press Radio News	N	KOLO	1
6:45-7:00	Allego Gypsy Trolls	N	WHO	20	4:15-4:30	March of Women	N	KOLO	40
7:00-7:15	News	L	WMT	0	4:15-4:30	Tea and Tim	L	WCCO	1
7:15-7:30	Each Light's Orchestra	N	KOLO	1	4:15-4:30	The Goldbergs	N	WHO	7
7:30-7:45	American Family Reunion	L	KOLO	1	4:15-4:30	The Johnson Family	N	WMT	1
7:45-8:00	Millican House	N	WHO	18	4:15-4:30	Calling Stamp Collectors	L	WHO	20
8:00-8:15	Hilltop House	N	DK	1	4:15-4:30	Music for Fun	N	KOLO	2
8:15-8:30	Don Roth's Ethnic Band	L	WMT	21	4:15-4:30	Nile Black's "Let's Proceed"	N	KOLO	7
8:30-8:45	Black and Weather, Herb	L	WHO	5	4:30-4:45	Proper Young's Family	N	WHO	7
8:45-9:00					4:30-4:45	Tea Timers	L	WHO	1
9:00-9:15					4:30-4:45	Iowa Federation of Women's Clubs	L	WMT	1

(Continued on page 8)

Code Covering Radio Talent Is Hands Down Win for AFRA

NEW YORK, Feb. 4.—Negotiations between the American Federation of Radio Artists and advertising agencies, covering working conditions for radio actors, singers and announcers, were successfully concluded Thursday evening. Had the agencies failed to come to terms, AFRA would have called a strike, effective either Thursday at 5 p. m. or Friday. The agreement provides, in effect, that CBS and NBC will act as policemen to see that the union code is maintained. This "Trinket-to-Ever-to-Chance" method was worked out because the agencies did not want to commit their clients to a specific labor policy covering all of them, inasmuch as each client has a different labor policy. Fact is effective February 12 for two years.

The agreement is a victory right up and down the line for the actors. The agencies contested the AFRA scale, but the AFRA scale is in effect. Agencies did not want an AFRA shop, but the AFRA shop is provided in the contract. Union agrees not to impose "unreasonable" entrance fees, but all performers on commercial shows must be in the union by the time they go in front of the mike.

AFRA conceded one point for which the agencies fought. This was in allowing a discount on 13-week daily strip shows, bringing the minimum guaranteed to a level more in line with what the agencies wanted to pay.

Union has mailed the code to ad agencies operating in radio, who are to return it within 10 days, or notify the union.

A difficult situation was solved in the arrangement set up to provide for members of the American Guild of Radio Announcers and Producers, AORAP has sustaining contracts with several stations and webs. Deal is that, for sustaining work, AORAP members will be governed by their contracts, but for commercial work will join AFRA and be governed by the AFRA scale and conditions.

Highlights of the working condition provisions are as follows: Rehearsal pay,

\$5 per hour, payable in quarter-hour proportions after first hour; auditions at half regular scale; audition rehearsal pay same as performance rehearsal pay; off-the-line recordings to be used only by original sponsor of affiliated companies, but not on a national network or on a major station in the same city as originated the show; to be used only once; not on any major NBC, CBS or MBS affiliate in New York, Chicago, Hollywood, San Francisco or Los Angeles; singers' orchestra rehearsals \$4 first hour and \$1 per quarter-hour thereafter for groups of five or more; \$5 per hour and pro rata thereafter for groups of two to four voices; soloists \$6 per hour; auditions, half-scale for singers; announcers to get \$5 rehearsal per hour and pro rata after, per half-hour basis; actors or soloists can double one part without extra compensation; payment within seven days after performance; all cast members, singers and actors; must be AFRA members; canceled program to be paid for unless performer is given 24 hours' notice; controversies to be arbitrated by request of either producer or union, or member of union; producer to pay costs if any program is prosecuted and performer is a defendant; existing contracts to be modified to agree with AFRA code, but no salary reductions to be made in such existing contracts if salaries are higher than minimums; rates to apply to broadcasts on one major station in New York or Chicago; children to be paid adult minimums; New York major stations are WJAP, WABC, WJZ, WOR, and in Chicago, WBBM, WMAQ, WGN and WLS.

WCCO's Aud

MINNEAPOLIS, Feb. 6.—First audition studio in Northwest will be opened by WCCO here in mid-February. Estimated place will accommodate 500 persons; with stage large enough for largest radio broadcasts.

DETROIT, Feb. 4.—Jimmy Fletcher, actor and sound man at WXYZ, Detroit, is deserting radio to play third base for the Tallahassee Capitols, of the Florida League, after two years at WXYZ. He is being replaced by Brooks West.

AFRA's Strike Fund

NEW YORK, Feb. 4.—Altho AFRA no longer has use for the strike fund it raised during the recent agency crisis, it is expected most of the money will remain with the union as an emergency or similar fund. AFRA is going to advise its members that they may have back whatever sums they contributed.

New York chipped in with \$15,000 and Chicago \$9,000. Total is probably more than \$30,000.

Eddie Cantor told the union it could count on his raising \$50,000 within 24 hours if it became necessary.

"Shooting Scripts" For NBC Television

NEW YORK, Feb. 4.—NBC has hired Jack Hasty, writer, to prepare a series of "shooting scripts" for the television broadcasts NBC has scheduled. Web is going on a regular telecasting schedule starting with the opening of the New York World's Fair. Hasty is now writing for the Al Pearce show and has written the Consolidated Gas New York program on NBC.

Television shooting scripts will be closely akin to picture shooting scripts. Each step of the story, with its various camera angle changes, must be noted. NBC tele scripts have heretofore been handled mainly by Tom Hutchinson, in charge of tele production for the chain. Hiring of Hasty is the first time a writer has been so engaged.

NBC is apparently going in for names on its tele staff, with one tele story to come from Susan Chapell. Hasty will adapt this piece and others NBC has purchased. Hasty's first adaptation tele story called *May Eve*.

Major difference between pic and tele shootings is, of course, the fact that a retake in tele is impossible.

"Broke" Broke

NEW YORK, Feb. 4.—Norman (Broke) Brokenahire, veteran radio announcer, filed a bankruptcy petition Thursday. Brokenahire, a top announcer until a few years ago, and now making a comeback on WOR, gave \$100 assets against \$4,106 in liabilities.

Talking Shop

By JERRY FRANKEN

Cuff Notes

Just when I was all set to gag NBC's handling of the B. B. D. O. name as "Batter, Barter, Durrstine & Osborne," someone has to come along and beat me to it. But NBC's still isn't tops. A letter came to this office a year or so ago, addressed, "Batten, Barton, Bernstein & Osborne."

Note to Arja Shaw: I wish you'd revise a tune called *Deep Henderson* out around 12 or 13 years ago. It'll make a swell swing number, much better, I think, than Copenhagen. I think both songs were on the same Brunswick record. Dave Alber has ceased wearing goggles and looks positively ravishing. He was dressed in a pink crepe de chine. Sorry, it's the society column influence. Right along here there'd be another note, but I can't read my handwriting. Earl Grasser is the Lone Ranger, or is that old? Herb Olover, of Lord & Thomas, owns a toll bridge in New Jersey.

Bank Doherty, erstwhile partner of Al Cook as a publicity vender, who's now an agent, has rights to the pulp mags put out by Standard Magazines. Another undecipherable note, something about Bud Pearson and Leo White writing for Eddie Cantor, starting some weeks ago. Al Rose is the scourge of the WMCA ping-pong addicts. That is, all but Sid Plamm. I. I. Nixon, ha of WJAP, has his *Vagabond* *Voyaging* travel book to its fifth printing. Stan Shaw, same station, discussed in a Ken article by Jack Miles. Lucky Pat Hurley, of WOR, in Florida.

A Decade Ago

There was much to do over RKO's vaudeville hour on NBC. A week after plans were set, all contracts given up by the circuit gave the circuit the right to call on the talent to work on the RKO show for free. Maybe that's where a lot of radio stations got the idea.

Wis. Lawyers Seek Coughlin Air Ban

MADISON, Wis., Feb. 4.—The Dane County chapter of the National Lawyers' Guild has adopted a resolution for presentation to the annual convention of the national guild at Chicago February 10-13, demanding that the Federal Communications Commission deny radio rights to the Rev. Charles E. Coughlin if investigation should prove he has made inaccurate statements in his broadcasts.

The resolution also demands that if the commission's powers are not now broad enough to deny use of the radio to offending persons, Congress enlarge its powers to provide that radio privileges be denied to persons who refuse to make appropriate retraction when the falsity of their remarks is established after public hearing.

Purpose of the resolution is to protect groups, persons, parties and races against the unrestricted dissemination of false statements and inaccuracies, it is declared.

RADIO SURVEY

(Continued from page 5)

gram list is made up of network serial shows heard on WHO. However, it should be said that few, if any, other Billboard surveys have shown as many local programs as has this study of Mason City. Included in the 15-minute shows are several WHO local productions, including "Coffee-Pot Inn," "Fruit Reporter," Herb Pambeck's market and weather reports, "Caroline's Golden Store" and "Checkerboard Time." Several KGO shows are also included, these being "Markets," "Radio Chapel" and "Melody Time."

A final point of this survey is that there were few listeners who could not identify the station on which they had the various programs reported to investigators. These are shown in the full page chart on page 7, listed under the station column as "DK" (Didn't Know).

Next week's survey will deal with sponsor identifications of favorite programs.

Scale Highlights

ACTORS

15 min. or less	\$15.00	\$10.00
16 to 30 min.	25.00	12.50
31 to 60 min.	35.00	17.50

13 WEEKS' GUARANTEE

Single Broadcast Per Day

Appearance Per Week	Discount	Guaranteed Minimum
5	15%	\$105.00
4	10%	100.00
3	5%	80.00

Rehearsal and Broadcast	15%	\$140.00
4	10%	125.00
3	5%	100.00

Rehearsal and Broadcast	15%	\$160.00
4	10%	145.00
3	5%	115.00

Dramatized Commercials

15 min. or less	\$15.00	\$ 7.50
16 to 30 min.	25.00	10.00
31 to 60 min.	35.00	12.50

SINGERS

Class 1—Groups of 9 or more		\$ 7.00
15 min. or less	\$14.00	8.00
16 to 30 min.	16.00	9.00
31 to 45 min.	18.00	10.00
46 to 60 min.	20.00	10.00

Class 2—Groups of 5 to 8		\$ 8.00
15 min. or less	\$24.00	10.00
16 to 30 min.	28.00	12.00
31 to 45 min.	32.00	14.00
46 to 60 min.	36.00	14.00

Class 3—Groups of 2 to 4		\$10.00
15 min. or less	\$30.00	12.00
16 to 30 min.	35.00	14.00
31 to 45 min.	40.00	16.00
46 to 60 min.	45.00	16.00

Class 4—Soloists		\$15.00
15 min. or less	\$40.00	17.50
16 to 30 min.	50.00	20.00
31 to 45 min.	60.00	22.50
46 to 60 min.	70.00	22.50

ANNOUNCERS

15 min. or less	\$15.00	\$10.00
16 to 30 min.	25.00	12.50
31 to 60 min.	35.00	17.50

Signature Voices (Dramatic)

(15-minute rehearsal included)

5 shows weekly	\$50.00	\$25.00
Single Broadcast	10.00	5.00

Notable Achievement

The American Federation of Radio Artists was organized August 16, 1937. Last week this union completed negotiations covering wage scales and working conditions on full-work commercial programs. Some months before, contracts had been signed with CBS and NBC covering sustaining employment conditions and salaries.

The work of AFRA and its two principal executives, Mrs. Emily Holt and George Heffer, most shine all the brighter because of inevitable comparisons that must be made between AFRA's history and the history of radio actors and Equity. Equity originally had radio jurisdiction. When the NRA was declared invalid, Equity ceased its distasteful radio action. This ultimately led to an almost forced organization of AFRA. In 17 months, AFRA has accomplished what its forerunner said couldn't be done. Equity remembers its film strike too well.

It is true that AFRA had advantages—a bank roll and support from Equity, Screen Actors' Guild and the American Guild of Musical Artists. Plus the Wagner Act. But to overcome, after less than a year and a half of existence, with its two principal objectives gained is to write a story of theatrical union progress that has no equal had very likely never will have. It's a terrific job.

Daytime Programs Heard in Mason City, Ia.

FROM JANUARY 6 TO JANUARY 12, 1939

(Continued from page 7)

Hour Listening	Program Heard	Program Origin	Station	Number Listening
4:30-4:45	Statistical Moments	L	WHO	4
4:30-4:45	The Troubadour	L	WMT	2
4:30-4:45	Man Behind the Bars	N	KGO	2
4:30-4:45	So You Want To Be	N	KGO	5
4:30-5:00	Spelling Bee	N	WHO	15
4:30-5:00	Win Berry	N	DK	7
4:30-5:00	Mail Bag	N	KGO	16
4:30-5:00	Swingology	N	WHO	8
4:45-4:45	Press Radio News	N	WHO	2
4:45-5:00	The Gidding Light	L	WMT	3
4:45-5:00	Road Report	L	WHO	2
4:45-5:00	News	N	WHO	7
4:45-5:15	Mail Bag	N	KGO	4
DK	Morning Parade	L	WOI	1
DK	Musical Clogs	L	WOI	1
DK	Home Messes	L	WOI	2
DK	Tom Rooney Broadcast	N	KGO	1

Key—N—Network Programs
L—Local Programs

This survey prepared for The Billboard by Market Research Corp. of America.

Radio Writers Union-Minded as Result of AFRA Click; Holler At Abuses; "Big Town" Best Pay

NEW YORK, Feb. 4.—Success of the American Federation of Radio Artists in settling contracts with advertising agencies has had its effect on radio writers. The scribblers are now asking themselves, "What's holding us back?" and at the same time criticizing AFRA's policy of "basing its scale on time and not talent." Writers claim that AFRA based its pay on the length of time an actor worked, and rehearsed for a show, and in so doing did not take into account that payment should be for an actor's talent, not time. If such a basis were invoked in a scale for scribblers the writers say that scripts would sell for about \$1,000 each. A writer first makes a synopsis, then a breakdown synopsis and then any number of drafts of the show before the finished product. This, on a time basis, would increase pay enormously, they say.

Radio authors claim that they're the most abused group in radio. Pay for scripts, as shown in the figures below, is ridiculously low, they argue, but working conditions are even worse. Scripts are seldom read by qualified or authorized readers in ad agencies; script requirements are changed without notification to writers; credit is rare. Writers say that the Radio Writers' Guild, Authors' League affiliate, has accomplished little in the time it has been working on the radio problem.

It is also claimed by the writers that there seems to be no happy medium for their income. Staff men on stations often make top money, with their salary and commercial jobs totaled, or it's from

hunger. A staff writer is considered a jack of all departments job, covering continuity, scripts, publicity and what not.

Advertising agencies make it tough for writers in their handling of scripts, their payment for them and constant overnight changes in requirements. Writers often get sample scripts and within a week submit their pieces, only to find that the sample script is no longer typical of needs.

Prices some of the leading shows pay follow: Lux Radio Theater, for adaptation, \$150; Big Town, \$500; Shadow, \$150; Texaco Star Theater, \$150 to \$750; Vallee, \$250; Chase & Sanborn, \$150; Kate Smith, \$75 to \$150; Magna Key, \$100 to \$200.

Ranks of leading writers include Irna Phillips, said to be one of the biggest money-makers; Arch Oboler, Larry Mankin, Don Becker, Carl Bixby, Don Clark, Jerry Devine, Herb Little, Dave Victor, Lee Gebhart and Dick Mack.

PITTSBURGH, Feb. 4.—Significant development in contemporary radio is outcropping of capable writers and a talking literary style all its own. NBC program manager John Royal opined while in town accompanying Toscanini for NBC orchestra concert at Syria Mosque.

Citing Maxwell Anderson as example of type of talent turning efforts toward ether, Royal foresew possibly bigger money for penmen, too, in view of sizable salary checks of top-draw entertainers.

Radio Talent

By JERRY LESSER

WELL, this is the season for it...and I've got it. (Höbe it! Höbe peek thru doo much.) The Refugee Artists' Group, of which Ruth Yorko is an active member, is expecting its Viennese director, Herbert Berghoff, from Europe next week. Rehearsals for an early opening start immediately upon his arrival. Group had a party at the home of Mrs. George Kaufman. Edna Ferber was one of the speakers. The committee will be composed of some very interesting names. . . . The Warden Lawes show, Criminal Case Histories, is probably the longest dramatic show from the standpoint of sound: In a script that runs 23 minutes there are seldom less than 75 sound effects to be executed in perfect timing to the fast-moving plot. M. C. Bruchmanhausen and John Powers, see NBC sound effects men, handle the show.

Spencer Beasley is a candidate for lieutenant in the U. S. Army Reserves, and one of his first tests was to ride horseback and take the hurdles for one and a half hours straight. Spencer started a new character on the "Jans Arden" show yesterday, that of Dr. Gray, and had the cast puzzled when he refused to sit down during rehearsal. He has also been taking auditions with Gloria Blondell, sister of Joan, for a new air show. . . . The Skallywags, a group of radio artists who are friendly in a social way, are holding a Dutch-treat affair at the Sert Room, of the Waldorf-Astoria February 11. Members include Agnes Moorehead, Jack Lee, Ken Delmar and his wife, Bill Johnson, Ed Jerome, House Jamieson, Ruth Talfero, Betty Garde,

Johnny Loveton, Carl Frank, Barbara Weeks, Chet Stratton, Violet Barney, Helen Lewis, Daphne West, Spencer Beasley and Johnny Martin.

WARD WILSON is a papa for the second time. His new son has been named Phillip Harry Wilson. (Catch on?) Ward says, "He's living with us for the first few days anyway." Mrs. Wilson was Betty Lou Webb. . . . Benny Goodman has an idea which could be worked quite successfully among all regular cast radio programs to help favorite charitable institutions. Benny's "fluffy box" has a total of \$7.50 in it. Pined 30 cents for stuffing boxes, principals in the CBS Swing School have erred to the tune of \$2.50 weekly since the imposition of the penalty to minimize slips on the program. How about forming "fluffy clubs" on all shows and let some worthy charitable organizations benefit from these garbled garbles? . . . Phillips Lord (Beth Parker) learned this week that there really is a Seth Parker. He lives in California and writes that he has his own evening at home with the neighbors invited to listen to the Beth Parker broadcasts. . . . Peggy Zinke appears on Irene Wicker's Musical Plays on Sundays. Other members of the cast include Johnny Brown, Florence Maloche, Jimmie McLaughlin, Agnes Moorehead. . . . Somebody married Junius Mathews' overcoat the other afternoon while he was in rehearsal. Had to spend money for cab fares, not to mention another overcoat. . . . Jack MacBrydie, who plays Luke Baxter in The Widow Brown, has been called down from the hills again. He really thought they had him liberating for the winter.

Opposition to FCC Overhauling Grows; Renaming Case a Puzzle

WASHINGTON, Feb. 4.—Promised changes in the Federal Communications Commission looked more remote this week as minority members of the House began to take interest in the Administration effort to streamline the FCC into a smaller administrative body. Chairman McNinch was scheduled to see Senator Burton K. Wheeler to discuss the proposed bill, but this had to be dropped when the Montana senator became busy with more urgent legislation. However, it was emphasized at the FCC that McNinch would not be taking a ready-made bill to the senator, but that the two men were going to talk over the situation and exchange ideas.

However, an opposition that is becoming manifest has caused the chairman's office to pause and reflect while attempting to overcome the defects in original tactics. The plan had looked simple—only a case of going to Congress to admit candidly that nothing could be done in a constructive manner of the FCC because of inside sabotage.

The ill repute of the commission was banked on too heavily for the President's letter asking for a change plus the chairman's me-too indorsement aided McNinch's opposition. It pointed to the record of abolishment of the three divisions, the system of routing duties within the commission, the unsuccessful attempt of Commissioner Craven to pass his monopoly investigation only to have the majority support the McNinch version, the purge of General Counsel Hampton Gary, the later purge of Chief Examiner Davis G. Arnold, Press Chief G. Franklin Wisner and the abolition of the entire examining division and a reconstructed manner of holding hearings. When in face of these fundamental changes occurred with the chairman's investigation and majority report, many members of Congress want to know what more could be expected. Only an end by a minority opinion, they conclude, and

that becomes a very sore point at the Hill.

The present Republican membership is only too well aware that it is the minority and is prepared to fight to the last man over the right to criticize the New Deal at every point. At the moment this Republican minority is full of sympathy for any minority. To this bloc there are the conservative Democrats who are opposing almost every New Deal measure—and under present conditions the chairman has left no stone unturned to give the impression that his administration at the FCC and the proposed changes are entirely an Administration matter. To these blocs who added the great number of personal friends in Congress of the men whom McNinch purged.

There is speculation over Commissioner Norman S. Case. His name, after rumor to the contrary, was sent to the Senate for confirmation of his interim appointment. Latest reports are that the Interstate Commerce Committee approved the appointment and would send it to the floor some time this next week.

The reports seem confusing to observers trying to analyze the moves and countermoves over the McNinch reorganization. If Case is scheduled to go out, why should the White House ask for his confirmation to a seven-year job? Everyone seeks an explanation of this seemingly paradoxical situation, but no one is getting the answer.

In discussing the matter the same points are hashed over—that an FCC minority appears to be undesirable, that Case's confirmation is highly contradictory to the Administration's "backing" for the McNinch reorganization and that McNinch has been able to get what he wanted from the FCC.

SPOKANE, Wash., Feb. 4.—KXQ-KOA staff has been augmented by Pat Hayes as sports announcer and Malcolm Sykes as announcer and continuity writer.

Advertisers and Agencies

By PAUL ACKERMAN

LEVER BROS. for Lux products, starts a new quarter-hour daytime serial over Columbia Broadcasting System February 13. Untitled and uncast at press time. Ed Rice, just returned from the Coast, will be producer-writer. . . . Jerry Livingston, composer, being auditioned by agencies around town. Likely to land a spot on a summer show. . . . Gordon O. Vanderwerker now assistant to Charles Rynd, chief of National Broadcasting Co.'s Eastern sales department. . . . Frank Kemp new to Compton agency's media department. . . . Eugene Jelenick back in New York after a year at Hotel Utah, Salt Lake City, making Muzak transcriptions.

daughter of Jacques Van Straten, WJLN controller, awarded a doctor of philosophy degree in chemistry from New York University.

"We the People" program likely to get Frank James, Jesse's brother on the air soon. . . . Hubbard Robinson and Adrian Smith, Young & Rubicam production men, left for Hollywood Thursday (2) to work on agency's Coast programs. Smith will remain there. . . . International News Service to carry a feature story soon on Bill Adams, announcer. . . . Don Carl Gillette writing a tome on "Finance. . . . Fred Ural, going on tour with Paul Whiteman, will be replaced on "Big Spies" program by Norman Brakenhoff. . . . Will Yates becomes a pappy any day now. . . . Florence,

LESTER GRADY back from being around country for Paul Whiteman. . . . Midge East rejoined Fidelity office after a year with NBC. Will handle national release out of New York. . . . Gerald Winton, of NBC statistical division, now in sales assisting John McGreen. . . . Mary Martin did a triple Thursday (2), appearing in Leave It to Me on the Valley hour and at the Rainbow Room. . . . Negotiations between J. Walter Thompson and Mrs. Franklin D. Roosevelt for the First Lady to appear on Kollogg show February 25 are temporarily stymied, producers wanting Mrs. F. D. R. to rehearse in the studio. She wants to go over tonight on the train—which she did before on the Panda's train. . . . Hal James and Lee Graves, respectively program and business managers of Compton's radio department, sailing. . . . Andrea Leeds and John Curfield guests on Silver Theater February 12 and 13. . . . Frederic March and wife, Florence Eldridge, on Kate Smith program February 16. . . . Fred Edwards, formerly commentator at WJLN, Cincinnati, has joined WJLN announcing staff.

Chicago Air Briefs

By HAROLD HUMPHREY

LEONARD BRADDOCK, head of the L NBC information department in New York, was in town this week to aid Bill Ray in setting up a similar section here. . . . Another NBC visitor was John Royal, v.-p. in charge of NBC's New York program division. . . . Doug Corrigan was in town for the premiere of the pic *Tales of the South Seas* and let himself in for a radio interview Saturday on Ethel Wisner's WCFB Know Your Authors program. . . . Bob Crosby and ark return to the local airbase Friday when they reopen at the Blackhawk Cafe. . . . WJLN is in a dither on who will take over for Pat Flanagan on the Belch Candy Co. After School show. . . . Lucy Ollman, the kid star, joined NBC's One Man's Family show. . . . Hearst's Chicago Herald and Examiner has been spotting them on nearly all the Chi outlets recently in an effort to offset some of the public's antagonism over the Guild's strike at that paper. . . . James Stinton does not definitely take over the NBC Artist Bureau job here

until February 13. He succeeds Alex Robb, who left a few weeks back for a similar post in the NBC Coast studios.

Frank Howard's *Booze Bowl* misery will get a WGN wire when the Roy Hudson and ark open their next Wednesday. Chubby's game will also be changed to the Versalides Club. . . . William Saxon, of St. Louis, is the new addition to the WOPF announcing staff. . . . Opalino's "Circles of Elm Street" airing on WMAQ goes network next Monday. . . . WBBM's "Your Friendly Neighbor" show folds this Thursday—sponsor trouble. . . . All the big stations here were busy this week, finishing a 24-hour sustaining schedule, just in case the agencies and AFRA didn't get too picky. . . . Now that they have the seats feel that a great deal of the artist contracting, which in recent years has swung over to the agencies. (See AIR BRIEFS on page 30)

RAY KINNEY
and His Native HAWAIIAN ORCHESTRA
NOW APPEARING
Nightly at the Hawaiian Room,
HOTEL LEXINGTON
New York.
Also with His ALOHA MAIDS
in the New Musical Hit
"HELLZAPOPPING"
And on the Air via NBC Saturday, 11:30 P.M.—Sunday, 11:10 P.M.

Program Reviews

EST Unless Otherwise Indicated

"Avalon Time"

Reviewed Saturday, 7-7:30 p.m.
Sponsor—Brown & Williamson Tobacco Co. Agency—Russell M. Seeds. Station—WEAF (NBC network).

Program is sponsored by Avalon cigarettes, coming out of WLW, Cincinnati with Red Foley, a semi-hillbilly crooner; Red Skelton, comic; Phil Davis Orchestra, the Neighbor Boys and a chorus. Peter Grant announces.

It's 1929 radio mostly. Skelton's material has to be heard to be believed. To wit: "A caterpillar is an upholstered worm." That one was tossed out of Tony Esstori's. Altho Skelton works hard, it isn't worth the effort with what he's got in the line of gab. Delivery is good, but he plays too hard to the studio audience and a lot of laughs are for them, not for the listeners. That studio audience, incidentally, is a champ annoyance, laughing loud, long and frequently. Skelton has a possible good laugh source in a screwball Professor Quiz, but it never comes up to expectations.

Music is okay, with the Phil Davis Orchestra working well and various vocal groups likewise. Red Foley's singing no doubt pleases some people.

Commercials punchily delivered by Peter Grant.

"Radio Playguild"

Reviewed Wednesday, 8-8:30 p.m.
Style—Drama. Sustaining on WNEW (New York).

This proves again you can't trust press releases. The one on this program said something about producing "mature" radio drama on the "Radio Playguild." Mature radio drama must mean, then, the use of the word "stinks" in the dialog, as this one did twice. First program was lousy. I'd say it stank, but can't use that word.

A union organizer is kidnaped by gangsters hired to do so by the employer. Chief mobster discovers the kidnaped is his brother. They discuss Life-Union organizer says all his brother's money is a bagatelle. Gangster says brother is a sucker. Denouncement has gangster free sacrificing his life for union free.

Performances were weak; other than the gangster chief, pretty good in delivering his lines with snap and crispness. Girl lead, really a bit, was quite inadequate.

Sketch was written by Palmer Thompson, directed by Bob Miller. These two, with Melvyn Elliott, manage the "Radio Playguild."

Drama is still radio's whipping boy.

Franken.

"Legal Oddities"

Reviewed Friday, 9:30-10 p.m.
Style—Novelty, with dramatizations. Sustaining on WOR (MBS network).

This program is partly narrative and partly dramatic re-enactments, dealing with various oddities and contradictions in the law. This type of material is always interesting and the program makes good listening. It is a Federal Theater radio project show, with an unidentified "Lawyer One" leading the discussion. In crossfire with Henry Morgan, staff announcer, he discloses the various acts which in different States are part of everyday life, but nevertheless break some law or other. Thus, one State requires a "pleasant tone" on auto horns, another says bridges cannot be crossed on the Sabbath.

Dramatizations center on strange or difficult-to-reach decisions. Featured sketch on programs caught dealt with the murderer of Wild Bill Hickok, tried twice for the same crime, but actually tried but once, since the first hearing, giving a not-guilty decision, was before a kangaroo court. Fairly well done.

Show is okay for an advertiser with a low budget.

Franken.

"Old Curiosity Shop"

Reviewed Wednesday, 8-8:15 p.m.
Style—Sketch-interviews. Sustaining on WICC, Bridgeport, Conn.

Creating an atmosphere of entering an old curiosity shop, with tinkling doorbell and the tinkle of a music box, listeners will find this program moderately interesting. Cast of Mal Parker, Sherman Reilly and Jeanne Pol presenting program informally. Seemingly rummaging about, they pick up some old etchings and lithographing prints and discuss them. During the discussion one relates a narrative, which is then dramatized. Show is crowded in the limited period.

Lafkowitz.

"Brenthouse"

Reviewed Saturday, 8:30-9 p.m.
Style—Dramatic. Station—Sustaining on WJZ (NBC-Blue network).

Brenthouse, starring Hedda Hopper, is another of those homey serials. Miss Hopper is Mrs. Brent, a widow whose two chief concerns are her family and her publishing business. Yarn has plenty of dialog of the family sort—indicating Mrs. Brent's worries over her children, the company they keep, etc.

Romance enters the family by way of one Michael, a writer whose manuscript Mrs. Brent will publish. Michael dis-

cerns great virtues in Mrs. Brent and would like to marry her forthwith. Told she is wasting her life, the widow answers neither yes nor no, but steers the conversation into more usual channels.

This was the tenor of the episode caught last Saturday. If Ted Sherdeman, writer, keeps going along the lines indicated in the show caught the program will develop good characterization.

Ackerman.

AIR BRIEFS

(Continued from page 3)

will now swing back to radio itself because of the glowing breach between the two salary scales.

RADIO p. a.'s and press departments had a verifiable field day here this week as a result of Monday's blinding snowstorm. Seems that every actor, announcer and what-have-you had an odd experience to relate in combating the elements. . . . Ken Fry, NBC special-avenger, hopped off for New York for a couple of days. . . . Max Miller and his WIND quartet had to give up doubling at the new Off Beat Club. Music union said okay unless Max wanted to build another outfit for the second job. . . . Bob Eaton, WGN sportscaster, spent a couple of days in Augustana Hospital trying to break his cold. . . . Wallace, the Get Thin to Mastic maestro at WGN, is now being handled by the William Morris office here. . . . Marek Weber is sporting a new interpreter, a Dr. Arnold Rosenberg.

LEADING LOCAL

(Continued from page 3)

by Cliff Carl and Shari Morning, with singing of Kay (Sugar) Neal, and the Four Aces, instrumental group. Other performers include Charles Pray, Marion Prescott and Bob Starr. Continuity centers around the antics of Elbert McNutt, "a scoundrel with a voice that makes a rasp like a mocking bird," and Hazel McNutt, "dizzy, but with a naturally romantic nature" where her partner is concerned. Sponsored by Butternut Coffee. Station—WHO.

"Caroline's Golden Store" heard Monday thru Friday, 11:15-11:30 a.m. Script show built around Caroline Ellis and produced for General Mills by Fran Hoyer, for a number of years program director of KNBC, Kansas City. General Mills has only recently renewed. Understood that this sponsor may later add the program to its network series. Station—WHO.

"Herb Plambeck's Farm News" heard Monday thru Saturday, 6:30 to 6:45 a.m. This is mainly a public service feature, giving the farmer important farm information and highlights of the news before he goes out in the field. Herb Plambeck is well

known thru Iowa and the Midwest. After his early morning broadcasts, he very often spends the rest of the day traveling the State, talking with farmers, or making a personal appearance. The "Farm News" is sponsored three days a week by Pioneer Hybrid Seed; other previous sponsors have been Quaker Oil Burner, Champion Milling Co. and Morton Salt. Station—WHO.

"Checkerboard Time" heard Tuesday, Thursday and Saturday, 12:45 to 1 p.m. This is a transcribed program featuring different outstanding vocalists and hillbilly music—sponsored by Purina Mills, of St. Louis, in behalf of their Checkerboard Foods. Station—WHO.

"Time and Tunes" sustaining local transcription production on for two years. Station—KGLO.

"Burrough A. Waltrip Radio Chapel" is a devotional service sponsored by Radio Chapel, an independent religious unit. Called "The Most Unique Church in the World." Burrough A. Waltrip is director and conducts the service each morning. On air one and a half years. Station—KGLO.

"Today in Osage" sponsored by Osage business men. Osage is a town of 3,000, some 40 miles northeast of Mason City. Features transcribed music and news of Osage. Station KGLO.

"Melody Time," local transcribed production sponsored by Mier Wolf & Sons, of Mason City. On the air one and a half years. KGLO.

"Parade of Bands," co-operative program sponsored by six Mason City coal dealers. On the air 2 1/2 weeks. KGLO.

"Morning Concert" sponsored by Vance Music Co. Uses NBC Thesaurus scripts alternating between "On the Mall" and "Melody Time." On air one year. KGLO.

"Church in the Wildwood," NBC Thesaurus thru Marshall & Swift. On air for one and one half years. KGLO.

"Hometown News," sustaining program. Features news of local communities of North Iowa and Southern Minnesota as gathered by correspondents of The Mason City Globe-Gazette. On air two years. Sponsor, Candid Eye, thru Albert Kirschner for eight weeks.

"Mystery Melody Game" is a contest, feature in which four transcribed numbers are played daily, those guessing titles correctly being awarded a dollar. Two dollars is offered daily. A participating spot program. On air one year. KGLO.

"Markets," sustaining show. Gives a resume of morning markets, both local and national. On air two years. KGLO.

"Man on the Street" is usual type of street interview program conducted by Hank Hook. On air one and a half years. Sponsor is Pritchard Motor Co. KGLO.

"The Mail Bag" is a musical mail request program. On air two years. Sustaining. Transcribed music used. KOLO.

"Varieties," sponsored by McCormick Deering Dealers. On air two years with Earl Hunt and Mac-Sweeney's Orchestra. Alternating. Heard daily Monday thru Friday at noon for half hour. Program was first International Harvester radio promotion in the United States. KGLO.

"Musical Clock" sponsored by Nash Coffee thru Erwin Wassay, Minneapolis. On air 2 1/2 weeks.

CINCINNATI, Feb. 4.—WLW's Musical Chuckwagon, featuring stars from station's Boone County Jamboree, is WLW's first program available for spot announcements. Station thus far has carried no show offering commercial announcement time. Broadcast six times a week.

BILLY SWANSON
and his MUSIC
ON TOUR
Mgt. CONSOLIDATED RADIO ARTISTS.

AUDITIONS
Present your best efforts on the best recording made. We will take your program on the air from any station in the country, or you can make your recording in our studios when you are in New York.
Write today for rate card.

A. A. RECORDING COMPANY
"The best in off-the-air recordings."
3243 Broadway, New York City.
Edgemoor 4-7000.

Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
9-Away 7-5277.

Lodge, Stanton Testimony Winds Up FCC-CBS Hearings

WASHINGTON, Feb. 4.—CBS concluded its appearance before the FCC Monopoly Committee this week with testimony by William B. Lodge and Dr. Frank M. Stanton, director of Market Research. Lodge, explaining the engineering data prepared by the networks, said that CBS stations offer a minimum of signal duplications. Separate charge for surveys on duplications based on square-mile areas and rural populations showed little overlap of secondary signals. Skywaves and ground-wave data were given to the committee to show that despite FCC standards of clear-channel operation at 50 kw, it was impossible to serve areas in any comparable manner. This was explained as due to sun spot activity which had materially increased since the 1935 favorable conditions existed when the FCC standards were laid down.

Dr. Stanton's testimony concerned the benefits of CBS affiliations to radio stations thru the increase of listener audience and station income thru the medium of Dr. Daniel Starch and Crossley research surveys. Stanton showed a five-fold and after CBS affiliations for five stations averaging audience increase of 63 per cent for daytime, 175 per cent for the evening.

A novel research conducted by CBS clearly indicated that clear-channel stations begin to lose their rural listeners

at points beyond 100 miles from transmitter. This dwindling began at 80 per cent and spiraled down to about zero at the 700-mile mark which the FCC declares is serviceable boundary for the 50,000-wattors.

Station income showed similar benefits with the typical CBS affiliate with total revenue for 1937 of \$213,822.88.

Dr. Stanton's testimony on CBS figures on income and programs was temporarily halted by questioning from Commissioner Walker on audience reaction to CBS programs finally getting down to question of children's programs. Walker demurred the Columbia crew by unfolding CBS promotion which showed that of all children's programs aired by the web Gang Busters proved the favorite. Walker wanted to know if Gang Busters was a child's program, and Columbia's counsel, Judge Burns, declared that the CBS children shows were only those specifically aimed at children regardless of what that moppet may prefer a more virulent entertainment.

Conclusion of testimony yesterday paved a way for appearance of Mutual next Tuesday. Before quitting the hearing room Judge Burns requested privilege of filing a brief and recalling other CBS witnesses in next future appearances before committee may require further CBS testimony.

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

DRIVE AGAINST KICKBACKS

P. W. Loser in Both CRA Suits

AFM exec board allows NBC contract to be assigned—must pay 14G

NEW YORK, Feb. 4.—Paul Whiteman was set back on two counts when the executive board of the American Federation of Musicians handed down this week a decision ruled upon in Miami during the recent annual meeting. Suit of Consolidated Radio Artists for back commissions was decided in favor of the agency, and Whiteman's countersuit declaring that National Broadcasting Company had no right to assign his contract with the network to CRA was dismissed. Action and counteraction had been pending for almost a year before the exec board.

Claiming its NBC contract on Whiteman was valid and thus subject to commissions on bookings, CRA sought back and current commissions on Whiteman's commercial air show and outside bookings arranged by his own office, Artists Management. In allowing the CRA claim exec board ruled that Whiteman must pay Consolidated the back commissions, reckoned at \$14,000. Ordered that money must be paid thru the AFM treasurer's office within 30 days.

Whiteman's countersuit on his contract went for nought when the board ruled that it was permissible for NBC to assign his binder to CRA at the time when the union started a licensing system for bookers and declared artists' bureaus connected with radio stations were ineligible to engage in such enterprise. Contract with NBC was inked in 1931 for a 20-year management, having until 1951 to run.

AFM decisions were turned over by Whiteman to his attorney, Julian Abelow, to investigate the legal aspects of both cases. In the meantime his band and office will continue functioning as in.

Lown Returns to Orkdom

NEW YORK, Feb. 4.—Bert Lown is returning to the music wars as a maestro after eight years of booking activity. Lown's attempt to regain the popularity he enjoyed when his band played at Hotel Biltmore here started this week with the formation of a corporation called Entertainment Preferred. Associated with him is Ronnie Ames in a personal managerial capacity, with Walter Sogolow, former National Association of Performing Artists attorney, looking after contractual legalities.

Stranded in Ariz., Local Cuffs Baker's Band Home

LOS ANGELES, Feb. 4.—After starting to New York, intending to play one-nighters en route, Ken Baker and ork stranded in Arizona with no dates booked and a flock of hotel bills, according to AFM officials here.

It was stated that Baker and his crew put the "bee" on the musicians' union for money enough to return home. It was believed that MCA, who handles Baker, did not think much of the New York trek.

According to union officials, Local 47 advanced Baker and his ork around \$600 to pay up their bills and get home. The union is extending notes to each member of the band covering the amount.

New Broadway Ballroom

NEW YORK, Feb. 4.—Plans for the proposed building in the Times Square sector on the site of the George M. Cohan Theater call for a mammoth ballroom occupying the second and third floors. A motion picture theater will be erected on the ground floor. New building is to be put up by the New York Life Insurance Co. and will undoubtedly be ready during the height of the World's Fair trade.

Morgan a Fugitive From a Police Gang

WILKES-BARRE, Pa., Feb. 4.—If Russ Morgan is wise he'll detour around this city any time he's on a tour of the anthracite region. The cops are after him here—not, understand, in a felonious sense. Seems that Morgan was set by CRA to play the annual Policemen's Ball February 27 and the boys in blue did the advance work up brown, what with spending plenty on printing tickets and posters and publicizing the event on the air. Excitement was reaching fever heat when Morgan announced he wouldn't take the date.

Local Police Sergeant Murphy scurried to New York in an attempt to contact Russ, but with little success. Hence arrangements were made with Johnny Green, plus the addition to the program of a local band, thus satisfying local musickers who burned plenty over outsider Morgan and not one of their units getting the job. The only thing that may save Morgan from Wilkes-Barre police justice, should he ever turn up here, however, is the cops' knowledge that his feud with CRA may have had something to do with the cancellation.

Early Dance Hours For Early-to-Bed U. of Neb. Queens

LINCOLN, Neb., Feb. 4.—Dance has surged back into being again after taking the low ebb for the past six weeks. Doesn't take the name bands particularly to get the ticket window even, as was the case for a while. Evidence is that college exams, the pocketbook banged flat by Christmas and registration for the next semester and January sales out of the way, the upturn is not only in sight—but here.

Last week-end all three dance spots went out for some nice money. King's and Pin-Mor, which always did pretty well Sundays, even surpassed their Saturday night takes, which is very unusual. Played George Shuey and Paul Moorhead, respectively.

Biggest ground gainer was Re H. Pauley's Turnpike Casino, which goes for the upper crust and college trade. Sunday nights had always been pitiful, mostly because the college girls have to punch clock and scam to bed at 10:30 p.m. on the Sabbath. Pauley, with Leo Dixon playing, started dancing at 8:30 p.m. and closed at midnight, with 25 cents per, the schedule for the first two and a half hours, 50 cents per thereafter. Turned in \$400 at the window, which is exceptional considering Dixon was making his first appearance. Early opening gives the college gang a run for their money, so it's policy from now on.

Wolfson Pro Tem in Chi

CHICAGO, Feb. 4.—Lou Wolfson, William Morris exec in New York, is taking over the office's local band department for a month until a permanent man is appointed. He was expected in the new headquarters here over the week-end and is to make the rounds of local and neighboring hotels and night spots soon after arrival.

Beer Coasters Plug Disks

CAMDEN, N. J., Feb. 4.—RCA-Victor has issued a novel promotion item for use in taprooms, taverns and sundry tipping stations to plug the maestro recording on their Victor and Bluebird labels. Item is a beer coaster, stamped with a photo of the band leader and a thumbnail bio. The personal tidbits carry the plug for the platters. First maestro to benefit by this handy ad medium is Benny Goodman with additional coaster sets to follow for the other leading artists. Coasters make swell talking-home pieces for the advenir hunters.

New York Local Nicks Childs Restaurants for Back \$24,000

Co-operating musicians not penalized—union drive, centers against employers—salary now held in escrow—Max Arons leads drive

NEW YORK, Feb. 4.—Firing the first big gun in a war against salary kickbacks, Max Arons, attorney and trial board chairman of the musicians' Local 802, this week cracked wide open charges against Childs restaurants involving \$24,000. According to union execs, sum was returned to the employers over a period of two years from bands playing three Broadway Childs spots—Childs at 50th street, Childs in the Paramount Building and Childs at 103d street. Arons, presenting the local's case, interrogated Allen Childs and other restaurant execs to show cause why the asteric chain should not be placed on the unfair list. According to the union, plaintiffs admitted the charges—defense being that they had separate contracts with the band leaders calling for return of "certain amount" for publicity.

Less Money in Club Bookings Last Year

NEW YORK, Feb. 4.—Last year was considerably less profitable than 1937 for club departments of booking offices, with a marked decline in the demand for music at social and organizational functions. Mike Markle, head of Music Corp. of America's club division, estimates the drop to be as high as 30 per cent and attributes it to unsatisfactory business conditions, stock market drops and uncertainty regarding the European situation.

Name bands are sought, but the price offered is far below that asked. Result is that either no band is used or one with relatively little name value. This season, of MCA's roster of name orks, Leo Reisman and Richard Himber have played the greatest number of club dates, principally because location jobs and theater tours have been occupying most of the office's other leading music attractions.

With December and January, the best months for club booking—the former in particular—now over, Markle and other club bookers are turning their attention southward. Height of the Florida winter season comes between the middle of February and the beginning of April, with the offices hoping that this year's Southern business will make up in part for last year's losses.

Shalimar Bowl Biz Shallow

SAN FRANCISCO, Feb. 4.—Since Gene Krupa's inaugural, business of Shalimar Bowl, now in progress here, has looked somewhat. Ellis Levy blames the fall in receipts on failure to get a liquor license for his ballroom. Buddy Rogers, with one more week to go, has been doing only fair biz, but band is not taking the blame. No follow-up has been set as yet.

\$780 Meaty for Miller

BRIDGEPORT, Conn., Feb. 3.—A crowd of 1,200 persons comfortably filled Ritz Ballroom last Sunday to dance to the strains of Glenn Miller, with a gross take of \$780. Prices were set at 85 cents for both sexes.

Stevens for MCA Units

CHICAGO, Feb. 4.—Dick Stevens left the local Consolidated Radio Artists' office to join Music Corp. of America here as head of the cocktail table department.

Birmingham Picks Smith

BIRMINGHAM, Ala., Feb. 4.—Paul Smith was voted tops among local bidders in a contest staged at Municipal Auditorium here in connection with the President's Birthday Ball. Totals were Smith, \$3,550; Oliver Naylor, 2,490; Bill Nappl, 2,200; and Coleman Sachs, 2,510.

Gaffney's Grove Reopens

SEATTLE, Feb. 4.—Kain and Tom Gaffney reopened Gaffney's Grove at Lake Wilderness. Ballroom, one of the largest in the Pacific Northwest, will feature Billy Stewart's Ork and again use traveling names for week-end nights.

The local, stated Arons, considers this defense "as a subterfuge to cover up the kickback." Harry Sacher, union attorney, has been assigned to collect the \$24,000.

Allen Childs, when asked for a statement, said the firm had no contract with the local and refused to discuss the matter.

Abundance of the local in the kickback campaign is to show leniency toward the band leaders, union execs feeling that the men are forced into kickbacks thru economic stress. Men involved in Childs case are not being penalized because of the co-operation they gave the union in breaking the case. Local is collecting full scale now and holding it in escrow—to be turned over to men at end of their engagements.

Policy of leniency toward bandmen, with punishment directed toward the employers—whom the union regards as generally the guilty party—is regarded as the most effective way of cleaning up kickbacks. Method was tried with success by A. A. Tomet and James Petrillo, heads of Philadelphia and Chicago locals, respectively.

Just before breaking the Childs case trial board was instrumental in having maestro Jack Melvin expelled from the local for playing his men under scale at Nite T. Grandlund's Midnight Sun. Musicians received \$30 instead of \$50, total sum of the kickbacks amounting to \$1,500.

Muzzy for Salt Lake Spot

SALT LAKE CITY, Feb. 4.—Jerry Jones, manager of the Rainbow Rendezvous, local dine-and-dance, returned from a shopping trip to the West Coast where he signed Muzzy Marcellino, who recently left Ted Flo-Rito to start his own band, to locate here Thursday (9). Carl Ravazza bows out to make way for Marcellino.

JULES DUKE opened this week at Tugwiler Hotel's Continental Room, Birmingham. Doris Gray is vocalist.

Buffalo's Johann Strauss Writes \$4,000,000 Waltz

BUFFALO, Feb. 4.—Optimism runs high in the ranks of songwriters, professional and otherwise, especially concerning the earning power of their brainstorms, but what seems like an all-time high has been achieved by George W. Kroblich Jr. Tunesmith brought suit against this city for \$4,000,000 because he was evicted from his home while in the throes of composing a waltz. Kroblich claims that said waltz would have netted him that amount in four years had the eviction not prevented its reaching a publisher in time. Composer magnanimously offers to settle for \$2,000,000—cash.

By E.—Kroblich is also demanding a refund on his marriage license fee because he's separated from his wife.

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BRUNSWICK-VOCALION RECORDS
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New York — Cleveland — Kansas City

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and his ORCHESTRA
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and his ORCHESTRA
Currently Featured
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Chicago, Ill.
WGBM and CBS.
Exclusive Management
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New York — Cleveland — Kansas City

HOWARD BECKER

and his ORCHESTRA
Currently featured
RAINBOW BALLROOM, DENVER.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RALPH WEBSTER

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Designed
for
Dancing
FLORENCE DAVIS Electronic Piano
YANTILLA GARDENS, Richmond, Va.
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MUSIC with ROMANCE
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New York — Cleveland — Kansas City

Orchestra Notes

By M. H. ORODENKER

Cotham Cab

THERE will be no settlement of the "King of Swing" diadem at the Newark, N. J., box office for the February 17 week. Benny Goodman's stint has been scratched, and Artie Shaw will dominate that local scene alone. Southland Cafe up in Boston, the Hub's Harlem botteria, saves this corner's face and brings in a palisade band, RED NORVO opening Thursday (9) for a three-week stretch. COUNT BABIE follows in March. Norvo bows out of the Ben Franklin Hotel, Philadelphia, giving way on Thursday to HARRY JAMES, ex-Goodman trumpeter. ERNIE HOLST returns to the Glass Hat of Belmont Plaza Hotel March 3, Joe Venuti bowing out. ROSE VENUTI, Joe's 21-year-old niece, turned up in town with a cocktail combo devoted to awingeroos. must run in the family 'cause the gal scratches a scorchy fiddle like her uncle. CHICK WEBB cuts short his run at Park Central Hotel, for he is set to fortnight at the Paramount Theater for a fortnight, starting March 8. BOB KNIGHT, new maestro under John Andrews management, is set to open the new nitery on site of the darkened House of Morgan. LOU PORRMAN leaves President Hotel to serve as musical director for the International Casino show touring the theaters. TEDDY KING replaces Larry Punk at the Village Barn on the 20th. DON RAVEL is the new maestro at the Greenwich Village Casino. GLENN MILLER replaces Larry Clinton at Meadowbrook Country Club of the Jersey side March 7. CORNELIUS CODOLBAN opens at Casino Russo restaurant. BUDDY WAGNER takes over the Midnight Sun nitery stand. after all these years the kids are starting their clubs for Pops. Baka Murray Jr., who edits the school page on the Washington Herald, started the first Paul Whiteman Club at the nation's capital.

On Western Bandstands

DICK STABLE opens the 13th for a month at Cleveland's Statler Hotel, after looking over the former Faith Cariton all-tenor band, Asa Kent, Chicago canary, set to take over the baton, too. claimed the combo too jazzy for her type of personality. AB NEWMAN moves into Rivernight Club, Ironton, O. DON DUNHAM gets a renewal at Topper Ballroom, Cincinnati, to run the season out—which means to mid-March. EARL MELTON takes in nine days, starting the 16th, at Madras's Danceland in Whiting, Ind. EDDIE CAMDEN plays the same dancet for three April week-ends and the first two weeks in May.

Cocktail Combos

MARIA THOMPSON'S Musicals, currently taking in a third return trip to Hotel Onesto, Canton, O., strike a showmanly wallop in their strolling mode of black cloth, the bass fiddle is decked out with a pocketed case that contains maracas, castanets and all the other accessories that make the rumba rhythm so exciting. and as the girls strut around the room playing the Latin-American syncops, sippers are invited to grab for the pockets and join the musicians for the instrumental, sound effects. pocketed bass is used as well as to house all sorts of gadgets to match the mood of the songs featured. Middle Killianis and his SINGING STRINGS hold over at Old Vienna Cafe, Indianapolis. John J. Woodie, manager of Hotel McAlpin, New York, brings in THE RACIMO TRIO, native Polynesian strollers, for the Red Room Lounge. FOUR TOP HATTERS take in a four-weeker at Hotel Gibson, Cincinnati, starting the 17th. KEOKI and KEOWAH, Hawaiian vocal and instrumental twosome, locate at the Cocktail Lounge of the Barbizon-Plaza Hotel, New York. Bob Opitz's VERBATILIANS draw a holdover at Montebone Hotel, New Orleans. O'BRIEN and EVANS closed an eight-weeker at Lamb's Cocktail Lounge, La Fayette, Ind. JOE COSTA and His Gentlemen of Note have been signed for R-O-K management. Circus Bar of Hotel Piccadilly, New York, has the SWINOSTERS TRIO, headed by vibraphonist Hal Miller, with the ADRIAN ROLLINI TRIO confining their playing to the Glass Hat, in the gametown, Belmont-Plaza Hotel. SQUIRE

February 16 at Stage One Cafe, Los Angeles. This week brings the ROYAL AMBASSADORS to Congress Hotel, Chicago, for a month.

Called From the Coast

PHILLIP TERRY, who has portended ork leaders in 23 flibbers in the past two years, leaves the lots of make-believe for a real band of his own. that is, as soon as he finishes portraying an ork leader in Metro's forthcoming musical, *Somewhat Secret*. another world-famous musician was lured to the screen when DANIELE AMPITHEATROFF, Russian-Italian composer-conductor, joined Metro's music staff. movieband's Yacht Club Boys, in leaving Hollywood the 20th to tour the Interstate Theater Circuit in Texas, take along OARWOOD VAN and his ork. AARON GONZALES, current at Hollywood's Club Serape, has been set for a sequence in *Neapolitan Rose*, a Gene Autry Western, at Republic pic. band has just completed a chore in the Roy Rogers musical at the same lot. JOE SUDY, bowing out after a long run at Str Francis Hotel, San Francisco, jumps to Denver to open the 24th at Cosmopolitan Hotel. en route, Sudy picks up Californian one-nighters at Rainbow Ball, Calif., on the 18th; following on consecutive days at Blue Moon Ballroom, Vallejo; the Firemen's Ball in Oroville and Palm Gardens Ballroom in Sacramento on the 19th. CARL RAVAZZA opens an indei stretch the 21st at Rainbow Rendezvous, San Francisco.

Doings In Dixie

BOB S. SMITH is using the traveling lookers for the first time at his Club Box, mountain dancetorium in Birmingham. BOB SYLVESTER is the initiator for an Indei stay, spotted by MCA. GERRY GIRARD opened last week at Windsor Castle, Atlanta, having played a dozen FDR birthday balls in Alabama, Georgia and Florida. BILL FARMER and his Moodie in Music houses in Dothan, Ala., as the hub for his future barnstormings. TOMMY TUCKER opens this week at Baker Hotel, Dallas. JACK WARDLAW takes in the Kemp theater circuit in the Virginias and Carolinas for the February month and is set for the Spring dancet at Randolph-Macon College, Ashland, Va., March 3 and 4. TED LEWIS takes in the mudy auditorium in Savannah, Ga., on the 10th; Birmingham's city and on the 18th and the following night solo stands at the Auditorium in Chattanooga, Tenn. Orpheum Theater, Memphis, gets JIMMIE LUNCEFORD for four days starting March 3. EARL HINES one-nights it below the Mason, taking in the Savoy Ballroom, Monroe, La., on the 17th; the following night at Cedar Lane Club, Opelousas, La., and is set for the March 4 and 5 dates at Blossom Health Inn, Oklahoma City. JIMMIE LUNCEFORD plays Shrine Auditorium, Dallas, March 1. CARL DEACON MOORE plays the Louisiana State prom at Baton Rouge on the 24th. DEAN HUDSON alternates with Hal Kemp at the Davidson College dance in Charlotte, N. C., on the 10th; the following night at Clemson (S. C.) College, and jumps to points West, taking in the Purdue campus on the 17th.

Notes Off the Cuff

FREDDY KNOX, at Rest Ye Inn, Albany, N. Y., is set to go back on the Day-Line boat trips down the Hudson River starting Memorial Day. with PATS WALLER running off to Europe as a solo, EUGENE SEDRUC, his trumpet ace, is making the rounds of the New York agencies to have a band built around him. NEL GOLDEN lingers indefinitely at Hotel Stuyvesant, Buffalo. ZIG and ZAG, strollers, locate at Jamestown (N. Y.) Hotel. DON SEAT starts an Indei stay at Caliente Club on Chicago's far south side. HENRY MATURO opens the 15th at Lenny's Wagon Wheel, Bridgeport, Conn., remaining via the Yankee network. RUSS HALE, presenting a "Heart Pull of Rhythm," is a new maestro on the New York scene, managed by Herbert Kadison and booked by F. B. Edwards. a picture deal is on fire with Selznick International for TOMMY DORSEY to screen his newspaper yarn, *Love in Swingtime*, and so we send our cuffs to the electrician.

Petrillo Turns Dance Promoter

Name band jamboree for Chi union dance—10c admish—politics seen

CHICAGO, Feb. 4.—Names, names and more names will be the keynote of one of the most gigantic dances in the history of the band biz to be thrown here February 21 and promoted by none other than one of musicdom's biggest names—James C. Petrillo and his Chicago Federation of Musicians. Jimmy sent personal "invitations" this week to practically every big name ork in the country, asking them to come to Chi at his expense for this colossal stundig at the Chicago Stadium. Definitely set are Paul Whiteman, Kay Kyser, Tommy Dorsey, Hooper Hedd, Hal Kemp, Glen Gray, Eddie Duchin, Orzie Nelson, Abe Lyman, Stutz Smith and a raft of local outfits. Benny Goodman and Rudy Vallee are awaiting clearing of their network shows from Chi before definitely accepting.

When asked what the occasion was for the giant affair, Petrillo replied as follows: "Just so everyone can have one big-time for once. We'll charge a 40-cent admission just to keep the kids out, but it's free for the union's members. At that rate it will probably cost us \$20,000."

Petrillo would not admit that there was any ulterior motive behind this big venture, and only smiled when asked if Chi's majority primary election one week hence had anything to do with it. He said, "Watch what happens after the dance." Petrillo is a staunch supporter of Mayor Edward J. Kelly, who runs for re-election February 28 against State's Attorney Tom Courtney, who had pitched his hat in the ring. Another fact that also points to this as a super-colossal parade in which all the union members and several bands will participate just preceding the huge hop. It would not surprise, in other words, if a few "Vote for Kelly" banners were held by some of the marchers.

Politics or not, however, this little affair promises to be just about the nearest publicly promotion pulled off anywhere for a long time past and to come. The Chicago Symphony Orchestra will lead off the doings at the Stadium with a grand march, to be followed by the performances of the cream of the country's dance bands. Most of the latter will probably arrive via the air lines.

Owens Holds at Windmill

MATCHEZ, Miss., Feb. 4.—Freddy Owens, featuring Marvis Dinning for the dittying, has had his contract taken up and will continue indefinitely at Windmill Club, local roadhouse. Band is said by club owner, William L. Bids, to be the best playing his spot in recent months.

Home-Coming for Bradford

SALT LAKE CITY, Feb. 4.—Ray Bradford returns to the scene of his former triumphs, following Art Waver into the Empire Room of Hotel Utah. Maestro left Salt Lake City in 1933 for engagements in San Francisco, Catalina Islands and Honolulu, and comes here from the Rendezvous Room of the Biltmore Hotel, Los Angeles. Booking was arranged direct by Guy C. Toombs, Hotel Utah manager.

"DUD" OTERLY, Waterloo, Miss., trombonist, has left Blue Steele's band to join Don Alvarado, current at National Park Hotel, Vicksburg, Miss.

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(For Week Ending February 4)
Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Blaged Music Co. and Western Book and Stationery Co., of Chicago.

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

Music Items

Songs and Such:
The Boy Scout anthem, *Little Sir Echo*, which has created much talk along Tin Pan Alley thru Joe Marsala's arrangement, has finally gone to Bregman, Vococo & Conn after spirited bidding by quite a few publishers. BVC also get a new Oray Gordon-Bobby Blair tune, *Just in Time*.

Jack Finnegan, ad manager of *The Journal-American*, has turned out a song, *Tell Me and I'll Tell a Million*, which title, coincidentally enough, is the classified advertising slogan of his newspaper. Songs for the impending musical show, *Streets of Paris*, will be supplied by Jimmy McHugh, Al Dubin, Johnny Mercer and Harold J. Rome. Joe Davis is publishing *Not So Long Ago*, by Phil Brito. Tune is the theme of an NBC radio show.

Jack Marshard, maestro at Hotel Plaza, New York, offers a follow-up to *Lambeth Walk*. It's called *Katy-Ko-Ko*, written by a couple of boys in the band, and is as simple to strut as the English terp.

People and Publishers:
Richard Mills is back in the professional department at Exclusive Music. Abe Glaser, whose place at Miller Music was taken by Herb Reese, moves over to Hembeck as contact man. Charley Gordon is another new addition to the Miller staff. Bregman, Vococo & Conn have taken on Benny Berman for plugging out of their Cones office.

Eddie Kelly joins Exclusive Music out on the Coast for contacting duties. Larry Norrett has been appointed Cleveland representative of Edward B. Marks Music Co., covering Ohio and Pittsburgh. Marks, incidentally, is issuing the complete musical score and script of the Federal Theatre's production of *Pinochle*; Armando

Songs With Most Radio Plugs

"Jeepers" Creeps Into Lead Again; "Everything" Second

Songs listed are those receiving 10 or more network plugs (WJZ, WRAP, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, February 3. Independent plugs are those received on WOB, WNEW, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
1	1. Jeepers Creepers (F)	Witmark	36
2	2. Thanks for Everything (F)	Robbins	32
3	3. Get Out of Town (M)	Chappell	22
4	4. I Have Eyes (F)	Paramount	21
5	4. Could Be	Santly	21
6	4. Hurry Home	Spller	21
7	5. This Can't Be Love (M)	Chappell	20
8	5. The Masquerade Is Over	Crawford	19
9	6. Between a Kiss and a Sigh	Santly	18
10	6. I Go for That (F)	Famous	18
11	7. I Cried for You	Miller	17
12	7. I Long To Belong to You	Red Star	17
13	8. Two Sleepy People (F)	Famous	16
14	8. Penny Serenade	Bernstein-Shapiro	16
15	9. They Say	Witmark	16
16	9. You Must Have Been a Beautiful Baby (F)	Hembeck	16
17	9. I Must See Annie Tonight	Conn	15
18	9. We'll Never Know	Berlin	15
19	10. Umbrella Man	Harms	14
20	10. Begin the Beguine	Harms	14
21	10. I Promise You	ABC	14
22	11. You're a Sweet Little Headache (F)	Paramount	13
23	12. F. D. R. Jones (M)	Chappell	12
24	12. Sing for Your Supper (M)	Chappell	12
25	12. Let's Stop the Clock	Hembeck	12
26	13. Deep in a Dream	Harms	11
27	13. My Reverie	Robbins	11
28	13. My Heart Belongs to Daddy (M)	Chappell	11
29	13. Lovely Delahante	Fox	11
30	13. Deep Purple	Robbins	11
31	13. It Took a Million Years	Lincoln	11
32	13. Never Felt Better, Never Had Love	Miller	11
33	14. A Room with a View	Conn	10
34	14. Just a Kid Named Joe	Shapiro-Bernstein	10
35	14. Please Come Out of Your Dream	Words & Music	10
36	14. You Look Good to Me	Bregman, Vococo & Conn	10

ASCAP Wins 2 Out of 5

SEATTLE, Feb. 4.—American Society of Composers, Authors and Publishers was awarded two favorable decisions out of five local license cases tried by Federal Judge E. E. Cushman at Tacoma, Wash. Cases against Nelly Cleveland, doing business as Jolly Roger, and W. L. Scribner were won by ASCAP; three were dismissed for insufficient evidence named Trianon Co., Inc.; Terry Inn, Inc., and J. G. and Jabe Doe Lockhart.

Loredo and Addison von Ottenfeld wrote the music. Robbins is readying a 161-page book of violin arrangements by Joe Venuti, taking in standards, Venuti originals and other numbers in the Robbins catalog.

Leeds Music Tees Off

NEW YORK, Feb. 4.—Lou Levy, manager of the Andrews Sisters and former charge d'affaires for songwriters Sammy Cahn and Sall, Chaplin, has opened his own music publishing house under the name of Leeds Music Co. First release is *Undecided*, by Charlie Shavers, trumpeter with John Kirby's band currently at the Famous Door, 52d street swing spot.

Ad Copy on Song Backs

CHICAGO, Feb. 4.—Forster Music Publishing Co. is carrying magazine advertising over to the music business. Pub is selling the back cover of its new songs to retail shops to be used as store premiums, using as a sales argument the permanence of the message when conveyed this way. Premium idea is also available on Forster's instrument instruction books.



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MR. FOMEEN
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RESTAURANT DE LA PAIX
HOTEL ST. MORITZ
NEW YORK
Management MUSIC CORPORATION OF AMERICA



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

A
Ackley, Carlton: (Mancho San Pablo) El Centro, Calif., Pa.
Alexander, Russ: (Pony Club) Ft. Lauderdale, Fla., Pa.

B
Balls, Emil: (Florentine Gardens) Hollywood, Pa.
Barco, Bill: (Blackhawk) Denver, Pa.
Barnet, Charles: (Palmside) NYC, Pa.

C
Calaway, Carl: (Cotton Club) NYC, Pa.
Campbell, Jan: (Hershey Club) Utica, N. Y., Pa.

D
Daley, Frank: (Netherland Plaza) Cincinnati, Pa.
Daley, Jack: (Corktown Tavern) Detroit, Pa.

E
Eaton, Earl: (Ipswich) NYC, Pa.
Eaton, Harry: (Cotton Club) NYC, Pa.

F
Fisher, Bucky: (Old Vienna) Cincinnati, Pa.
Fisher, Jerry: (Front St. Gardens) Toledo, Pa.

G
Gardner, George: (Stables) Cleveland, Pa.
Gardner, Johnny: (Adriatic) Philadelphia, Pa.

H
Hall, Elmer: (Show Bus & Bermuda Room) Philadelphia, Pa.
Hamilton, George: (Stables) Cleveland, Pa.

I
Irish, Mac: (Chantler) Millburn, N. J., Pa.
Johns, Al: (Hillmore) Philadelphia, Pa.

Orchestra Routes

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

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

Shiffa, Skinningy: (Victor Hugo) Los Angeles, Pa.
Ertz, Robert: (Roxley Chateau) Birmingham, Pa.

F
Fada, Frank: (Village Brewery) NYC, Pa.
Faber, Earl: (Pavlovine Room, Clevela) Cincinnati, Pa.

G
Gambie, Jack: (Lincoln Terrace) Pittsburgh, Pa.
Gart, John: (Shelton) NYC, Pa.

H
Hall, Elmer: (Show Bus & Bermuda Room) Philadelphia, Pa.
Hamilton, George: (Stables) Cleveland, Pa.

I
Irish, Mac: (Chantler) Millburn, N. J., Pa.
Johns, Al: (Hillmore) Philadelphia, Pa.

J
Kane, Allen: (Osborn) Cincinnati, Pa.
Kardon, Maria: (Onesita) Canton, O., Pa.

K
King, Harry: (Don Franklin) Philadelphia, Pa.
Johnson, Pete: (Coca-Cola) Kansas City, Mo., Pa.

L
Laska, Bob: (Pittsburgh) Buffalo, Pa.
Laska, Phil: (Wilshire Hotel) Los Angeles, Pa.

L
Laska, Bob: (Pittsburgh) Buffalo, Pa.
Laska, Phil: (Wilshire Hotel) Los Angeles, Pa.

M
McCarthy, John: (Cotton Club) NYC, Pa.
McCarthy, John: (Cotton Club) NYC, Pa.

N
Nagle, Harold: (Pierre) NYC, Pa.
Nagle, Harold: (Pierre) NYC, Pa.

O
O'Brien, John: (Cotton Club) NYC, Pa.
O'Brien, John: (Cotton Club) NYC, Pa.

P
Palmer, George: (Cotton Club) NYC, Pa.
Palmer, George: (Cotton Club) NYC, Pa.

Q
Quinn, John: (Cotton Club) NYC, Pa.
Quinn, John: (Cotton Club) NYC, Pa.

R
Rosen, Sam: (Cotton Club) NYC, Pa.
Rosen, Sam: (Cotton Club) NYC, Pa.

S
Sullivan, John: (Cotton Club) NYC, Pa.
Sullivan, John: (Cotton Club) NYC, Pa.

Sanchez, Leon: (Pepper Tree Inn) Riverside, Calif., Pa.
Pablo, Don: (Palm Beach) Detroit, Pa.

P
Pablo, Don: (Palm Beach) Detroit, Pa.
Palermo, William: (La Margueta) NYC, Pa.

R
Rosen, Sam: (Cotton Club) NYC, Pa.
Rosen, Sam: (Cotton Club) NYC, Pa.

S
Sullivan, John: (Cotton Club) NYC, Pa.
Sullivan, John: (Cotton Club) NYC, Pa.

T
Tamm, Carl: (Trotter) Washington, D. C., Pa.
Tamm, Carl: (Trotter) Washington, D. C., Pa.

U
Upton, John: (Cotton Club) NYC, Pa.
Upton, John: (Cotton Club) NYC, Pa.

V
Valentine, Jimmy: (The Midway) Brooklyn, Pa.
Vargas, Eddie: (225 Club) NYC, Pa.

W
Wagner, Ed: (Cotton Club) NYC, Pa.
Wagner, Ed: (Cotton Club) NYC, Pa.

X
Xavier, John: (Cotton Club) NYC, Pa.
Xavier, John: (Cotton Club) NYC, Pa.

Y
Young, Johnny: (Excelsior House) Bayonne, Pa.

Music in the Air

By DANIEL RICHMAN

"They All Sound Alike"

ONE complaint expressed frequently in regard to dance remotes by listeners both in the trade and out is the deadly sameness of the majority of programs. Querying listeners, music wise and otherwise, about their general enjoyment of late hour melody making usually elicits the same criticism that they "all sound alike."

The censure is not unjustified, altho there are exceptions that make rambling around nocturnal airwaves pleasurable. But the trouble is that the exceptions come too few and far between. Most masters seem content to stumble thru a mass of operating pop tunes without bothering to insert the slightest touch of enlightening originality that would set their shows apart and impress them upon listeners' minds as something to tune in on again.

Band leaders whose credo apparently starts and ends with monotony unwittingly do their more imaginative colleagues a service by pointing up the novel touches in the latter's programs thru contrast with their own dull musical ministrations. And many a band which ordinarily hasn't too much to offer seems 100 per cent better to a living-room listener than it actually is because of the blessed relief from tedium that a couple of individual bits can contribute.

Toy Piano

JOHNNY MESSNER (Hotel McAlpin, New York, WEAF) is a good case in point. His "music box" music is not the same of swing virtuosity and his remotes are heavily laden with current pop to the exclusion of practically any other type of tune, but his "Professor Coleslaw" with the toy piano has a unique idea, different, amusing and effective. Fortunately Messner doesn't overdo the stunt, letting the "professor" take the center of the stage only once during the half hour, but that once is enough to give the program a distinction all its own. On the show caught the toy piano was used to good effect on *Umbrella Man*, giving a new twist to a by now too familiar hit.

Messner's theme is also worthy of comment as possessing point and meaning. Instead of aimless melodic fragments Messner uses Cox's *We Be Friends*, a clever idea in view of its direct, friendly lyrical appeal to listeners. Along the same smart lines of appropriate identifying songs in the theme used by BEN CUTLER (Rainbow Room, New York, WEAF), *Yours Sincerely*, which carries a similar forthright approach to the difficult job of evoking favorable audience reaction.

Key Is Okay

BUT the approach is as far as Cutler goes. Except for the injection midway of a Frank Lehner waltz and a wind-up of *The Lady Is a Tramp*, the program heard was just another remote top-heavy with current hits, routine all wrong. Three pop ballads were played before the first rhythm song (*Jeepers Creepers*) came along. There's no excuse for a leader who rates a spot like the Rainbow Room exhibiting such a lack of showmanship. The Lehner waltz was a slight improvement, but as arranged for eight fiddles sounded too much like salon music; the jitterbug trade must have reached as one man for the dial after two bars.

Decidedly refreshing was the performance of HERBIE KAY (St. Francis Hotel, San Francisco, WJZ) as the result of a fine sense of variety in programming. The line-up included three contemporary ditties, three novelties (*Popcorn Man*, *Copboy Joe* and *Chopsticks*), two waltzes (Irving Berlin's new *We're Never Know* and the oldtime *Champagne Waltz*), a standard (*Swain Street Blues*), a former favorite (*Cocktails for Two*), a revival (*I Cried for You*), a streamlined swing-eroo and a rumba. And there is represented a beautiful selectivity.

In addition to this superior programming—enriched further by single, trio and ensemble warbling—Kay employs the little-used style of announcing the next number after six or eight bars of it have been played. A short modulation from one song into the next makes possible the inclusion of 12 or 13 numbers in a half hour as against eight or nine broken up by in-between announcements. Another continuity is also achieved, along with an air of unusualness. Kay's remote offers much that other stations' wavers might emulate profitably.

The Reviewing Stand

Jack Marshard

(Reviewed at Persian Room, Hotel Plaza, New York)

FOLLOWING Eddy Duchin at a society spot is not the easiest assignment in the world, but Marshard demonstrates why he is Boston's society fave by accomplishing the task with considerable success. Applying the Duchin trick of spotlighting the operating salon type of music preferred by the smart set with at times brilliant arranging touches and a high degree of commercialism, Marshard offers a brand of demagoguery that thoroughly satisfies not only the Plaza's steady parishioners but those whose ideas of modern dance music go beyond violin choruses and no rhythm.

Instrumentation includes three brass, three reed, three rhythm and two fiddles. Marshard handles the stick exclusively and conducts with a refreshing air of authority. Outstanding is the piano work of Ed O'Hara, patterned along Duchin technique and therefore a strong selling point here, but with enough originality to make it a stellar performance both in solo stints and as a focal point of the rhythm section. Melodic highlights are also supplied by trumpet, trombone and sax. Strings are wisely used for shading and coloring and stand out only on the Viennese waltzes.

Library is exhaustive and is programmed with a great deal of showmanship. Typical of Marshard's shrewd sense of routineing was one medley comprised of, in order: Strauss waltz, Cole Porter's *My Heart Belongs to Daddy*, *Cielito Lindo* in fox-trot tempo, *Detting in the Dark* and Alexander's *Epitaph* Band. Melodys are frequent and lengthy but never often slip into the deadly monotony so often engendered by 15 or 20 minutes of continuous melody. Repeated use of a bounce rhythm makes a trip on the floor as stimulating as the effect from the sidelines.

Gil Phalen, trumpet, handles the vocals creditably, and David Dudley, violin, rates a bow for his yeoman arranging. Whole outfit proves that a band geared to please society can also deliver an excellent grade of all-around rhythmasation if the maestro knows what it's all about. Richman.

Bill Carlsen

(Reviewed at Trianon Ballroom, Chicago)

CORN novelty and comedy hooks still pay off in the dancers, and the proof of the pudding is the Carlsen Ork. Not that these lads aren't musically adept, because they are. But they're not afraid to throw in some showmanship with it—and the crowd eats it up. Up until a year and a half ago Carlsen's stamping ground was Milwaukee, but a couple of dates at Andrew Karzas' Aragon and Trianon have netted this maestro a real rep thru the Midwest.

Carlsen is the kind a guy who is a home-town boy in any town he happens to be in, with a personality that gives all the hoofers the feeling that they have met him somewhere before. This may seem a queer asset to list in the appraisal of a band, but with this outfit it can't be overlooked any more than Carlsen's work on the clarinet and sax, which is plenty okay too. Back of the leader is a three brass, three reed, four rhythm and two fiddle set-up. In several of the arrangements three fiddles are used, the guitar man doubling. Band has a regular hodgepodge of stuff in its library, ranging from swing versions of *Back Home in Indiana* to sweet renditions of the pop *Umbrella Man*, but sweet or off the cob, it's all good dance stuff and done with plenty of zest.

Vocal job is done by Paul Skinner, with Gil Rutzen, his ex-running mate, now working the hides but still piping a few ditties. Skinner has a swell pair of pipes for the romantic ballads, while Rutzen gives out on the hot ones with lots ofumph. Special mention also goes to Joe Patero, the bass man. His comedy antics and pantomime are topk and get plenty of sock laughs. Humphrey.

Lloyd Hunter

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

COLORFUL, 14-man band, this is a swinger along the gentler lines, but not by any means sweet. Hunter is a sax player, fingers the first one in the reed section, and has a four-four-four combo in brass, sax and rhythm. Of Omaha origination,

outfit plays Nebraska and Iowa almost exclusively. Rhythms are good, music very satisfactory for dancing, altho the band itself doesn't sport much showmanship—everything treated lackaday.

Frontier is Red Rivers, thick-haired, who sings and waves arm. Other vocalist is Bill Kryles, a deep-throated. Debo Miller, drums, and W. S. Fletcher, trumpet, do some of the feature barrel rolling, as does Hunter, himself on sax and trumpet. Strictly for the halls. Oldfield.

Bobby Parks

(Reviewed at Persian Room, Hotel Plaza, New York)

AFTER sojourns at the Stock Yards and El Rio clubs during the past year, Parks moves over to assist Jack Marshard on the music-making here, complementing the latter's superior bandstanding with a nice performance of his own.

Making the most of three sax (including his own), three rhythm and one violin, Parks delivers efficiently if not spectacularly, and enhances his musical work with a pleasing personality and appearance. Pop and show tune wordage is up to the measure, and he turns in a commendable job from this angle, also. Prominent in the arrangements are a growl trumpet and some effective pianistics, with the adept displaying the proper knowledge of how to handle a swing tune.

Repertoire is distributed pretty evenly among routine Tin Pan Alley outpourings, former and current musical comedy hits and the waltz-tango-rumba potpourri so necessary to a band at a society rendezvous. Boys step out of characters at times with an unexpected exhibition of showmanship, as in the ensemble patter for *Loch Lomond*. It comes as a pleasant surprise.

Danceable rhythm is sustained thruout the sets and medleys, a big help in covering up the occasional thinness of melodic content brought about by the limited instrumentation. On the whole, however, Parks achieves better-than-average results considering the size and make-up of the band. Richman.

Red Stanley

(Reviewed at College Inn, Sherman Hotel, Chicago)

A FORMER aliphorn tootler at the University of Trips who organized a jazz seven-piece outfit following training courses with Rudy Vallee and Irving Aaronson. The boys unfortunately were on a disadvantage in this spot, the room being entirely too large for such a small combination. In a more intimate room, particularly where the dancers prefer to cut 'up and to listen to unorthodox rendition of tunes, this septet will do a creditable job.

The three rhythm, three brass and one reed instrumentation plays up hot swing, which is more of the old time jazz variety, and also slips into the sweet department to dish out some soft arrangements. Boys are young and wear their tufts neatly. Vocals are handled by Red, who has a sandy-flavored pair of pipes that lend themselves best to comedy; Mickey Sabol and Felix Globbo. All double on instruments. Hontigberg.

Wally Way

(Reviewed at Pla-Mor Ballroom, Lincoln, Neb.)

NEBRASKA-brewed eightsome, formerly running under the name of Jack (And) Russell's Orchestra, familiar in the lower-priced terps spots in these parts. Way's outfit is a stock standard group. Name change was made after Russell's troubles, the band being frequently mistaken for him.

Outfit just plays music; no special styling. Way sings leads and intro Jack Scott and Russell Hollett, spot trumpeters; Pigit rhythms a specialty, the boys giving it all the time. Ballroom stuff. Oldfield.

For World Fair News

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

Off the Records

By M. H. ORODENKER

Musical Comedy

IT'S been many a first night since Broadway found so many musical successes on deck, which means that I'll take many a moon before the productions take the trek to the hinterlands. So until you can keep that date without an angel, who Winchell has already married off, or take your dose of Shakespeare from Syracuse boys, be content with their delightful scores as transplanted on discs—both wisely, and in few instances, badly.

By far it's the Decca treatment of song hits from *The Boys From Syracuse* that commands immediate attention. With Rudy Vallee and Frances Langford in solo and duo formation, an attractive album, popularly priced, contains six smart ditties from that Hart and Rodgers hit score. Vallee, marking his return to this label, is weighted down by a meaningless production number unless you've seen the show, *Oh, Dio-gene-s!*, but earns his feed with *Sing for Your Supper*. However, it's his best advantage when teamed with In Langford for the hitting *This Can't Be Love* and *The Shortest Day of the Year*, which, for the first time, is reproduced on wax to the right tempo that brings out the fullness of its melodic content. Miss Langford solo with the dramatic *You Have Gave Your Shadow on the Sea*, and the album is worth double the asking price if for nothing else than her song selling on the *Falling in Love With Love* walk. Harry Spanik directs the musical background which is just adequate. (See OFF THE RECORDS on page 70)

Strike Still on But Pa.

Town Tries a Name Band

WILKES-BARRE, Pa., Feb. 4.—A big name band will come to this section for the first time in several months when Tommy Dorsey appears at Granada Ballroom on Monday (13). Group known as the Three Kings is sponsoring the dance.

A newspaper strike which is going now into its fifth month is probably the main reason why no big-name orchestras were brought into the Wyoming Valley during that time for dance promotions.

Ballroom Stages New Idea

CINCINNATI, Feb. 4.—Topper Ballroom is attracting increased biz by sponsoring, novel short-story-in-song radio contest originated by Don Dunham, Topper maestro. Audience participation idea has listeners guess names of tunes, which when placed in order form a short story. Stunt goes over WLW every Saturday night, with dialers asked to send in short song-stories and an additional prize offered them for guessing correct song titles.

Nat'l Bandmasters Meet

PORT DODGE, Ia., Feb. 4.—National Bandmasters' Association annual convention takes place here February 26 to March 1, with more than 100 musicians expected to attend. Earl King, local band leader, is proxy of the association.

Livinston Top 11C in K. C.

KANSAS CITY, Mo., Feb. 4.—Jimpale Livinston, playing the usual three-dance stretch at Pla-Mor Ballroom, gave Manager Will H. Wittig a neat take of \$1,153. Thursday stand attracted 1,000 dancers at 60 cents per, 800 turned out Saturday at 60 cents a head and the Sunday matinee session pulled 1,100 at 35 cents each.

Foster Back at Topsy's

HOLLYWOOD, Feb. 4.—Chuck Foster, who heads the former Harry Lewis Ork. is slated to return to Topsy's restaurant at Southgate near here. Follows Jimmie O'Grier, who bows out at mid of month after a four-week stretch.

LOCAL NEWS of the American Federation of Musicians, Parkersburg, W. Va., recently elected the following officers: Frank C. Tredway, president; Paul Starr, vice-president; D. E. Moore, secretary; Wesley Vaughn, treasurer; K. I. Satterfield, Tom Harris and Fred Gibson, trustees; Bud Hupp, William Eyth and Wendel Foster, examination committee; Glenn Nettie, sergeant at arms.

Reilly Answers Equity Kick on Code Operation

NEW YORK, Feb. 4.—Answering Equity's inquiry of last week into the League of New York Theater's fulfillment of the basic agreement and theater ticket code provisions, James P. Reilly, executive secretary, outlined in a letter to Equity Council the League's achievements in enforcing the code. Reilly cited that all but two theaters were complying with the code and said the organization of a central telephone service would cost between \$7,500 and \$10,000 a year to operate. It is being held in abeyance pending outcome of suit by Acme Theater Ticket office seeking to restrain League's enforcing the code.

Reilly pointed out the failure of the Cartwright plan for suburban subscriptions, the requirements of the T.M.A.T. in the matter of using assistant treasurers if and when the telephone service is instituted, and the publicizing of the code via newspaper advertising, releases via the American Theater Council bulletins and displays in theater programs.

Theaters not obeying code rules have been given until February 13 to get in line. One had been fulfilling its mail orders from the 25 per cent of every section of the house quota. The other had not been retaining over 25 per cent of the house taken as a whole.

American Academy Students Present Barry, Riley Plays

NEW YORK, Feb. 4.—Last Friday the American Academy of Dramatic Arts presented Philip Barry's *Hotel Universe*. The cast as a whole gave intelligent but unimpassioned readings.

Not too much censure should be accorded these young performers for not quite portraying Mr. Barry's ideas, since it seems to be his fate to be misunderstood. Still it does seem that a going back in time to do again what one has done before should be played as just that—going what one has done before instead of which it was played as though the performers were making it up as they went along. The scene concerning earmarked gold, of course, is out-and-out play-acting and was very well done by Ray Colcord, as Pat Farley, and William Moody, as Tom Ames, so was also their leprosy skit, in which they were ably aided by Charles Telford, as Norman Rose. But the later scenes were played in precisely the same manner and so lost their effectiveness.

George Champa, in taking on the character of Lily Malone's ham-actor father, burlesqued the part. Rocky Montgomery managed to make Alico Kendall entirely unsympathetic, particularly in her sleep-walking scene, and Helen Dow got nothing into the character of Ann Field, and yet all these youngsters did well in the scenes that are held in the present. Marian Munroe, as Hope Ames, did nicely through; she and Felix, the butler, played by David Martin, are the only characters who escape the flight thru time. Lucille Laurre, as Lily Malone, alone gave evidence that she knew the difference between reality and make-believe, the she gave a certain hardness to her reading which was not necessary and which rendered her characterization not as effective as it might otherwise have been.

The curtain raiser was the first act of George Bernard Shaw's *You Never Can Tell*, and the cast included Charles Lane, Linda Barrett, Guy Tortora, Ed-Verno Martin, Toni Brown, Charlotte Whitford and Douglas Alexander.

On Tuesday, January 31, the class gave a performance of Lawrence Riley's *Personal Appearance*; and we want to say right now that Judith Caygill did as fine a piece of character work as Aunt Kate as anyone could want to see even on the professional stage. Good girl Ann Dorothea Elder, as Gladys Kelcey, except for some overdirection for which she was not responsible, offered some grand performing. But another showing such as was given by Wendell Scott, as Addie, and Gilbert Grant as Johnson, and this reviewer will want to recant what was said about them last week. We have no idea what Mr. Grant thought he was doing, but we do know that Miss Scott was being too self-conscious for work. A good job in one play doesn't make

one an actor or an actress. Otis Morse started off with some good readings as the press agent but became very unconvincing as he went on; and Muriel Wakefield, as Joyce Struthers, gave no evidence of talent beyond that of the average amateur. Ilean Deplin brought nothing to the part of Chester Norton; he has no diction at all and adds to that great disadvantage by letting his voice trail away to a whisper. Dorothy Wilson played Carolie Arden all over the place to the detriment of both herself and the character. Guy Tortora did Clyde Pelton nicely, and Louise Randall gave a really good reading to the part of the secretary, Jessie. M. A. E.

League Renews Fight on Bars For N. Y. Theaters

NEW YORK, Feb. 4.—Renewing the fight to legalize bars in theaters, an issue which has been on the legit calendar since Repeal, the League of New York Theaters at a board meeting Wednesday resolved to alter approach by sponsoring a bill in the New York Legislature rather than to continue to petition the alcohol beverage control board. League is negotiating with a State senator to handle the measure, but he has not

An Omnibus Jeeter

NEW YORK, Feb. 4.—Sidelight on the Tobacco Road rip-up and the taking over by Eddie Garr of the leading role of Jeeter Lester, which had previously been played by Henry Hull, James Bell and James Barton, came when I. Robert Broder wrote a letter to the management. Broder suggested that Garr, a well-known mimic, imitate Hull as Jeeter in the first act, Bell as Jeeter in the second act and Barton as Jeeter in the third act. Garr, playing his first dramatic role, is said to want some time in which to imitate himself.

As yet committed himself to going to bat for the theater. As drawn up by the League, the bill would specify a license fee of \$150. Instead of the present \$1,200 fee, on ground that bars in theaters would operate only 24 hours a week. The bill would also grant the houses exemption from the food-requirements of the present control law. The bars have been operating in London theaters at a profit, the Metropolitan Opera House has the only theater-bar here. The Forrest Theater has access to the bar in the adjoining Forrest Hotel and makes out well by it.

From Out Front

By EUGENE BURR

This column at the moment feels mildly abashed. It never thought that the time would come when it would be in complete agreement with Heywood Brown—and it certainly never even suspected that it would ever rush madly to Mr. Brown's defense for any cause whatsoever. Not, of course, that Mr. Brown particularly needs this column or anyone else to defend him—and not that this column can do a really proper job of it anyhow. Mr. Brown is hard to defend; his coastline is practically as widespread as that of the United States.

But Mr. Brown happened to witness *The American Way*, that glorification of professional patriotism now at the Center Theater; he remained unimpressed, and said so in his column. That created the agreement. And then Sidney Whipple, the officially anointed drama critic of Mr. Brown's own paper, *The World-Telegram*, took a tip from Cindy Lou, of *Kiss the Boys Goodbye*, and executed a neat butt into a columnar midriff—Mr. Brown's midriff, to be specific. That is the reason for the defense.

Mr. Whipple (evidently one of those whom patriotism is neither too deep nor too sacred to be made the subject of a cheap and blatant instance of surface flagwaving) liked *The American Way* a great deal; and he made Mr. Brown's remarks on the play the basis for a reconciliatory and laudatory columnists and other outlanders are making into the fields of dramatic criticism; he also indicated that such columnists go to a play with a personal bias—and suggested that he didn't believe Mr. Brown meant what he said at all.

Now that lot is about as deep and offensive an insult as anyone could possibly offer to a writer who has a sense of honesty regarding either himself or his craft. Much as I usually disagree with Mr. Brown, I've never suspected that he was writing simply to create a cheap stir or that his printed opinions were not his honest views. Certainly I would never accuse any writer of such a thing; it's the naughtiest and most fundamentally damning accusation possible. It is as though I should accuse Mr. Whipple of praising last season's *Shadow and Substance* without knowing what it was all about simply because another critic had made it the fashionable thing to like. Obviously, I'd never think of doing such a thing.

It seems never to have occurred to Mr. Whipple that there are Americans whose love for the ideals of their land is too deep and sincere to allow them to enjoy the spectacle of those ideals, cheapened and burlesqued, being made the basis for hysterical junkerism. It seems never to have occurred to him that professional patriots who shout loudest and most blantly about their love for their land (either in Broadway scandal columns or yodel-baiting pageants) are sometimes not among the most self-sacrificing fighters for the ideals of that land. Some things are too fundamental and fine for the idiom of soap-box spell-binding.

As for the charge that columnists and cartoonists and even trained seals (I think Mr. Whipple mentioned trained seals) are invading the field of dramatic criticism, it is, I fear, only too true. The only trouble is that most of them are duly accredited by their newspapers as dramatic critics.

That they bring a personal bias to bear upon their evaluation of any play is also true; I defy Mr. Whipple to find anyone, inside or outside of the theater, who doesn't. What Mr. Whipple evidently meant to indicate was that the columnists et al. allow that bias to overrule their opinions as to the merits or demerits of a play as a play. That, too, may be true; but it has singularly little bearing on the case in point.

For surely not even Mr. Whipple would try to argue that *The American Way*, as a play, is a good play. As a pageant, a panorama and a cheap emotional jargon, it is undoubtedly effective; it has future value as a primary-school pageant perfectly fitted for the mental attainments of pupils; but as a play it is an impossibly inept and valueless contribution, almost as bad as things like *Where There's a Will* or *Mr. Banks of Birmingham*. Even its most enthusiastic addicts admit it. Even if Mr. Brown had lacked bias and had judged it only on its dramatic values it's doubtful that he would have emerged with a much more favorable report.

Mr. Whipple's contention that Brown has no intrinsic right to judge it simply because he doesn't at the moment happen to be a duly appointed dramatic critic seems a bit fantastic. If that attitude were carried out, book reviewers would object to a columnist who mentioned a book, political reporters would go berserk whenever he touched on politics—and the columnist would and by being confined to writing his personal diary. Mr. Brown—or any other thinking individual—has a right to say whatever he wants about any play now on the boards. Ability to criticize plays, strangely enough, isn't given to a reporter along with his commission as a drama critic; and it's just possible that Mr. Brown, who was a dramatic critic for years, is even better qualified than some of the present reviewers.

Here, however, is the pay-off. Mr. Whipple, the dramatic critic who valiantly defends the field from the biased inroads of mere columnists and feature writers, ends his thesis by saying that, altho *The American Way* does do some violent flagwaving, flagwaving of that type is in his opinion a good thing.

That, of course, isn't bias. It can't be, because it was written by a dramatic critic.

Barton Out of 'Tobacco Road'

Equity council will hear charges against him — Eddie Garr in Jeeter role

NEW YORK, Feb. 4.—Climaxing several months of strife between James Barton, the Jeeter Lester of *Tobacco Road*, and other members of the cast, the management accepted Barton's notice, effective February 11. Equity charges were proffered against him by Harry Cahlin, who has an interest in the production, and Cynthia Arden, member of the cast. Eddie Garr will go into the lead role February 12. Equity council will consider the charges, giving Barton 10 days' notice in which to file reply or appear to answer the complaints. Barton served notice January 28 when the management refused to accede to his demands to pull out three members of the cast.

Cahlin's complaint with Equity seeks not only return of \$23½, suffered because Barton demanded that an actress be dismissed but asks disciplining of the actor, too. Back in November, following a Saturday matinee, Barton demanded the dismissal of Ann Dere on ground that she didn't say "hell" loudly enough and threatened not to go on with the Saturday evening performance, for which the house was sold out. Caught in the wedge, the management replaced Miss Dere with Margaret Wyberly for the one night at an extra cost of \$31. Thereafter the management engaged Leora Thatcher, and in lieu of two weeks' notice paid Miss Dere \$200. Miss Dere then sued Barton for \$25,000 for unjustifiable complaint to induce breach of contract by management. About facing and unwilling to go thru with the suit, Barton prevailed upon the management to return Miss Dere to the cast. Re-engaged, Miss Dere dropped the litigation. On January 28, Cahlin reports, supported by written testimony of Cynthia Arden, Barton insulted Miss Arden and other members of the cast. Meanwhile the (See BARTON OUT on page 27)

'Blackbirds' Opening Still an Uncertainty

NEW YORK, Feb. 4.—The Lew Leslie's *Blackbirds* has posted a \$1,500 bond with Actors' Equity Association in the names of Ben Lundy, Lew and Saul Leslie and the Ebony Productions for a February 11 opening at the Hudson Theater, curtain will not go up as per schedule unless more bond is forthcoming Monday (5) to cover contemplated cast additions, according to Equity officials.

Further delay may be invoked by the Buell Scenic Studio, which claims \$2,500 is still due on a \$4,500 contract. Up to last night studio said it had not received acceptance of plan of settlement from Leslie. Leslie denies having any such troubles.

Production, which has been floundering around New York for backing since Christmas, had a short-lived stay in Boston earlier this winter. Nathan Kramer had backed it then. Failure to meet contractual terms with the Buell Studios has led up the 31 scenes at the Bahama warehouse, and scenic artist refuses to turn material over until Leslie pays \$1,000 down and gives guaranteed \$125 weekly until debt is paid. Last week Leslie paid \$250 on account.

Studio maintains that union contract forbids use of any other scenery until the debt is paid. Resorting to non-union sets might bring refusal from transfer and stagehands' unions to handle same. If, however, the production changes its operating title credits they have a difficult time collecting. Equity bond is, as noted, under Ebony Productions, Inc.

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

Int'l Casino on Auction Block; Sale Yields 5 Gs; Outlook Vague

NEW YORK, Feb. 4.—The International Casino went under the auctioneer's hammer yesterday and yielded that may amount to less than 10 per cent on the dollar in bids.

The entire sale grossed approximately \$5,000, which included \$1,000 for the purchase of the right, title and interest in the furnishings and equipment. The purchase, made by I. Arthur Gauger, dealer in night club equipment, is subject to \$231,000 in mortgages, which makes it a "chance buy." In the hope that someone else will reopen the spot as a nitery and buy the title back from him at a profit. Otherwise the place will have to be dismantled and after the corporation pays its 231's worth, Gauger can have the rest, if any is left.

Unsecured creditors were left holding the bag for \$50,000, including \$8,000 in back wages and between \$5,000 and \$6,000 in performers' salaries. Out of the assets taxes must be paid first, with wages following. What money is left will be split pro rata among the rest of the creditors. The bulk of the articles sold at auction consisted of foodstuffs and liquor. The name of the place and the lease will be sold shortly under another court order.

Detail of Morris Deal To Produce Ft. Worth Shows

POST WORTH, Tex., Feb. 4.—William Morris Agency, thru a subsidiary, Stella Tours, Inc., will produce the 1939 Casa Manana Revue here to open July 25 and run thru Labor Day. Casa Manana directors signed the main contract January 27, and it will go into effect after minor changes, according to William Monning, president of the Casa Manana Association. Morris agency signed a separate guarantee that Stella Tours, Inc., will carry out its part of the bargain.

The contract provides that the producing corporation supply the Casa Manana Association with a line-up of the show by April 15, and that the association put \$15,000 in escrow by that date. Casa Manana directors may cancel the contract if the line-up presented April 15 is not of the caliber promised. Agency promises top-ranking bands and radio stars.

Show will consist of a piano band, a radio star a week, five vaudeville acts and 70 Texas chorus girls.

Casa Manana directors plan to raise around \$30,000 for this year's show, half of which will be the guarantee to the producing company, the other half going for improvements to the building.

The water curtain, which has not been used since the 1936 revue, will be reconditioned, as will the revolving stage.

Arrangements for the food concession have not been made as yet, but same arrangements as last year, with Tom Daly in charge, is being considered by Casa Manana directors.

Music Corp. of America, which put on the 1935 show here, also bid on this year's show. The 1938 Revue, which ran four weeks and seven acts, Jan Garber's Band and Wayne King's Orchestra, but only one radio entertainer, Edgar Bergen, who drew largest attendance for one night in Texas theatrical history.

T. D. Henry Takes Nitery

CINCINNATI, Feb. 4.—T. Douglas Henry, formerly business manager for Noble Sialo's Orchestra, and Henry W. Ferguson, of Ferguson Cab Co. and the Cotton Club here, have negotiated an arrangement giving Henry charge of the club. Plans are to make the spot one of the most popular in the territory.

Break for Boston Clubs?

BOSTON, Feb. 4.—For several sessions a bill has been introduced seeking to find relief for night clubs by permitting them to remain open until a later hour. A new bill will be so worded as to permit 10 high grade spots to operate until 3 a.m. The licensing board is said to be ready to give its approval to the new measure, which is to be presented in the Legislature next week.

the penny and half-penny class, and the auctioneer remarked, after selling a case of whisky water for 3 cents a bottle: "Just a few weeks ago I paid half a buck for a bottle of this stuff right in this room."

No definite plans have been made to take over the spot; the there have been many rumors of plans to convert it into something that would catch mass trade during World's Fair time. None of these propositions, however, have reached the ears of the landlord, the City Bank-Farmers Trust Co.

It is also held likely that after everything has been disposed of, a new interest will offer to take over the spot and run it as a moderate priced night club with an appeal toward volume business.

NVA Libel Suit Vs. AFA Dismissed

NEW YORK, Feb. 4.—New York Supreme Court Justice Ferdinand Pecora dismissed a \$250,000 libel suit Thursday which had been brought by National Variety Artists, Inc., against the American Federation of Actors; its treasurer, Charles Mosconi, and its attorney, Harold Koenigsberg. Justice Pecora ruled that a letter which had been allegedly sent to AFA Councilman Sally Radd by the defendants was not libelous in calling NVA "a company union."

According to the complaint, the letter had been written on February 5, 1938, in response to a request by Miss Rand for permission from AFA to perform at an NVA benefit February 27, 1938. "To say of the plaintiff that it is a 'company union,' or that it is 'of little consequence any more,' or that it is a 'dual organization,' is not to attribute to it or to its management any conduct or status injurious to its reputation or credit," Justice Pecora stated with finality.

Accordingly, the complaint was dismissed, with leave to renew only if NVA can show that it actually suffered dollars and cents damages from the letter.

Maisie and Hazy Rehearse; No Corny Stuff; Strictly Class

By PAUL DENIS

Dear Paul:

WERE hardly partners yet and already we've had our first fight. Hal wants us to split salary 50-50, but I've got to pay for the gowns out of my half. I told him the gowns were more expensive than his full dress and that, therefore, I shouldn't pay for the gowns alone. But he says he isn't going to wear any of the gowns, therefore, why should he pay for something he doesn't use?

I can see where this business of working with a partner is going to cause trouble. Anyway, after a lot of arguing, we compromised. We're going to split the salary after first paying for his and my wardrobe. But now he wants to sell the set four of his old dress suits at \$50 a suit, and I told him I wouldn't give him credit for more than \$20 each.

Anyway, we've had to set up a bookkeeping system already—and we haven't earned a cent yet! After settling the financial problem we started to discuss our routines.

Hal says we ought to do an air-waltz act because the people are sick of utter-bug dancing and are positively dying for some real old-fashioned waltzing. I told him we ought to do at least one high-class interpretive number in which I can express love, hate, jealousy and fear all at one time. (This would give me a chance to sneak in some high-class toe work; but I didn't tell him that.)

HAL says he is disgusted. He claims I remind him of his old partner, always wanting to do high-class dancing instead of the strictly commercial stuff. He says he can't understand why female dancers always want to express something, especially love. He says straight waltzes are the best thing because most patrons can waltz and they like to see a team do something they can do too.

Well, we compromised by agreeing to start rehearsing one waltz number. We went to the Carnegie Alleyway Studios, hired a pianist for 75 cents an hour and asked him to play the Blue Danube until further notice. But more trouble. Hal says we ought to make it a romantic waltz and wants to dance it very close, cheek-to-cheek. I don't think that will look nice, especially in class hotel spots where old ladies keep themselves cool giving everybody icy looks.

We compromise again and leave the romantic angle for the sock finish, when he looks into my right ear very longingly and I close my eyes very suggestively.

Well, we rehearse the number and I discover that it hasn't got a single lift. Hal says the lifts are corny and strictly aerobic stuff. What we want, he says, is grace, charm. Well, we finally end the rehearsal when we discover that we had no more money for the pianist.

P. S.—I just got a letter from Daisy Dale, Hal's former partner. She writes, "I read in The Billboard that you have teamed with my old partner, Hal Hazy. Congratulations, dear. Of course, Hal isn't as good as he used to be, but it wouldn't be right for me to tell you that. By now he's probably sold you the idea that you shouldn't have any life in your routines. He's felt this way ever since he had that lumbago attack in 1935. He creaked so much after that that our agent wanted to book him as the Mechanical Man."

Have you noticed, dearie, that even His Best Friend Won't Tell Him? Also, please make sure you're booked in clubs with circular floors because Hal always gets dizzy on square floors and always finishes facing the orchestra. Outside of that, Hal isn't bad."

Press Agent Brings Scrap Book to Court; Wins \$15

NEW YORK, Feb. 4.—Because George Lottman couldn't prove that he rendered effective publicity service to Joe Marsala for five weeks, Municipal Court Judge Abrams brought out a \$15 settlement in the suit Lottman brought against Marsala for \$75 for "services rendered."

Marsala, whose band is at the Hickory House, stated that Lottman had been doing publicity for the Hickory and later contracted to do his personal publicity. After a while, according to Marsala's attorney, A. Chauncey Allman, Marsala discontinued Lottman's services, but Lottman continued to bill him anyway, at \$15 per week.

When Lottman was on the stand he presented in evidence a batch of releases he had sent out, and also a scrap book.

Judge Abrams then interrupted the proceedings and asked Allman if he wouldn't settle for the modest amount of \$15; Marsala did.

More Vaude for London

LONDON, Feb. 4.—George Black, director of Paladium, Holborn Empire and many successful vaude theaters in London area and provinces, will alter policy of Hippodroms to twice nightly when present musical opus, The Fleet's Lit-Up, ends run tonight.

First show under this policy will be an "intimate rag" blending revue with broader comedy of music hall. Principals will be Frances Day and Vic Oliver. Black is also taking over Adelphi Theater in the Strand as twice-nightly vaude house.

New Philly Nitery

PHILADELPHIA, Feb. 4.—A new night club made its bow in North Philadelphia last week. The Roumanian Paradise. Will feature a spy orchestra and costumed singing waiters. Lew Segal is the operator.

JAMES RICHARD AND JOAN CARSON, recently returned from the Copa Cabana Hotel, Rio de Janeiro, are now playing the Adelphi Hotel, Philadelphia.

Club Talent

New York City

MARCIA HARRIS, dancer, has a re-shaped nose as a result of her recent fall while ice skating. Now at Show Bar, Forest Hills. . . . JOHN HOY-STRADT returns to the Rainbow Room in March. . . . GUIDO AND EVA, dancers, play the Port Arthur Restaurant, Providence, next week. Return date. . . . BELLE RIGGS is emceeing week-end shows at Orthen's Restaurant, Brooklyn. Billy Martin's four-piece band, is featured. . . . PAUL DUKE, magician, will play the Newspaper Women's Ball at the Waldorf February 10 before Mrs. F. D. R. Duke appeared before the President last year.

SIEMS AND KAYE closed five weeks at Leon and Eddie's last week. . . . MARLYNN AND MICHAEL, at the Rainbow Grill for 11 months, now doubling into the Rainbow Room for the dinner show. . . . GINGER SELEY, singer, is being featured week-ends at Half Moon Hotel, Coney Island. . . . ELEANOR SHERIDAN went into the Madison Hotel for two weeks immediately after El Rio folded.

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Here and There

BAMOS AND NANETTE, who recently closed an eight-week engagement at Louis Sperry's, New York, now dancing at the Park Plaza Hotel, St. Louis. Team goes to Elgewater Beach Hotel, Chicago, March 1. . . . POWERS GOURARD, commentator at WCAU, Philadelphia, set to return to Jack Lynch's as emcee this month. . . . NANCY HEALY being held over for two extra weeks at the Brown Hotel, Louisville. . . . Dorchester HALE GIRLS, featured in the new Henry Sberak show, recently opened at Dorchester Hotel, London.

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Madhattan Room, Hotel Pennsylvania, New York

It's the ole maestro back at a scene of former triumphs, having entertained youse guys and gals some 10 years ago at this Statler edifice. And it's the same Ben Bernie ingratiating himself to diners and dancers, a Bernie that never seems to grow old—but like the pipe that has now displaced his cigar (a command performance in deference to his radio sponsor), becomes more mellow.

The 14-man musical crew has plenty of instrumentation and balance for rhythmic patterns that are ear-pleasing and generally foot-lifting. Bob Gibson is a decided asset in the song-singing department, his bary range doing right by the pan alley and blond Peggy Holden in as easy on the ears as the eyes for the sob songs. Col. Manny Prager, a Bernie stand-by, is still on tap. Did little else but play his sax at this opening dinner session. As for the maestro himself, he strangely enough has taken an added interest in the band. Instead of giving the stick to the singer, he spends most of his time on the stand, which is as it should be. After all, Bernie's Band without Bernie is just another band.

Floor show is wacky-wacky stuff. But Bernie's gift of gab and informality in this ultra aura basement never lets it get languid. Divertissement is padded with his cork singers and the Quintones, a harmonizing five some (three boys and two belles), who fill the intermissions with stinky song interludes.

Bringing a consignment of charm and swift chanting was the debut of little Mary Dooley, daughter of Johnny Dooley and Yvette Riegel. Gal is still in her teens but her nifty vocalizations run away with top honors. How also goes to Allison Stanley, the Victor Record gal of yesterday, who tutored Miss Dooley. Her voice is soft and tremulous with a pleasant range of flexibility. Sings the prima donna riffs and makes 'em give a listen; tears back the pages in recitation and song (help of the mother-and-dad romance) and her own aspirations in show biz, and shows a fine flair for vocalized mimicry with a current pop tune.

One other feature is dusky Deloyd McKay, who chants the hoscha ditties to her own pianology. Whips the black and whites with greater effectiveness. Bernie gives the gal a tongue-in-cheek thro. Announced as recent arrival from London's elegant halls and now studying theory and piano at Temple University in Philadelphia. True enough, Bernie found her in Philly on his recent theater engagement. Only, for the records, the discovery was made at Benny the Bum's nitery, where she has been singing to her potent piano poundings for the past three years.

M. H. Orodener.

Empire Room, Palmer House, Chicago

The dance is definitely the forte in the new show at this spacious upper-class room, bill giving way to five such acts plus one juggler. Things shape up into a well produced and variable entertainment line-up tho, despite the heavy slice of vaudeville, and this is due mainly to the expert handling of things by Orrin Tucker and his band, now turning in their 16th week at this spot. Band is a top musical aggregation featuring a glee club, the Bailey Sisters and Bonnie Baker, all of whom participate in the small 10 p.m. show. Melba Cordes, cute toe dancer, is also included here giving an interpretive routine of a composition by one of the act's fiddlers, Roger Burton, who accompanies Miss Cordes. Number is called *The Fly and the Fiddle* and spells class.

Larger show is opened by the Merriell Abbott line in a production number created by Jose Castro and aided by Beverly Allen, one of the Abbott gals. Castro is decked out after the fashion of a Duck Rogers moon-man and with Miss Allen does a modern ballet routine, not outstanding but flashily presented. Jack Williams, lanky tapster, is next and looks like a real conner. Lad's work was a little stiff, but his tap stuff is plenty good and he is aided by a strong personality.

Machie Tains follow with a simple, graceful bit of dancing, not outstanding but a good enough filler. Bill Talbot offers the only relief from the deluge of dancers with his tricky ball juggling and amusing work with a hat, cane and gloves a parcel, plates, etc. Should praise the time consumed, however, and brush up on his patter which was a shade corny for this room.

Team of Crawford and Caskey take

more than their share of the misf-pounding in the wind-up, customers refusing to let them go. Their dancing is tinted with a small degree of comedy which goes a long way toward making the pair outstanding. Opening with a fast number with plenty of good turns, they come back for a more or less satirical rumba, a Rogers-Astaire take-off and two more speedily executed numbers. Their work is smooth and includes many difficult passages all in good taste.

A sock finish is provided by Tucker's glee club bedecked in handle-bar mustache and singing old ones like *A Bicycle Built for Two* and abetted by Bonnie Baker and the Abbott girls costumed in gay '30s attire. It's all topped off with the boys grabbing the gals for an old-fashioned polka. Excellent piece of entertainment.

Peter Palmer III does the publicity and his is holding up here as well as anywhere in this town now.

Harold Humphrey.

Benny-the-Bum's, Philadelphia

Benny-the-Bum's night spot, in the dumps for nearly five months, has snapped out of it with a smash-bang show.

Show headed by Little Jessica Heller and crew. The diminutive maestro is at his best, working hard to put the show over. Acts as emcee, chief vocalist, waves the baton and does everything but mix drinks. Canary is Louanne Hogan, a shapely looker with nice pipes—once she gets over her initial nervousness. Arnie Curvall, trombonist, also does some fair-to-middling warbling.

Joe and Betty Lee are a good-looking dance team, are at their best in jitterbug numbers. Fall to click in sophisticated ballroom stomp. Should capitalize on their youth and stop trying to ape the grownups.

Serge Flash does his usual sock juggling turn, winding up with a whoop-de-deo. He gets up on a high ladder, poses a basketball on the back of his neck, throws legian clubs at a drum in time to music and plays with a harmonica—all at the same time.

A line of six Ludella Randerson girls does some swell floor routines.

The show winds up with a half-dozen numbers by Benny's find, Deloyd McKay, a septa Dwight Fiske, who finished a 20-month stint at the spot to join Ben Bernie at the Hotel Pennsylvania next week.

St. Sholz.

The Drum, Coral Gables, Florida

Sheila Barrett bowed in here, following Dwight Fiske. Whether due to contrast with Fiske piano drolleries or no, fact remains customers loved her and have been attending since opening in larger numbers than formerly.

Barrett does all the familiar routines plus a couple of new ones. One of these is dramatization of Irving Berlin's Supper-time number. Other is her impression of a nitery artist lecturing at a girl's college. This last was inspired by a recent appearance at Stevens College for Women in Columbia, Mo., where she addressed students. She's quite up to par here, aided by an ideal room for her type of work.

Ramon and Renita, who opened this spot this season, are still holding on. Understanding is they will be retained for season.

Lee Simmonds.

Queen Mary Restaurant, New York

Taking refuge from the other smart East Side restaurants, this spot features "sophisticated" entertainment, and in keeping with many of the others, commits an adult order of mayhem in the name of sophistication.

It has become an increasing habit for some of the so-called smart spots that cater to the society trade to completely ignore any standard of entertainment value and book singers of faded songs with about as much singing ability as an amateur hillbilly. They figure that this sort of "cute" entertainment is diverting to the social folk. That, too, is doubtful.

First off the bat is Roberts Welch, an alleged singer who simply just can't sing. Following her is Ann White, announced

Night Club Reviews

as a "singer of subtle songs," but is about as subtle as a kick in the teeth. At the same time, she possesses very little in vocal quality, which only makes her tarnished pronouncements a little more boring.

Jack Corlies and Maurice Palmer (the male) also indulging in some sophisticated song styling and are infinitely better than anything else on the bill, and are the nearest thing approaching sophistication that the spot boasts of. But their material, too, is lacking in blood count and, with a little more effort towards that end, should be able to make a bid for standing in this type of entertainment work.

It seemed that the only genuine talent in the place was buried in the in-between piano playing of Catherine Tate, an attractive blonde, who played with a knowledge of, and gift for, music.

Joe Ellis four-piece orchestra, which has been here for two years, in just an ordinary combo and as loosely fit as the rest of the bill.

Sol Zeit.

Continental Room, Stevens Hotel, Chicago

The more frequently one visits such dining rooms at late hours, the more one wonders why managements insist on keeping them open long after dinner time.

Hotel rooms here, with one exception perhaps, do little trade after 10 p.m. and, barring week-ends, can wind up with more profitable receipts by closing after dinner. (Empire Room in the Palmer House is a possible exception, due to its comparatively elaborate shows which draw late rounders.)

Continental Room, like the rest, enjoys a fairly good dinner trade and is left almost deserted soon afterwards. If the operators could get together and set a joint closing hour it would benefit both their pocketbooks and the performers, whose last shows are usually greeted by a conspicuous few.

The new bill, both the band-stand attraction and floor combination, is quite entertaining. While the musical aggregation this time is an abbreviated one—a group of seven billed as the Rhythm Boys—it is mighty handy at a variety of instruments and tunes and fairly bubbles with versatility. They are a merry informal bunch headed by Eddy Brandt, pianist and vocalist; Jules Mendelson, drummer; "Doc" Switzer, guitarist; George MacDonald, saxophonist, and Ray Kilis, trumpeter.

While the room has been accustomed to larger orchestras, this septet pitches in an acceptable job for it is always on the go and willing to please. Its dance tunes are rhythmic and alternate from swing to sweet, with some Latin favorites allowed in for added spice.

Usual two-act show includes Rodrigo and Francine (billed Rodrigo and Francine) and a Dorothy Bylen tailor-made line of five girls featuring her favorite Eleanor Christian. The team is filling an unusual booking, moving in

direct from a stay in the Edgewater Beach Hotel. Their routines, including during the evening a waltz, tango and a musical comedy flavoring, are well designed and presented for mass appeal. The spins are almost spectacular and are smoothly started and finished. Girl is blond and appearance of both is fine.

The line stands out in acrobatic work and Miss Christian has several stock but good-looking tricks which she executes in individual numbers. Kids are an attractive and neat little crop.

In the near-by Ol' South Cocktail Lounge, Jimmie Bell and his Ol' South Revolvers still continue to emulate Scarlett O'Hara's country with time-worn, lowed ditties.

Sam Hunsbary.

Terrace Room, Hotel New Yorker, New York

Figuring that Jimmy Dorsey and his versatile crew are enough of a name to draw the assorted variety of jitterbugs and the more genteel gapers, this room is contenting itself with two acts and a singing emcee, leaving the rest of the entertainment chores to Jimmy Dorsey and company, which he does with a good personality and showmanship appeal.

Lyda Sue, Paul Sydel and Spooky and Mark Plant take over for a brief but diverting floor show. Sue, who is described as an "import," does a short but very artistic dancing routine. Possessing nimble footwork and an uncanny sense of balance and timing, she is an attraction that could fit in any smart spot. Sydel, who has been doing his dog act with Spooky since time immemorial, still has one of the best acts of his kind and seems to be able to cause any type of an audience to get up off its hands and use them for applauding purposes.

Emceeing is left to Plant, who also sings three numbers in a strong baritone voice. The smiling Plant is a good front for this type of spot, but would do better to stick to numbers where he can give off instead of being a fagotto to sing dirty tunes.

But the delight of the gaping jitterbugs is left to the capable showmanship of Dorsey and his versatile crew, featuring well-executed tricky arrangements. Handsome, romantic baritone Bob Eberly is tops on the melody numbers and Ella Mae Morse, a Texas lass who isn't bad to look it, does well for herself on the rhythm tune.

This room also features the "hand of the wheel" on Dorsey's off night. Ideal is to play a name band (Vincent Lopez last Sunday) and cash in on what might ordinary might be just an average night.

Dick Mockley still attends to press agating both the hotel and the room.

Sol Zeit.

Berkeley Bar, Berkeley Caterer Hotel, Asbury Park, N. J.

Team of Camacho and Charlene was the best presented in the spot since Cameron and Van were offered 10 weeks ago. Team is flashy and in the class category. Charlene is especially stunning in dark gown styled similarly to her dress designed and

Still Acclaimed The Favorite of All New York TOM PATRICOLA appearing nightly at BILLY ROSE'S DIAMOND HORSESHOE NEW YORK CITY in the dual role of STEVE BRODIE and "DIAMOND JIM" BRADY Direction—Leo Morrison, 1776 Broadway, New York?

BERNARDI PRODUCTIONS 85 RIVERSIDE DRIVE Phone, EN 2-5514 NEW YORK CITY FOR A GOOD SHOW TO FIT YOUR BUDGET ALSO 4-6 GIRL LINES IMMEDIATELY AVAILABLE BEAUTIFUL GIRLS CORDEOUS WARDROBE YOUTHFUL TALENT

worn in Four Men and a Prayer, Cassino's appearance immediately registers a hit, too. Presenting a French waltz, Un Gaieté, they work smoothly and without a hitch. They capture applause for their rumba, but the Spanish whistled number was not the success it should have been. However, the small floor space accounted for this.

By Bromberg, piano stand-out with Jack Arnold Press' Orchestra, deserves much credit. The orchestra as a whole is to be commended for the fine accompaniments offered for this and other dance items. Sam Abbott.

Sardis, Hollywood

Harry Lash returns again, after being featured for a long stretch some weeks back. Always popular here, Lash dishes out a brand of entertainment that appeals to the filmland crowds frequenting the spot.

Using original material, he puts plenty of sock into his numbers, and knows how to sell his stuff. He uses above-average parodies on popular numbers, his best being Oscar, the Steps to the King, and works to good results, with Curly Robertson and George, the writer, a couple of stooges.

Lucille Mathews adds class to the entertainment with her warblings. She makes a good appearance, and her best effort was Night and Day. Ivan Lehr does the lively pounding for the pair, interspersing several specialties of his own. His arrangement of Deep Purple scores. Sardis caters to Hollywood's upper crust and also is a great spot for the tourists. A strictly informal atmosphere prevails in the cocktail lounge off the main dining room. Dean Owen.

Monte Carlo, New York

With a completely refurbished setting that's about as Montmartreish as any French atmospheric night club in town, this spot, too, obviously has its eye on the World's Fair trade because of its main stem location. The entertainment consists of some French folk, somewhat resembling the popular conception of what one might see in the "sin" dens of Paris. Of its type it's exciting enough and is a good novelty for the visiting firemen.

Gaston's latest invention, besides the new trappings, is an apache-looking quartet (three males, one female) called the La Verne that engage in a sort of battle of honor, as in a Parisian cafe brawl, in which they maul and push each other around, break furniture, almost break their skulls and rip garments. It's strictly an act for a spot like this, because it fits right into the atmosphere.

Gypsy Rom-Jo, a stocky brunet, is also a

versatile entertainer, trying her hand at singing the blues, dancing, sock work, double talk and playing the maracas. A pretty good all-round entertainer.

Holdovers are Julian Altman, a talented young violinist, who has been at the spot for several months; Pierre Beaupaire, a hearty perennial who has been singing French songs and emceeing here for more than a year; Maya and his Cuban orchestra, of good rhythmic caliber, and Gaston's Band, doubling in the relief, with proprietor Gaston himself wielding a very listenable accordion.

Shows go on thrice nightly, Eduardo, a partner, still hosts at the door. Frank Lay press agents. Soy-Zatt.

La Conga, Miami Beach, Fla.

Hitherto shunning entertainment, this club opened Lolita Coppola January 31. Girl is Mexican singer who got headlines with sensational divorce of Prescott Van Wyck, society scoundrel. Handles herself nicely, specializing in personality. Customers loved it. Works on floor with mike and a tambourine. A good looker with plenty of sex appeal.

Deal Armas Band is still headline attraction. Kid has improved 100 per cent since switching from strictly rumbas to popular music. Still does rumbas, but picks his spots. Armas looks ready to go places with loads of that Latin charm.

Club is owned by Bobby Kelly, son of Mother Kelly, Miami Beach landmark. Lee Strambouds.

Firenze Restaurant, New York

This large restaurant off Fifth avenue on 46th street brought in Don Mario's Band Wednesday to build up its late trade—the spot being open for lunch as well as dinner and supper.

Mario's Band is a good dance outfit that isn't hard to listen to and which provides rhythm that's easy for dancing. The instrumentation (piano, string bass, accordion, violin, steel guitar, trumpet, sax and drums) is all right, with the strings adding the proper sweetness for waltzes. Mario himself sings ditties in pleasing tenor, plays the maracas for Latin tempos, leads the band and makes a nice appearance. He is quite a handsome guy. Henri Pierre is featured at the piano.

A special show was put on Thursday at the "official opening." The floor show was dull and the restaurant will be better off with just Mario's Band.

The show included the Harmonica Barons, four boys in street clothes who certainly didn't look like barons but who blended harmonica blowing nicely; Dots White, drummer who paced a mechanical man act that is original but also slow and painfully dull; Baroness Dedini,

whose good soprano voice shows training, but who lacked showmanship (Mildred Turner at the piano); Sylvia Sims a mammoth trumpet singer, backed by an instrumental trio and giving out with swingy tunes that show-stopped; Six Jitterbugs, doing the usual screwball hopping around, and Ralph Jamesoni who sang pop and Continental songs in soothing tenor but who lacked feeling and proper expression.

Peg Lee, pianist, works the tables. Hedeen Harriet Chryste (daughter of band leader Eli Danzig) vocalized with the band, revealing a fair voice for rhythm numbers.

Dinner is \$1; no cover or minimum. Place is huge and can use better decorations. Paul Denis.

Persian Room, Hotel Plaza, New York

With Eddy Duchin off on a theater tour, this avette rendezvous of New York's better ermine coats and white ties has brought in a very capable replacement in Jack Marchard and his 11-piece band, aided and abetted by Bobby Parks' seven-man outfit for the relief chores.

Also new in the floor show spotlight is Adelaide Moffett, taking over the singing assignment where Morton Downey left off. Miss Moffett is one of the handful of society-butterfly-turned-canary breed actually possessed of a voice and the knowledge of what to do with it. For the past several years now this attractive blonde has been showing her society sisters how a song should be sung and sold, and she has steadily improved in voice, poise and charm. In the face of ill-mannered jabbering from several ring-side tables (excused, no doubt, because of the monkey suit) Miss Moffett was delightful in four contemporary ballads.

Grace and Paul Hartman continue as the second and last part of the floor diversion, and twice nightly accomplish the miracle of making the alleged smart set forget itself long enough to turn its attention to real talent. The Hartmans belong to that rare performer genus that must be seen to be appreciated; no words can convey the subtle artistry of their dance strides, brilliantly conceived and faultlessly executed. There's no stooping to the broad slapstick employed by other acts using basically similar routines; the Hartmans work with the artful finesse of true satirists. It's all the difference between burlesque and satire.

Team has introduced two new numbers to its repertoire, both on a par with their other fine work. One bit has Grace representing Fire, with Paul as a fireman doing his ineffectual best to put her out. A rib at Arthur Murray's dance instruction is new item No. 2 and a masterpiece of amusing mockery. This is distinguished entertainment at its highest level.

Marchard Band does an excellent job of accompanying the show, with the maestro emceeing personably. Daniel Richman.

Business Good For Boston Clubs

BOSTON, Feb. 8.—The Noel Sherman revue is held over another week at the Brown Derby, starring Ethelred Terry. Others in the show are the Three Noblemen, Freddie Bernard, Shaw and Kirk and Nelson's Fighting Cats.

Alex Finn, the new and alert manager of the Mayfair, has added a cocktail hour with floor show.

Beginning this week the Hotel Essex grill room will be transformed into a "Hollywood stage" to form a background for Billy Kelly's pretentious floor revue. Hollywood Unmasked, Dance Team of Carlos and Dollina will be featured, along with Eva Bourget, Patsy Duncan, Mary Burton, Billy Stearna, Casey Keough and the Jack Manning Quartet.

A new night club to open this week will Blinstrub's Village. Two floor shows, with New York talent are featured.

Ken is the successor to the Congo in downtown Boston. Uses floor shows.

Janet Carroll, prima donna, is the new vocalist with Jack Fisher's Orchestra at Student's Vienna Room.

Mal Hallett closed at the Bradford Penthouse. Every Bradford record was broken during his stay.

Collaborating with the opening of the Sportmen's Show here, the Silver Dollar is presenting the Canadian Lumberjacks, musicians and singers.

Buggy Berrigan Band has signed for an indefinite stay at Club Southland here.

The Ken is dickering for Billy Rose's Redogoo Show.

Princess Yvonne Act In Frisco Fair Deal

PHILADELPHIA, Feb. 4. — Princess Yvonne, Baby Yvonne and their manager, Doc M. Irving, left here this week to join the contingent of show people at the Golden Gate Exposition. They will break their jump with an engagement next week at the Roxy, Salt Lake City.

The Yvonne family troupe will operate the Golden Gate's horseshoe and mental concession in conjunction with Ben Level. Deal is indefinite as to time but makes possible if conditions are favorable a two-year swing with the Coast fair.

Princess and Yvonne and Doc Irving have been a standard mental, magic and "Spook Show" turn for more than 15 years and the last several years have been using their daughter under the Baby Yvonne moniker as a valuable asset. Youngster has taken to the thing like a fish to water and has proved a strong tie-up factor in radio department stores and with city officials. Turn has the distinction of classification as the fastest mental novelty extant.

In connection with its concession deal with the Golden Gate expo the act might make occasional forays into theaters within commuting distance of San Francisco.

Lincoln, Philly, Vaude Out

PHILADELPHIA, Feb. 4. — Lincoln Theater here dropped colored vaude after nearly a month's trial. Last attraction was Jimmy Lane's Orchestra.

JACK SHEA and his RADIO ROUND UP. This Week, PALACE THEATRE, Philadelphia, Pa. Next Week, Lyric W. Va., and Casino, W. Va. For Open Time Contact JACK SHEA at Above Theaters.

MORTON FRANKLIN CONCERT ENSEMBLE. Held Over Indefinitely. NETHERLAND PLAZA HOTEL, Cincinnati, O.

DANCE CHECKS. Also known as FORTIFICATION. YAGS. For Women — on wrist. For Men — on coat lapel. Cannot be removed without detection. \$3.50. 175 Seventh, Balance C. O. D. Sample 100, 50c. Write for 1939 Wholesale Novelty Catalog containing 2,000 items—Complete list of Catalogs, etc. M. Decorators, 1152A, N. Pennsylvania, etc. St. Patrick's Day Novelties. GORDON NOVELTY CO., Dept. C, 233 Broadway, New York, N. Y.

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With Hammond Organ. One performance nightly. Good salary, free expenses. Opening in Florida in two weeks. Dick Beets or Harold Dixon write. Address RAJAH HADDID, 384 Washington, Miami Beach, Fla.

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The most regular and the best controlled Night Club in the Northwest. This spot is known from Coast to Coast, located between Market and Main, N. D., on the most traveled highway in this country. This club cost more for equipment than any other club in the Northwest, including their building. We have a tourist camp in connection that can also be bought. It is priced to sell and can be bought on finance with a substantial down payment. L. S. COMAN, Director, N. D.

FOR SALE

Two Comedy Sketches with 10th in Variety and Radio. Three or four regular comedians. Character sketches. The Independent Broker, Sarah's Place. I have many scripts for sale. BILLY WATSON, 110 10th Ave., Summit, N. J.

DOROTHY LEWIS Outstanding Dancer on Ice. STARRING 18th WEEK. Iridium Room. ST. REGIS HOTEL, N. Y. Dir.: Music Corp. of America.

JEANNE BLANCHE Tap Dancer. PARADISE RESTAURANT, NEW YORK CITY. First Time in New York. William Morris Office.

Doing the Didu (polka routine) long before the polka became an exhibition ballroom fad. DI CARLA AND DU BOIS. FLAMINGO CLUB, LOUISVILLE, KY. Directions: MILES INCALLS, RKO Building, New York.

AFA TO BOND SHOESTRINGERS

3 Openings and 3 Closings for New York Spots

NEW YORK, Feb. 4.—While the past week saw a number of night clubs pouring out of existence, some people still believe that there is money to be made in the operation of a local night club. Felix Ferry is going to reopen the late Casanova Club by the end of the month or early in March. Joe Zelli announced that he has reconverted the old Club Yumuri into something he is calling the Arabian Nights, and the defunct Casa-Cubana is reopening as the Terrace Gardens.

The three night clubs that took a powder during the week are the Yacht Club, El Rio and the Little Club on West 53d street. Most encouraging, tho, is the fact that Nils T. Granlund, whose Midnight Sun went into bankruptcy a short time ago, has made arrangements with his creditors whereby they will collect 45 cents on the dollar beginning April 1. Liabilities amount to \$20,000 and he will make 3 per cent payments monthly, with the amt going up to 9 per cent, dependent on the increase in business. Also on the bankruptcy list is Murray's in Tuckahoe, N. Y., which took the dive last week.

It was also learned during the week that a three-month investigation has been going on by the federal government to clamp down on tax dodgers among the night club owners. Approximately 50 night club owners have had their books subpoenaed and are now under scrutiny. Idea of the investigation is to collect back amusement taxes which the public pays on checks over \$2.50, for which the night club owner is merely the "guardian" for the government. Many are known to have been ducking these, and where the federal accountants find that there has been no criminal intent to defraud, it will make settlements.

Billy Rose is giving Austrian and German refugee children a break without it costing the actors anything. He is running a special midnight performance February 27 at \$10 per head, with the entire gross going to the Refugee Children's Non-Sectarian Committee of Business and Professional Women. Rose is footing all the bills for the evening. The Cotton Club's new revue, which has already gone into rehearsal to open February 12, will feature Bill Robinson at a reported salary of \$3,500 per week. New show is being staged by Clarence Robinson and Tod Koehler and Ruby Bloom are writing the musical score.

Dimitri and Helen Virgil, operators of the Club Gaucho in Greenwich Village, have turned over the management of the club to Pedro Valli, and they themselves have settled down to the life of a farm couple on a California ranch. New show at the Oiticbo skidded for Wednesday (8) will include Maria del Carmen, Nedra Madera and the Gaucho Rhumbers.

Chasle Janis, former Loew theater manager, is now officiating at Theater's club here. Her first night club job.

Loew, Baltimore, Vaude Out

BALTIMORE, Feb. 4.—Loew's Century Theater discontinued vaudeville Thursday. A steady user of vaude up until two years ago, the Century dropped it in favor of straight pic policy because of musicians' union trouble. Resumed last September. New policy is straight pictures, with prices of 25 cents until 6 and 40 cents after 6, as compared to former admission of 35 and 55 cents. The Hippodrome is now only downtown Baltimore theater with a combo policy.

Pitts Clubs Spend 60G's

PITTSBURGH, Feb. 4.—Hotels, night clubs and restaurants spent more than \$25,000 advertising in three daily papers last year, Media Records figures for 1938 reveal. Total exploitation costs estimated at \$90,000. Seventy-two spots, all but a few using entertainment, used 75932 lines in The Press, Sun-Telegraph and Post-Gazette in addition to street car ads, billboards and direct mail advertising. Clarence Howard's Press grabbed lion's share followed by Hearst's Sun-Tide and Paul Brock's Post-Gazette.

A Vaude Fan's Dream

NEW HAVEN, Conn., Feb. 4.—Joe Cook's show, produced by Vinton Freedley, opened here Thursday with vaude as its theme.

Tells of Harry Quill, old-time vaude fan, who was made chairman of his lodge's entertainment committee and counted on his memory for the club's annual show.

Talent Agencies

MAX RICHARDS has booked the Pied Pipers and the Playboys for Mentone shorts. Also has Ling and Cravat and a new unit for fairs. . . YATES agency, thru Murray Gordon, is now exclusive booking rep for the Bamboo Garden, Washington, D. C. . . CLARENCE J. AUSTIN, thru William Morris Agency, has booked Carlos and Carlo, dance team, for the Savoy, London, starting May 8.

GUS SUN OFFICE of Detroit is being reorganized as a corporation under the old name of the Gus Sun Vaudeville Agency, Inc. Gus Sun is president, Robert Shaw is vice-president and John W. Todd is secretary-treasurer and general manager. Todd is returning to the show business after an eight-year vacation in California.

Jack Dickstein, who owned the Detroit office several years, has sold out his interest and is leaving the show business temporarily. He plans to devote his entire time to his position as deputy sheriff for Wayne County.

Office staff is unchanged—Jack Davis, contact man; Alex Agrenoff, booker; Mabel Duggan, night club booker; Sam Carver, special attractions, and Sylvia Hawley, office.

MANNIE SACHS, night club booker for MCA, New York, has been promoted to vice-president and account executive. . . NEW WASSERMAN, MCA exec, will probably locate permanently in the MCA Los Angeles office soon.

Deny Palace, Chi, Rumors

CHICAGO, Feb. 4.—Despite rumors and stories here this week that the Palace would drop vaude and go into a straight pic policy, there is nothing to it, according to Frank E. Smith, house manager. According to the reports, stagehands and musicians had been given their notice and the RKO-Keith vaude was to go in three weeks following the showing of Orange Dr.

Smith stated, however, that a standing notice had existed with all the craft unions for the past two years as a matter of protection and that a new contract had been signed with them the first of the year.

Performers' Union Presses L. A. Mayor To Outlaw Theater Bingo

LOS ANGELES, Feb. 4.—Repeated attempts by John H. Corcoran of the American Federation of Actors to get the city administration to enforce the law outlawing bingo, ten-win and similar games of chance being used by theaters throughout Southern California, are at last beginning to be felt in the city hall, according to AFA officials.

Several months ago Corcoran contacted the city prosecutor's office in regard to forcing theaters to quit the games. Nothing was done until a meeting between Corcoran and the mayor this week.

Mayor Bowron pledged his support and stated he would refer the matter to the police department for immediate enforcement of the law. AFA claims it has the backing of the APM and the stagehands.

The AFA contends that if bingo and similar games were forced out of theaters the latter would have money for vaude.

AFA reports that one of its toughest battles, the fight to unclose the Million-Dollar Theater into the field, has apparently been successful. The asserted seab band has been let out, according to AFA leaving the way open

Left to Discretion of Council; Whitehead Given Confidence Vote

Membership and Sophie Tucker oked executive secretary following "dictator" attack by discharged organizer—hospitalization plan is approved—no assessment

NEW YORK, Feb. 4.—Employers whose financial responsibility is doubtful will be bonded, AFA membership voting this after a sharp debate in which some members demanded that all employers be bonded. The vote was taken at a meeting at the Edison Hotel Thursday afternoon which also voted to establish a Sophie Tucker Hospitalization Fund. It also gave Executive Secretary Ralph Whitehead a unanimous vote of confidence. The confidence vote was given after a message from President Sophie Tucker had been read in which she said "in order to disprove certain false rumors that have been spread abroad by those who are intent upon trying to injure the AFA, I wish to state that Mr. Harry R. Calkins was discharged from his position as chief organizer by the unanimous vote of the council of the AFA and not by Ralph Whitehead. Mr. Calkins' conduct had become intolerable and his dismissal was the result of his being almost continuously under the influence of liquor during business hours, his use of vulgar and insulting language to our members and, worst of all, the fact that he borrowed money from employers with whom he negotiated on behalf of the AFA."

Calkins had mailed the Associated Actors and Artists of America, parent actor union, a letter Tuesday which accused Whitehead of being a dictator and the AFA Council of being a dummy. Calkins also accused the AFA of having no jurisdiction over circus workers and that the union's constitution and by-laws are not available to members.

Frank Gilmore, president of the Four A's, says he regards Calkins' letter as "a statement of position" and "not as formal charges," and says he is not sure it will be brought up at Monday's Four A's meeting. Whitehead says he has not seen the letter and has had to depend on press stories. He says Calkins was discharged as chief organizer by vote of the AFA Council. Calkins is a former newspaper man and press agent.

Bonding Left to Council

The bonding of night clubs, vaude units, vaude theaters and other employers under AFA jurisdiction will be left to the discretion of the AFA Council. The move follows the failure of several local night clubs and a vaude house to pay off performer salaries, including the Hollywood Restaurant, the International Casino, Casa Cubana and Majestic Theater. In every instance the performers asked the union to go easy on the employer in the hope that business would pick up sufficiently to permit payment of back salaries. The vote Thursday

Four A's Meeting

The Four A's meets Monday (6) and it is expected that plans for raising per capita tax from \$1 to \$1.25 a year and also for housing unions in the same buildings will be discussed.

Kenneth Thomson, head of the Screen Actors' Guild, is in town and one of his problems is to try to persuade Actors' Equity to relinquish its agreement with SAG whereby SAG collects dues for Equity in the film studios. In view of SAG's cutting its membership rolls, it is eager to economize in order to balance its curtailed income.

Cornie's Ship Celebrates

MILWAUKEE, Feb. 4.—Cornie's Ship celebrated its fifth anniversary last Saturday with a show including Bobby Stuart, Ford and Barnes, Jackie Rogan, Mary Lou Mann, Jane Rubey and Ralph Lewis and Ben Bee-Ork. Entertainment arranged by Dick Pritchard.

Downtown Casino Folds

CHICAGO, Feb. 4.—Downtown Casino, Detroit's ace nitery, folded Thursday after being unshuttered only four weeks. Last bill including Milt Britton's Band, was left holding the sack for salaries due, it is reported.

Sioux City Club Reopens

CHICAGO, Feb. 4.—Walter's Elm Club, Sioux City, Ia., reopened with a weekly change in floor shows. Tommy Sacco here will book the shows and place three acts and smooze on each bill.

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

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

A
Adrian, Eric (Leda & Eddie) NYC, nc.
Albee, George (Harry's New York Bar) Chi, nc.
Alban & Creel (Oriental) Chi, h.
Allen & Kent (Lyric Indianapolis) I.
Allen, Roberta (Palmer House) Chi, h.
Alton, Vicki (Hollywood Beach) Hollywood, Fla., h.
Amos, Albert (Cafe Society) NYC, nc.
Anderson, Helene (Midnight Sun) NYC, nc.
Andrew, Andre (Downtown Casino) Detroit, Mich., h.
Andrews, Joanne (Queen's Terrace) Woodside, N. Y., h.
Arden, Dolly (Casa Nacional) Havana, Cu.
Arden, Don, Artie Models (Lockout House) Covington, Ky., nc.
Armstrong, Harry (Diamond Horseshoe) NYC, nc.
Artes & Broderick (Earl Carroll's) Hollywood, nc.
Atterberg Players (Del Monaco's) Miami, nc.
Aunt Jeannette (Orpheum) Memphis, Tenn., h.
Austin, Kay (Blue Club) Chi, nc.

B
Bailey Sisters (Palmer House) Chi, h.
Bain, Donald (Belmont) NYC, nc.
Baker, Benny (Hill-Hall) Chi, h.
Baker, Ben (Blue Club) Chi, nc.
Ballard & Rae (Blackey Empire) London 30-31, N. Y., h.
Ballou, Julie (House of Murphy) Hollywood, nc.
Baker, Beulah (Palmer House) Chi, h.
Baker, Mark (Casualty) Miami, nc.
Banjo Bernie (Plantation) NYC, nc.
Banks, Sadie (Old Roumanian) NYC, nc.
Bannister, Barbara (La Mirage) NYC, nc.
Barday, George (The Follies) Hollywood, nc.
Bardia, Ann (Pepper 24) NYC, nc.
Bardis, Patricia & Leo Douglas (Hi-Hall) New York, N. Y., nc.
Barris, Mickey (Mother Kelly's) Miami Beach, Fla., h.
Barrow, Elsie & Orin, (Capitol) Washington, D. C., h.
Bartony, Dr. L. (Zimmerman's Hungarian) NYC, nc.
Bartlett-Hest Postcards (Royale Proffers) Chi, h.
Bates, Lela (Diamond Horseshoe) NYC, nc.
Baudouin, Marie (Casca Carlo) NYC, nc.
Baudouin, Ruth (Glean Dinner Club) San Antonio, Tex., h.
Behan, Arthur (Gay Nineties) NYC, nc.
Behr, Dorothy (Hill-Hall) NYC, nc.
Behr, Helen (Old Roumanian) NYC, nc.
Behr, Ina (Radio Frank's) NYC, nc.
Behr, Alphonsa (C. State) NYC, nc.
Bergman, Elmer (Keynotes' Red Roof) Worcester, Mass., nc.
Bertram, Herman (Roumanian Village) NYC, nc.

B
Bighitt Troupe (Shrine Circus) Sacramento, Calif., 13-14.
Birn, Darla (Russian Kretchma) NYC, nc.
Bishop, Dorothy (Hungarian) NYC, nc.
Blanche & Mildred (Southern Dinner Club) Houston, Tex., h.
Bliss, Jean (Alma) Cincinnati, h.
Bliss, Jean (Royal Palace) Miami, nc.
Bliss, Peggy (Hill-Hall) NYC, nc.
Bliss, Gertrude (Elysee) NYC, nc.
Bliss, Yvonne (St. Regis) NYC, h.
Bliss, Arthur (Barney Callahan's) NYC, nc.
Bliss, Nelie (Pan-Pacific Bunk) Los Angeles, h.
Bliss, Arthur (Happy) Glendale, L. I., h.
Bliss, Artie (Casualty) Rochester, nc.
Bliss, Jimmie (Commodore) NYC, h.
Bliss, Barbara (New Club) NYC, nc.
Bliss & Ames (Shubert) Cincinnati, h.
Bliss, Kathleen (Casca Moderna) NYC, nc.
Bliss, Dennis & Louise (Earl Carroll's) Hollywood, nc.
Bliss, Barbara (Netherland Plaza) Cincinnati, h.
Blissington's Band (Lyric) Indianapolis, h.
Bliss, Kathleen (Casca Moderna) NYC, nc.
Bliss, Dorothy, Orlis (Lyric) Chi, h.

C
Calloway, Hazel (Plantation) NYC, nc.
Callahan, Cooke (Hill-Hall) Brooklyn, h.
Callahan & Carter (Theater) London, England, h.
Callahan, Imogene (Weylin) NYC, h.
Call, Billy (606 Club) Chi, nc.
Call, Alexander (Roumanian Village) NYC, nc.
Callahan & Horie (Barney Callahan's) NYC, nc.
Callahan, Owen & Topay (Pal. Cleveland & Cassandra) (Palo Club) Palm Beach, nc.
Callahan, Betty (Jimmy Kelly's) NYC, nc.
Callahan, Frank (Barney Callahan's) NYC, nc.
Callahan, Joe (Palmer House) NYC, nc.
Callahan, Walter (C. State) NYC, nc.
Callahan & Timmons (Oriental) Chi, h.
Callahan (Hill-Hall) Brooklyn, nc.
Callahan, Floyd & Hal Gould (Orpheum) Memphis, Tenn., h.
Callahan, Fred (Pleasantly) NYC, h.
Callahan & Baza Sisters (Cafe Firehouse) NYC, nc.
Callahan, Michael (La Cava) NYC, nc.
Callahan, Curly (Weylin) NYC, nc.
Callahan, Les (Weylin) NYC, nc.
Callahan, Pear (Orpheum) Memphis, Tenn., h.
Callahan, Jean (606 Club) Chi, nc.
Callahan, Bill (Orpheum) NYC, nc.
Callahan & Beasley (Plantation) NYC, nc.
Callahan, Larry (Earl Carroll's) NYC, nc.
Callahan & Patrick (Arrow) Los Angeles, h.
Callahan, Aurelia (St. Morris) NYC, h.
Callahan & Thomas (Capitol) Washington, D. C., h.

C
Cannon, Hughie (Lido) Worcester, Mass., nc.
Cannon, Jack (Cafe) NYC, nc.
Cannon, Three (La Marguise) NYC, nc.
Cannon, Alben (Ruben Hill) NYC, nc.
Cannon, Bill (Kil Kat) NYC, nc.
Cannon & Dixon (College Inn) San Diego, Calif., nc.
Cannon, Dixie (State-Lake) Chi, h.
Cannon, Sammy (Kil Kat) NYC, nc.
Cannon & Ardella (Exposition) Adams, Ill., h.
Cannon, Reginald (Earl Carroll's) Hollywood, nc.
Cannon & Carter (Palmer House) Chi, h.
Cannon & Dixon (Palmer House) Miami, nc.
Cannon, Doc (Pal. Chi, h.

D
D'Amour, Frankie (Paramount) NYC, h.
D'Arco, Tom (Casa Mariana) NYC, nc.
D'Avanzo, Rodolfo (Versailles) NYC, nc.
Dagmar (606 Club) Chi, nc.
Dancing Dietrich (606 Club) Chi, nc.
Daley, Cass (Paramount) NYC, h.
Dance, Jean (Plantation) NYC, nc.
Dancik, Myril (Hungarian) NYC, nc.
Dancik, Billy (Mammy's Chicken Farm) NYC, nc.
Dancik & Diase (Casa Nacional) Havana, Cu.
Dancik, Gabe (Hungarian Art) NYC, nc.
Dancik, Dolly (Livingston) NYC, h.
Dancik, Alice (Continentale) Miami, nc.
Dancik & Darrow (Nixon) Pittsburgh, Pa.
Dancik, Gloria (Cafe Society) Chi, nc.
Dancik, Romeo (Old Roumanian) NYC, nc.
Dancik & Floris (Cafe Havana) Madrid) NYC, nc.
Dancik, Peggy (Jimmy Kelly's) NYC, nc.
Dancik & Sisters (Club Art) Dayton, O., nc.
Dancik, Dora (Hungarian Art) NYC, nc.
Dancik, Dora (Harva-Madrid) NYC, nc.
Dancik, Victor & Ruth (Zimmerman's Hungarian) NYC, nc.
Dancik, Helen (Hungarian) Rochester, nc.
Dancik, Ruth (Club Art) NYC, nc.
Dancik, Diana (Hungarian) NYC, nc.
Dancik, Rosemary (Bai Tabarin) San Francisco, nc.
Dancik, Chas (The Top) Montreal, Que., nc.
Dancik, Thelma (Royal) NYC, nc.
Dancik, Diamond Brothers (Barry) London, h.
Dancik, Aggie (Nixon) Pittsburgh, Pa.
Dancik, Albee (Kil Kat) NYC, nc.
Dancik, Pauline (Hi Chico) NYC, nc.
Dancik, Harry (Cafe Society) NYC, nc.
Dancik & Yaker (Hi Chico) NYC, nc.
Dancik, Jimmy, & Band (New Yorker) NYC, h.
Dancik, Tom, & His (McAlpin) NYC, h.
Dancik, Morton (Palma) NYC, h.
Dancik, Billy (Diamond Horseshoe) NYC, nc.
Dancik, Drayton, Danny (Paramount) NYC, h.
Dancik, Drayton Sisters & Jack (Cafe Art) Buffalo, N. Y., h.
Dancik, Three (Capitol) Washington, D. C., h.
Dancik, The (Downtown Casino) Detroit, Mich., h.

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

D
Dubala, Wilfred (Orpheum) Cincinnati, h.
Duch, Miralys (Royal) Miami, nc.
Duch, Ginger (Oriental) Chi, h.
Duch, Valerie (Village Casino) NYC, nc.
Duch, Vera (The Top) Montreal, Que., nc.
Duch, Middle (Kil Kat) NYC, nc.
Duch, Mildred (Kil Kat) NYC, nc.
Duch, Nellie (Swing) NYC, nc.
Duch, Gertrude, Orlis & Edward (Ambassador) NYC, h.

E
Ekins & Henry (Orpheum) NYC, nc.
Eldersheim, Tom (Riverdale) Milwaukee, h.
Ely, John (Cafe Society) NYC, nc.
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F
Fagan, Metsey (Village Nut) NYC, nc.
Fagan, Joe, & Co. (Casino Municipal) Nice, France, h.
Fagan, Ray's Hill Billies, Winchester, Va.
Fagan, Bill (Cafe Elegante) NYC, nc.
Fagan, Vivian (Earl Carroll's) Hollywood, nc.
Fagan, Gloria (Rosa Bowl) Chi, nc.
Fagan, Gladys (Jimmy Kelly's) NYC, nc.
Fagan, Kay (Diamond Horseshoe) NYC, nc.
Fagan, Happy & Band (Chicago) Chi, h.
Fagan, Mildred (Drake) Chi, h.
Fagan, Frank (Cafe Society) NYC, nc.
Fagan, Edith (Pack Central) NYC, h.
Fagan, Lillian (Plantation) NYC, nc.
Fagan, Jay C. (State) NYC, h.
Fagan, Floretta & Boyette (Deshler-Wallick) Columbus, h.

G
Gad & Diane (McVane's) Buffalo, Pa.
Gale, Gertrude (Royal) Chi, h.
Gale, Judith (Fifth Ave.) NYC, h.
Gallagher, Joe (Radio Frank's) NYC, nc.
Gallagher, Jim & June (Gay Nineties) Miami Beach, Fla., nc.

G
Gail, Yola (Earle) Washington, D. C., h.
Garcia, Three (Club Casino) NYC, nc.
Garcia, Marge (Harry's New York Bar) Chi, nc.
Gay, Sally (Hollywood Beach) Hollywood, Fla., h.
Gerrin, Dorothy (Earl Carroll's) Hollywood, Fla., h.
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H
Haddon, Paul (Cafe Society) Chi, h.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hain, Johnny (New Town Casino) Miami Beach, nc.
Hale, Teddy (Kil Kat) NYC, nc.
Hale's, Chester, Twenty-Four Girls (Pal. Chi, h.
Haley, Rufus (Glean Dinner Club) San Antonio, Tex., h.
Hall, Frank (Pay's) Phila., h.

H
Hanson, Joan (Montparnasse) NYC, nc.
Harrington, Pat (Club 18) NYC, nc.
Harris & Shive (Cafe Society) Chi, h.
Harrison & Fisher (Earl Carroll's) Hollywood, nc.
Harrison, Spitz (Gay 90s) NYC, nc.
Hartmann, The (Palma) NYC, h.
Haworth, Bobbe, Reus (Hialto) Durham, N. C., h.
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H
Johnson, Mae (Cotton Club) NYC, nc.
Johnson, Cassie (Black Cat) NYC, nc.
Johnson, Mary (Midnight Sun) NYC, nc.
Johnson, Lucille (Belmont-Plaza) NYC, nc.
Jones, Robert (12 o'Clock) Baltimore, nc.
Jones, Owen (Lobby) NYC, nc.
Jones, Tommy (Harry's New York Bar) Chi, nc.
Joyce, Marion (Redford) Brooklyn, nc.
Julia & Webb (Hollywood Beach) Hollywood, Fla., h.

K
Kahn-Ashim (Casino Royale) NYC, nc.
Kapalova, Klavdia (Russian Kretchma) NYC, nc.
Katsaroff, Simon (Russian Kretchma) NYC, nc.
Karina, Karin (Tokay) NYC, nc.
Karolis (Bilkmore Bowl) Los Angeles, nc.
Karoly, Eibel (Tokay) NYC, nc.
Kare-Le Barron Duberta, The (Oriental) Chi, h.
Karon's, Maria, Muzalea (Onesio) Canton, O., h.
Kay, Dolly (Royale Proffers) Chi, nc.
Kay, Beatrice (Diamond Horseshoe) NYC, nc.
Kay, Evelyn (Belmont) NYC, h.
Kelly, Paula (Rainbow Room) NYC, nc.
Kelly, Billy (Cafe Society) NYC, nc.
Kern, & Debris (Washington-Fourth) New York, N. Y., h.
Kern, & Debris (Washington-Fourth) New York, N. Y., h.
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Kern, & Debris (Washington-Fourth) New York, N. Y., h.
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L
Lafleur, Arthur & Co. (Colonial) Dayton, O., h.
Lafleur, Arthur (Murray's) Tuckahoe, N. Y., h.
Laird's, Ruth, Teza Rockita (Saba) Detroit, nc.
Lane, Loretta (Jewel) (Paradise) NYC, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane, Joyce (The Drum) Coral Gables, Fla., nc.
Lane, Loretta (Jewel) (Paradise) NYC, nc.
Lane, Judy (Club Royal) Juarez, Mexico, nc.
Lane, Jackie (Chicken Coop) Grand Rapids, Mich., nc.
Lanier, Robert (Vardly Club) Everett, Calif., nc.
Lanning, Don (Campsey's) Miami, nc.
Larson, Eddie (Varsity Hall) Portland, Ore., nc.
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Vaudeville Notes

GUS SUN, head of the Gus Sun Booking Exchange, Springfield, O., has gone to Miami for a vacation. He visited the Tampa Fair on route South. ... DRANE WALTERS is now doing his impersonation single in the Los Angeles area. He worked his way westward recently with Cook and King, dance team, the two staging several local-talent juggling contests en route.

HENRY SANTRY'S Soldiers of Fortune, including Nick Hurford, Carl Mason, Eddie Melner, Jimmy Reynolds, Willard Johnson, Tex Hendricks, Poodle Jones, Bert Earle and Banjo Wallace, booked for the Middle West. ... BORIS MORROS, formerly musical director for Paramount, forming pic distributing company of his own to handle French films. ... RICHARD HEMBER and orchestra, Joe Hines and cork, Everett Marshall, Jack Durante, Larry Burke, Buck and Bubbles, J. Fred Coote and Sophie Tucker slated for the NVA benefit in New York this month. ... BETH AND BILLY AMBROSE, dance team, sailed Saturday from New York for Cannes, France, opening February 17, and four weeks later will play the Savoy Hotel in London.

TROUPERS CLUB Beefsteak Party, held recently in New York, was a social and financial success. ... OLIVE WHITE, who has been touring England since August 3, is playing London vaude dates. ... THE GREAT MAURICE, magician, played before two princes and two princesses of India at a Waldorf-Astoria, New York, date last week. ... HELEN SWANSON, adagio act, now has Eddie Swanson, Bob Stark and Frank Star and opens at the State, Baltimore, February 9.

NICK LUCAS, Ken and Roy Paise, Beatrice Howell and Rounton's Dogs are all doing a week's stand at the Roxy, Atlanta, beginning February 11. ... MOTTOR AND DAVIS are playing the Fox, Detroit, week of February 10. ... GAY POSTER GIRLS at the Roxy, New York, completed another short for Warner last week.

RADIO ROGUES are featured in a one-reel film being produced at Vitaphone Studios, Brooklyn. ... JED GARDNER says he continues to build his own shows at the Princess in Nashville, Tenn., using a line of girls, eight-piece band, an organ and five acts, booked thru John Billbury, of Chicago. ... FRANK HALL, baritone, current this week at Fay's, Philadelphia, follows with the Carman Theater in the same city the week of the 17th.

JACKSONVILLE, Fla., Feb. 4.—Hartley Tools Orchestra and the Dixie to Harlem Revue, first Negro revue to play white theaters in Florida, returns to Miami next week to fill engagements at the Rockland Palace.

THE LIVE OF REILLY. NEW YORK, Feb. 4.—John Reilly, backstage doorman at Radio City Music Hall since Roxy opened the house, plans to retire and really live the life of Reilly beginning in April. This will be possible owing to a legacy of \$300,000 bequeathed Reilly's son, William. William has bought a home for his father at Asbury Park, N. J.

The Live of Reilly

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Fay Looks for Another Theater

NEW YORK, Feb. 4.—Frank Fay and Harry Delmar have lost the Hudson Theater to Lew Leslie, who has rented that theater for his Blackbirds show. Fay is now trying to get the 44th Street Theater.

His straight vaude plan coming on the heels of the Robitzchek vaude flop last month, Fay is going to have a much tougher union problem than Robitzchek. Stagehands' union Local 1 says it will "co-operate," but will first have "to see money," and the American Federation of Actors says it may ask Fay to put up a bond covering salaries.

1,000 Pay \$2 To Hear Rubinoff at Tampa Hotel

TAMPA, Fla., Feb. 4.—Florida Spring Fashions Show, sponsored by Ernest Mass, Inc., not only played to a capacity audience in the Palm Room of the Tampa Terrace Hotel Wednesday night but turned away several hundred people. Huge success of the show was due mainly to the appearance of Dave Rubinoff, playing his first engagement since his long illness.

An audience of a thousand or more—all that could crowd into the Palm Room—at \$2 per copy, wildly applauded Rubinoff's playing and called him back time after time. The violin virtuoso, appearing in the best of health, has lost none of his old fire and both in his classical selections and in such numbers as Sweet Mystery of Life, When Day is Done and Alexander's Ragtime Band demonstrated that he has lost none of his spectacular musical showmanship.

Show as a whole was well staged, under the direction of Mrs. Ernest Sears and Sandra Program, Eddie Daniels, of the Columbia Spanish Restaurant, Ybor City, Fla., was assigned piano and entertained with his clever character impersonations. Fay and Braggott, noted piano duo, made a hit in their own right, and also accompanied Rubinoff. Mona Morgan, actress, author and dramatic recitalist, recently on Rudy Vallee's program, ably handled the style show script with Eddie Daniels.

DETROIT JUDGE

(Continued from page 3) of her gyrations, she discards one garment after another. "In the meantime a circle of jets around the rim of the platform emits streams of liquid on her body, giving the effect of a milk shower bath. During the bath, more garments are shed until the performer is clad only in nature's raiment, with the exception of a string intended to serve as a brassiere and something not much more than a string around the loins.

"When this became well the performer was, at least to the naked eye, entirely nude. The total costume of the dancer probably could be carried in her compact. The court therefore rules that Frederick Merrill is guilty of breach of contract."

ROANOKE, VA.

(Continued from page 3) Cognell proving the most successful venture there. The house has had concerts and ballet productions. Kessler plans a dollar top for the 1,500-seat house. He is negotiating for Golden Boy; Our Town; Fred Stone; in both Lightnin' and On Borrowed Time, and Susan and God. If Roanoke business does not warrant full six-day-week showings agreement allows Kessler to take shows to neighboring college auditoriums. He is planning tie-ups also with WDBJ, Columbia Broadcasting outlet in the town. Royer will carry all expenses for physical operation of theater.

5 Bowes Units Earned Half Million in Salary Last Year

And this despite unit popularity slipping—time included 25 full weeks, eight splits, one-nighters—units' grosses as high as \$21,000—still money in amateurs'

NEW YORK, Feb. 4.—The business is 10 per cent less this season than it was last year because "units aren't hot this season," Major Bowes' five units earned more than \$500,000 for the year, with some weekly totals going as high as \$21,000 as chalked up for Snee's Buffalo, Buffalo. Playing time included 35 full-week bookings, eight split weeks and the remainder one-nighters. Averaging 18 performers to a unit, the five have to earn at least \$10,000 a week, the cut for each unit ranging between \$1,400 and \$1,600 a week. The some weeks the grosses, before the percentage splits, just reach an average figure, the aims' report as among the bigger recent weekly grosses: Oriental, Chicago, \$18,000; Orpheum, Minneapolis, \$12,000; Orpheum, St. Paul, \$9,100; Hippodrome, Baltimore, \$12,251; Carman, Philadelphia, \$6,240, and the Stanley, Pittsburgh, \$20,000.

Ballroom Team Demand Is Down

NEW YORK, Feb. 4.—Local agents and bookers report the demand for ballroom teams has fallen way down in this area. The class spots are avoiding teams and are only taking standouts like the Hartmans or name teams that are willing to work at less than usual salary. The middle class and smaller clubs are avoiding full dress ballroom teams, claiming the patrons are fed up and are preferring musical comedy acts, tap, adagio and other novelty or character costume mixed dance teams. Novelty dance teams are getting the most work.

SHOWBIZ

(Continued from page 3) portation stemming in from all corners of the city, etc. Greenwich Village area, now extending from 16th to 20th streets, but to be extended to Houston, will house about 750,000, creating opportunities for amusement enterprises.

District above 53d street likely to be developed along same lines as now, with apartments cashing in on Fair trade. Radio City, on Sixth Avenue's upper Forties and lower Fifties, expects terrific crowds with opening of World's Fair next April and will be in a better position than the remainder of the avenue to cash in on Fair crowds. National Broadcasting Co.'s television and radio studio towers, sitting at 55 cents each and 90 cents for the double-header, are expected to be taken by a trifid more than 1,000,000 people. Capacity for studio tour is 1,340,000 and 400,000 for tele tour, but because of fiscal limitations and such items as elevator service and ticket selling NBC cannot handle more than 1,000,000 people on both tele and studio tours. Impossible to figure how many in each category, as some will take one or both.

In 1938 total taking studio tour was 386,197. Tele tour not opened till December, but figuring on basis of September to December on studio tour (\$5,353), 1938 could have realized 187,000 for tele. Tele figure on the September to December stretch was 114,360. Estimated that 75 per cent of those taking NBC tours will take them in peak World's Fair months of June, July and August. This will mean 750,000, with remaining 250,000 scattered over remaining nine months of the year.

Studio tour peak was reached in 1937 when American Legion had its convention in New York. From August to September 90,000 paid to see it. This figure dropped to 50,000 for corresponding period in 1938.

Working at peak, tour put thru 3,000 in one day. Rockefeller Center will probably make arrangements to take care of added crowds, but p. n. department refuses to discuss them until set.

New York Museum of Science and Industry, in the RCA Building, will put in added exhibits and revamp the place. Museum, which is endowed, charges 25 cents for adults, 10 cents for kids, by way of maintenance charge. Last year piece took in 500,000 admissions, according to Marion Clyde McCarroll, publicity director. Spot's exhibits pay only maintenance charge.

BAR ASSOCIATION

(Continued from page 3) of the bar, APA is resorting to its unfair list, strikes and picketing to enforce salary contracts. Equity procedure was instituted by Turner after consultation with bar association executives in 1938. Turner has

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Bowes units play full-week dates every three of four months in Vancouver, Seattle, San Francisco, Los Angeles, Salt Lake City, Denver, Chicago, Minneapolis, St. Paul, Detroit, Buffalo, Philadelphia, Baltimore, Kansas City, Providence, Pittsburgh, Indianapolis. Full weeks, less frequently, include dates in San Antonio, Houston, Dallas, Omaha, Ft. Worth and Columbus. In the split-week group are Akron, Duluth, Sioux City, Davenport, Dayton, Cleveland, Long Beach and Spokane. In addition, the units pick up eight weeks of playing time along the Minnesota Amusements circuit and 240 dates in the north-south line between Beaumont, Texas and Winnipeg. The one-nighters are not usually repeated before the year is out.

In answer to criticisms that the Bowes amateurs deprive professionals of bookings, units claim credit for instituting vaude policy in many theaters, particularly small Western houses which are not serviced by the usual name band and name-act attractions, the Snee chain in New York and Ohio and the J. E. Cooper Enterprises, Colorado.

an understanding with the union whereby he services without charge legal matters involving Equity contracts wherein the amount collected does not exceed \$500. For legal services rendered the Association and for the gratis work to the members Equity council at the end of each year awards him a fee variable from year to year, depending upon amount of legal work performed. On collections beyond \$500 Turner retains as fee one-sixth of the money in excess of \$500. In both cases, however, he enters into personal contract with the actor-client. In the heyday of legal the gratis services involved a total of \$100,000 a year. In the past few years the total collections ranged between \$40,000 and \$60,000 a year.

The annual fee paid to Turner by Equity is subject to two interpretations. The one, concurring with Equity's, does not regard it a conflict with the spirit of the law. The other views it as placing the attorney in the category of employee of the union subject to the code, which declares:

"A lawyer may accept employment from any organization, such as an association, club or trade organization, to render legal services in any matter in which the organization as an entity is interested, but this employment should not include the rendering of legal services to the members of such an organization in respect to their individual affairs."

Another item stressed is the Equity ruling which requires a written consent of AEA to actors' retaining outside counsel for handling of employment contract litigations. Turner explained this was necessary to prevent Equity contract from falling into hands of an attorney unacquainted with it and from subsequently getting an adverse decision from the courts. Appellate division of Supreme Court here has held that since Equity is written into the contracts it has enough at stake to warrant its having a say in the legal disposition of contractual matters.

However, it is contended that this ruling merely allows Equity counsel to sit in with and advise outside attorneys on contract cases without giving the organization the right to decide which outside attorneys may be retained by Equity members.

Material

Protection Bureau

Free Service for Readers

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

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

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

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Loew's State, New York

(Reviewed Thursday Evening, Feb. 7)

Very solid line-up of acts here, with plenty of flash, comedy and all-round talent. Top billing to Phil Regan, tenor, and Oiro Rinnac and his Cuban Band. Both acts did very well. Jay Flippen emceed the show in a deft manner, contributing some topnotch gags.

Regan's vocal delivery is clear and true, making use of arrangements stressing melody. Sprinkled his offering with Irish tunes, standards and pops, and soon had audience by the lapels. Couples neat delivery of choice tunes with an unaffected manner, and the result is a top performance.

Oiro Rinnac's outfit is a honey. Act provides authentic Cuban music and has three girls, including Juanita and Nina, doing Congas and Bambas and rumbas. Girls are temp raisers, every one, but combine this with a rare talent. Oiro himself is quite a personality fronting the band and indulged in a neat dancing turn with one of the girls. Charley Boy provided comedy dancing and singing. Musically, band is very hot, delivering both Latin and American numbers. Girl vocalist, with a Spanish accent, was a neat novelty doing My Republic and Jeppers Creepers. Act in general is flashy, fast, has good music and dancing and really delivers.

Trixie, girl juggler, does a very polished turn. Works with large balls, plates and hoops and often co-ordinates balancing and juggling simultaneously, showing much versatility. Goes thru her routine with speed and precision.

Garnar, Wolfe and Hekins are nut comies, after the manner of the Three Stooges. They do good jokes, knock-about and comedy singing and dancing. Turn is in the robust manner and draws belly laughs. Act incorporates some instrumental work cleverly, the men playing piano, accordion and harmonica. Took a strong hand.

Alphonse Berg's unusual act is as novel as ever. He has three loveles standing posed in panties, etc., and he fashions gowns for them with incredible speed and skill. Reaches his peak doing three gowns of different types simultaneously. Berg has a flair about him and talks well in addition to his draping art.

Flippen, emceeding in fine form, gagged with most of the performers, and tangled Small Fry himself.

The Zaza. Good hot late show. Paul Ackerman.

Palace, Chicago

(Reviewed Friday Afternoon, February 3)

A small show here this week due to the extra-length RKO feature Gunga

Vaudeville Reviews

Dts. Three acts abetted by the return of the over-faithful Chester. Hable line of 24 eye-outlets comprise the flesh end. It's a rather disjointed affair, but evidently the management considered it simple enough along with this picture, and from the looks of the first day's biz they've figured right, as house was jammed for first three shows. Hable gals are on for three numbers, opening, closing and sandwiching their stock Fantasy of Feathers routine in between. Make the usual sock appearance, and perfect execution.

Ransy the Horse fills the Grucospot, with the shapely Florence Mayo doing the pacing, and act as always garners plenty of suffrage. Nora Williams is on next with a couple of comedy song versions of Ferdinand the Bull and the old Piccola Fata number. She works hard but failed to register with this crowd when caught. It's her first time around here for several years.

Low Parker with Marian Baker take over the rest of the bill with their assortment of plants and stogees. Parker's comedy cross-fire with the good-looking Miss Baker goes over okeh, and act is substantially backed up by Artie Conroy, who comes on for a session with Parker and two box plants. Gets the laughs. Conroy's impersonation bit of George Arliss is very good.

Precision number by the line is the closing. From first day indications the Gunga Din epic is in for a run. Harold Humphrey.

Strand, New York

(Reviewed Friday Evening, February 3)

From the general look of things in and around this Warner stronghold during the last evening show opening day any potential customers over 17 years of age will probably need a pass to get in the place the next two weeks. Artie Shaw is on the stage in his first local theater appearance since his meteoric rise and all is right with the jitterbug world, at least that part of it within reasonable traveling distance of the Strand.

Shaw seems to be on his way to break all records for this house since its stage-band policy went into effect. Majority of the mob, of course, was typically jitterbug and the theater wisely booked a picture that carries plenty of its own appeal for this juvenile trade. Film is Warner's Wings of the Navy, and like the type to keep the kids quiet during its unreeling between Shaw's appearances. Movie's aviation theme obviates any chance of the near bedlam that periodically took place at the Paramount

several weeks ago during the Bonny Goodman-Zaza run.

Show is shorter than usual, covering only 45 minutes, and as far as anybody out front is concerned it's all Shaw. Actually two other acts—Lowe, Hite and Stanley and Winton and Diane—pound out the bill, but to the boys and girls they're only fillers while Artie stores up some more wind for a renewed attack on the clarinet. Winton and Diane supply the inescapable, and by now thoroughly boring Shag routine. Team is all right, but there were probably any number of couples out front who could have slotted them.

Lowe, Hite and Stanley get all their gigs and laughs out of their respective heights, which range from about three feet to eight. Routine is far from brilliant, but it's sure-fire and handled well. Trio got off to a good hand.

Band displays all the tricks and the song repertoire that boosted it into favor, and as a swing performance ranks with the best this house and the Paramount have ever offered. Shaw's clarineting is superb, his emceeing is modestly quiet and personably bouyant, and his band is in the properly solid groove. Highlight of the Festival is The Cheat, an original Shaw opus, with some fine arranging, virtuosic clarinet work and an effective tom-tom beat. Following it with Indian Love Call (to which Rose-Marie would never reply, inasmuch as she wouldn't recognize it), which utilizes a similar tom-tom rhythm and which is poor routine; however, Tony Pastor, sax man, takes the vocal on the Prim obsession.

Shoot the Letter to Me, John, Boy's Begs the Requite and six unidentified ampercos that opens the proceedings round out the band numbers. Helen Forrest, Shaw vocalist, scored a personal hit with Old Folks, I Cried for You and Deep Purple. The whole is presented against a backdrop symbolic of the swing era.

It's a good show, but the older folks had better leave this Shaw to their juniors and go two blocks down Broadway, where another Shaw (George Bernard) is holding forth with a little work of his own, Pygmalion.

Daniel Richman.

Orpheum, Los Angeles

(Reviewed Wednesday, February 1)

Headliner this week is Pepito, the clown. Wearing a big dollar and dressed in laugh-getting garb, he goes over well despite his lack of English. Act runs the gamut from burly stuff to piano playing, singing, juggling and performing on a foot-high bicycle. He also does a vent bit, using a doll shape from his own hand. Pepito's showman. For if fell he works with Juanita, a blonde, who does okeh with some hip-tossing numbers.

The Six English Macks, acrobatic turn, have their moments. Working from teeterboards, the five men and a woman keep the crowd interested with their above-average tricks. Top bit was a triple somersault from a teeterboard into a chair.

Al Norman offers comic dance bits which go over okeh once he gets the crowd warmed up to his stuff. Norman has a nice appearance and the knack of working with the audience, and his gags are good.

Petch and Deauville's dance routines, presented in pleasing manner, go over well. Al Lyons and band present their usual topnotch performance. Neal Castagnillo doing a sax solo.

Dean Owen.

Capitol, Portland, Ore.

(Reviewed Sunday Evening, January 29)

Show for the most part fell rather flat, due probably to the lack of comedy and the overinsistence of the emcee in soliciting approval of the acts before they appeared.

There was not much more than a handful of applause until the last act, when Morgan and Patsie warmed the frigid organs with their hot banjoing. Playing the overture to The Peet and Peasant as did the pair would have been no job for the average lazy strummer. The boys made good use of the number's dynamic possibilities. The fast pace virtually tore the strings from their instruments. That selection turned the trick. They played several other numbers that were less difficult and drew less response.

Olive Broeseau got fine results from

her mellow violin, easy to listen to. The talented pretty brunet, who appeared as demure as she was attractive, also sang, striking a particularly pleasing note with her La Espagnole. She was the only other to get more than an indifferent reception. With a little more stress on dramatics she might have larger success.

In a scene depicting life in the Parisian underworld, Nickolas and Sybil officed a bit of roughhouse' spache dancing. He surprises her in the act of hiding cigarettes in her stocking, he demands them and she refuses, leading into rough dancing until she stabs him and he shoots her.

Mlle. Melanie disgorged from her fans long enough to do a piece of acrobatic high kicking and later to strut with a parasol to shed the drama light from her party tigger.

Bahn Ormond was back after about a month's absence to puzzle with more of his magic, but the audience received it as coolly as it did his attempts to call the acts with gusto. He worked in fair imitations of Lionel Barrymore and Ned Sparks with his slight-of-hand.

Kenneth Madden.

Oriental, Chicago

(Reviewed Saturday Afternoon, Feb. 4)

House is in its second week of a double feature and five-act golly and with the b. o. apparently holding up, judging from a fairly well seated house that show second day. Fleck bill this week runs nearly 90 minutes and is solid all the way thru. Response was good for all the acts, and rightly so.

Karrs Le Baron Dancers open with a graceful adagio, tying in with some very difficult throws well done. Ginger Dulle, swing and scap warbler, follows with hot versions of Shorty's Bread and a teddley titled I'm Sick of Swing. Winds up with some patter and a carbon of Martha Raye. Gal sells well and goes over big.

Allan and Crook click with their comedy dancing, singing and gagging. Allan employs a midget piano rigged up with a lot of gimmicks, which gets the laughs, and the crossfire between him and the gal, altho a trifle blue in spots, goes over, too.

The colored duo, Chilton and Thomas, display real artistry with their trick hoofing routine. Boy's tap work on heavy plates and high discs is tops. Gal's fill-in singing and piano playing is all right, too. Crowd hollered for more. Joe Termini came next with his eccentric work on the banjo, Middle and guitar. Works with all the ease of the oldtimer. He is and his audience right in his miffs. He is ably assisted by his wife, swinging with on Jeppers Creepers, and Bob Dugard, tall, lanky, rubber-framed dancer, who goes over. All bow-out to sock finish.

Le Baron adagio trio come back to close the doings with a Doo and the Ravens number. Make a swell appearance, and boy's work with the girl is a real crowd pleaser. Screen complet has Gene Autry's Western Jamboree (Republic) and another in the Drummond series, Arrest Bulldog Drummond (Para.).

Harold Humphrey.

RKO Palace, Cleveland

(Reviewed Friday Afternoon, February 3)

The first house line, 15 girls, called The Glamorettes, to be used here since Fleck was instituted last fall, is appearing this week with Balckstone and received a big hand from the largest opening audience in weeks.

The girls were trained by David Blines and Ruth Cook, with Blines doing the choreography. Girls did three numbers—opening dance in knee-length costumes which legged long and rather trim, audience receiving it coolly; second, a Viennese waltz arrangement, much better costumed and girls were masked to form several good pictures. Enthusiastically received. Third was a military in two parts, first drill without arms, second with strobile rifles and bayonets. Unarmed portion excellent, but work with guns very rugged at first show, and all too evident to audience, which liked strobile, however.

Paul Gordon found a cold house with

on the program with
ARTIE SHAW & HIS ORCHESTRA
Strand, New York—Now
AND PROUD OF IT!!

WINTON & DIANE

via MARK J. LEDDY

ALPHONSE BERG

The Lightning Dress Designer
after 6 consecutive months in Europe
This Week — LOEW'S STATE, NEW YORK
Next Week — (Feb. 10) — STATE-LAKE, CHICAGO
EAST: PHIL OFFEN — WEST: JACOBS PERKINS AGENCY
ENGLAND: REEVES & LAMPOR

JOHN GALLUS

PRESENTING HIS ORIGINAL JUGGLING FANTASY AND DANCING PUPPET REVUE
A LA CLARINET
STATE-LAKE THEATER, CHICAGO
OPENING FEBRUARY 10
Direction: THOS. BURCHILL

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
A REVELATION OFFICE
SENSATION 413 Roosevelt Blvd., Philadelphia

N. Y. Houses Sign With BAA; Will Help Censorship Plans

NEW YORK, Feb. 4.—Basic agreement, retroactive to December 28, 1938, was signed by the Variety Revue Theater Association, organization of local burlesque theater operators, and the Brother Artists' Association this week, Attorney John F. X. Masterson acting as authorized agent for the seven theaters. Signatures of individual managers are expected to be corralled on the ratification attached to the contract by Tuesday, giving the BAA a closed shop and yielding to the union on salary figure for extra shows. No sooner had notice of contracts been announced on call boards of the theaters when the local press blasted local burly houses with accusations of failure to make good on promises of decent production. License Commissioner Paul Moss, however, defended the mayor's censor committee yesterday with statement of satisfaction with theater operations.

Continuation of negotiations represented victory for the union. Guarantee of closed shop is tantamount to a guarantee of a paid-up membership. The theaters agreed not only to pay one-fourteenth for all extra shows but to make up for difference withheld on the holiday shows during Christmas and New Year, when some theaters paid only 1/28. Union is now party to censoring provisions, promising to pull out casts when ordered so by Masterson.

Flurry of excitement preceded signing of contract when there appeared on call boards of theaters a set of rules purporting to be an equivalent to the contract. Notation informed performers that one need not belong to a union to enjoy its privileges. It did not, however, contain

the full terms of the contract. That more aided the union in obtaining a vote of confidence at a membership meeting Sunday night, at which time Tom Phillips was empowered to proceed with strike maneuvers if the operators had not come to terms by Tuesday.

Contract now assures \$24 weekly minimum for the chorus and \$40 for principals. Work week consists of seven days, with chorus getting one day off every 14. Rehearsal hours have been fixed at 10 for weekly maximum. Alphas over 28 for the week are clocked for the one-fourteenth overtime rate. Two-week notice clauses were retained also.

San Fran Clubs Hit by Curfew

SAN FRANCISCO, Feb. 4.—Tightening up of liquor law, enforcement will begin next week following crackdown on 10 night clubs for violation of the State's 2 a.m. closing law.

The clubs set down are the Embassy, Music Box, Tivoli, Royal Hawaiian, Moderne, Sloppy Joe's, Breakers, 39-or and two unnamed spots. Operators were cited to appear before the referee of the Board of Equalization on proposed suspension of their licenses.

Within the next month the board will inaugurate its new system of fingerprinting all applicants for liquor licenses.

Capitol, Toledo, Reopens

TOLEDO, Feb. 4.—Capitol reopened yesterday with burly stock. Cast includes L. B. Hamp, Bob Pearl, Eddie Heywood, Renee, Gertrude Beck and Melomble LaBeau. Scottie Humbert is number producer, and Bill Collins, house manager.

VAUDE GROSSES

(Continued from page 25)

the opposite direction and has not yet caught the public's fancy. Gross for the week did not exceed \$12,000. Very poor.

Empire, town burlesque spot, perked up a bit with Hilda Wassard to the tune of three grand.

LOS ANGELES.—Paramount took a dive with Rube Wolf Orchestra and pic Zanz, grossing \$8,500, against average of \$18,000. Take was for week ending January 28.

MILWAUKEE.—Riverside fell one G below average, for week ending January 25, grossing \$4,000. Original Hollywood Star Doubles unit on stage, with film, Suing, Sister, Suing.

SAN FRANCISCO.—Golden Gate, week ending January 27, grossed \$18,500, slightly better than average, with vaude bill and pic. Next Time I Marry.

SEATTLE.—Palomar grossed \$5,400 week ending January 27, slightly better than average, with El Brendel on stage and pic, Storm Oper Bengal.

PROVIDENCE.—RKO-Albee, week ending January 26, upped take to \$7,000, one G over average, with Orzelle Nelson and Harriet Hilliard on stage, and pic, Fugitives for a Night.

PITTSBURGH.—Despite favorable paper notices, Russ Morgan's Orchestra, with Shea and Raymond, Larry Collins and the Marvelous Marvels, boxed \$10,000, lowest gate in several years at Stanley. On the screen, The Great Man Votes (RKO) pleased the critics but failed to attract kids' audience that helps week-end trade.

SPOKANE, Wash.—Altho missing opening matinee at Fox last week-end because of weather conditions, Sally Rand drew 20 per cent above normal business for regular dual picture policy, J. J. Rosenfeld, city manager for Evergreen theaters chain, reported. The stage show, which included Wally and Verdyn Stapleton, Noble Trio and Murray and Payne, was first flesh at Fox since Berni-Viel more than a year ago. Hayle Nook, Maxine and Bobby, Larzimer and Hudson, Yuba Carr and Joe Rollo, and Ned Norworth and Co. topping program which included two feature pictures did just an "average vaude business" at Orpheum preceding week-end, according to Manager Russell Brown.

New York:

SALLY KEITZ, tasse and novelty dancer, returned from a lengthy engagement at the Million-Dollar Pier, Miami Beach, in time to sail February 10 on the Queen Mary for London for six weeks, with an option for six. . . . LEA HOWARD helped open Andy's new eat shop at the Palace Hotel when she returned from a visit to her home in the West. Ditto Barney Horowitz, Leo Judson and many others from the Peerless near by. . . . KITTY ALLEN signed for four weeks at the Clover, Baltimore, thru Donna Davis. And Jean Delmar, same spot, thru Dave Cohn. . . . KENNETH ROGERS started, producing the Ettinge ensembles January 30 when Charles Ebey vacated. . . . JO ANN DARR, Ruth Brown and Ralph Brown replaced Mildred Clark, Exmaine Parker and Carlton and Miller at the Star, Brooklyn, February 3. . . . TOM POWERS is assisting General Manager Aldo Costello out front, and Eleanor Cook bookstage, at the Continental.

ANNA (MEI LUN) FONG-LEE, a new Chinese-Hawaiian dancing and singing stripper, discovered by Nat Morton on the Midway Circuit, was the feature at the Ettinge week of February 3, when Betty Duval and Pinto and Della became other new principals. . . . ULAINE MALLOY, actress, still another Nat Morton find, goes to Leon & Eddie's late this month. . . . MAC DENNISON, new comic at the Triboro January 29, relieved Bert Carr, who went to Washington to join a Hirst Circuit show. . . . SLATS TAYLOR back from a week's stay at the Million-Dollar Pier, Miami Beach. . . . ERMINE FAREBER returned to the Republic February 10. . . . GEORGE KATZ is in Indianapolis dickering for a burly theater. . . . H. M. PICKERS, operator of the Garrick, St. Louis, is building a home at Coral Gables, Fla.

ANN CORIO left her Hirst wheel show to extra-attraction in Washington, February 3 week, and at the Shubert, Philly, the two weeks following. . . . Then to the Playhouse, Providence, with a vaude unit. Will be at the Globe, Atlantic City, for Izzy Hirst all next summer. . . .

PORSYTHE SISTERS (Kitty and Dorothy) both had a lucky day January 31. Former, at the Ettinge, won a silver set via Sally's salesboard, and latter, with the Ann Corio show on the Hirst wheel, nabbed a make-up kit thru the electrician's weekly board at the Hudson, Union City. . . . ARTIE LLOYD replaced Rags Ragland at the Continental February 3 when Ragland with Russell Trent opened at Leon & Eddie's Club. . . . HAROLD MINSKY is back from a Miami Beach mid-season vacation plus a deep tan, thoroughly refreshed and rested. . . . GIN-OER BRITTON, Jenn Wade, Mary Joyce and Valda Burns are deeply engrossed in piecing together picture puzzles between Ettinge shows. . . . JACK KANE, late operator of the Atlanta, Atlanta, is expected to open a burly stock house in Erie, Pa., within a fortnight.

MARGIE KELLY returned from Miami Beach's Million-Dollar Pier to reopen at the Gaiety February 10. . . . BERT ORANT replaced Russell Trent at the Gaiety February 3. . . . ETHEL QUINN, wife of agent George Quinn and formerly Babe Laurie, soubrette of Coney Island's concert hall days, is in Pilgrim State Hospital, Brentwood, L. I. under treatment for a run-down condition. . . .

HAZEL PAXTON recovered from injuries sustained in an auto smash which had held her up for three months, came back to the parade girl ranks at the Ettinge. Awaiting the result of a 10-grand suit. . . . LEROY W. SINS, Marvin Phipps, Joe and Sabina McCall, Honey Kearney and Ebey Esart compose the dancing sextet drilled in tape by Eddie Sinclair for the Allen Gilbert ensembles at the Continental. . . . IKE (GAYETY) KATZBERG and Dore (Curley) Kahn are not associated with the Ettinge as recently reported. . . . UNO.

Chicago:

JACK GREENMAN, burly comic, played a week-end date here at the Kedzie Saturday after just returning from a tour of the Bert Levy Time on the Coast. . . . ART CLAMAOE paid a visit here on his way to his Gaiety, Cincinnati. . . . CHARLES FOX, manager of the Empress, Milwaukee, also a visitor and reports he is running burlesque Fridays, Saturdays and Sundays, and pictures rest of the week.

DELLA CAROL and Mona Lleslie are now on the Midwestern Circuit, reports Milt Schuster. . . . JACK COYLE was out of the Rialto here for two days on account of illness. . . . BOBBY VAIL, opened at the National, Detroit, Saturday.

From All Aroun'd:

BOZO BAUGH, at Minsky's Musto Hall, Miami Beach, Fla., writes that Murray Cohen has a swell group of workmen for the concessions. Present are "Lunty" Paves, Don Holt, Nat Horvich, "Dorothy" Levine, Google Naldi, Arch Keester, Mick Gorman, Frank Schaffer, Don Hensley, H. S. Hish, L. C. Edelman and Charlie and Abe. . . . JIMMIE GALE, formerly of burlesque, is playing New England night clubs and theaters with a burly unit comprising, besides himself and wife, Marion Davis; Ray Raymond, June Allen, "Bozo" and Lillian Gray.

BILLY WALLACE, comedian, opened with Binder & Rosen show January 29 at Troc, Philadelphia. . . . BILLY ARINGTON, after closing at Shubert, Philly, has been resting in Baltimore for several weeks. . . . JUST RETURNING from the West Coast, Howard Evans staged the Hagen show which opened at Gaiety, Baltimore, last week. While there Billy Hagen celebrated birthday and wedding anniversaries. . . . DIANE ROWLAND, added attraction with Hagen, admitted that she is engaged to Baron Gilbert Deknyeff of France, who is in Hollywood studying American movie production methods. Miss Rowland is scheduled for the Folies Bergere, Paris, this April, but may change her mind due to the war possibility. . . . BILL MALONE is back at the Gaiety, Washington, after closing with a carnival down South. . . . MAROIE HART is scheduled as added attraction this week at Gaiety, Baltimore. Show was staged by Dorothy Bell. . . . SAM RAYNOR headed for Miami immediately after closing at Gaiety, Washington, recently. . . . HAF HYATT closed there at the same time and is due for Shubert, Philadelphia, this week. . . . NOMA MARTIN, after visiting Buffalo last week, was scheduled to open with the Binder & Rosen show at Newark this week.

DETROIT, Feb. 4.—George Elul, brother of Joe Elul, owner of the Empress, burlesque house, has been appointed manager, while Joe Elul will devote his time to his newly acquired Regal Theater.

New cast is being brought into the Empress by Elul, including Ernie Schroeder and Ed Daly, comick, Chuck Morrison, straight, and Josephine Mathis, Alma Robinson, Joan Jordan, Irma Wagner and Doris Bristol. Alma Takoté has been made chorus producer.

Business at the Empress has picked up about 25 per cent since January 1, Manager Joseph Elul reports.

Detroit Burly Changes

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Burly in Detroit

DETROIT, Feb. 4.—Cast at the Avenue (Western Wheel) last week included Tiny Fuller, Meggs Leung, Paul West, Della Carroll, Barbara Bow and Wauvette DeLata.

New cast, opening tomorrow at the National, will have Coo Coo Mortisey, Bobby Vail, Jack O'Malley, Murray Green and Elsa Lang, Esti Aja, Jewel, Bethorn and Frances Roberts and Neil Lang, Paul Morokoff, producer. Exiting principals today were Harry (Hello Jake) Fields, Melomble LaBeau, Jean Williams and Rance and Gordon.

Burbank, L. A., Folds

LOS ANGELES, Feb. 4.—Burbank burly house here has been shuttered temporarily due to failure to get extension of lease. There was talk that company would not be able to get license from City Council due to pitch several weeks ago when members of the cast assertedly participated in an indecent performance.

Management of Folies reports big increased 25 per cent since Burbank folded.

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Big Name To Head Billroy Tent Show

MIAMI, Fla., Feb. 4.—Billy Wehle, owner-manager of Billroy's Comedians, country's largest tent show attraction, announced this week that he has signed a well-known radio, screen, stage and recording artist and his two supporting assistants to head his company the coming season. Wehle is keeping the artist's name a secret for the time being.

According to Wehle, it is the biggest name feature ever carried with a tent show organization. Contract calls for a season of 32 weeks. Wehle plans to frame his mammoth canvas opry along entirely new lines this season.

McWhirters Find Biz Fair On South Carolina Circle

GREENVILLE, S. C., Feb. 4.—Mr. and Mrs. C. S. McWhirter again have their circle, the Lyceum Players, in operation in this section this winter. While business isn't big, the McWhirters say they have no complaint to make. Cast includes, besides the McWhirters, Bob and Margaret McLean, Leonard and Elizabeth Atkins and "Slats" Emanuel.

Among the other troupers in town are Bud Hawkins and his Dixie Dandy Circus; Selwyn, the magician, and Emmett Miller, blackface yodeler. There are also five cowboy string bands working out of here.

The Lyceum Players this week presented McWhirter's new show, *The Jones Tourist Camp*. *Trouser Island* will be presented next week.

Troupers' Ball Pulls Crowd

LARNED, Kan., Feb. 4.—Fourth annual ball and banquet of the Troupers' Club, an organization composed principally of repertoire performers and former troupers, was held here last Sunday night. About 150 persons attended from all parts of the Midwest. Among those present were Frank Delmaine, former Equity representative; Jimmy Tabbs, Stanley Nickerson, Henry Brunk, Wallace Bruce, Ralph and Verna Dennis, Bush Burcher, Trixie Muskew, Joe Barboe, Ruby, Elizabeth and Virginia Bruce; Esther Macklin, Jimmy and Edith Erwin, Dick Lauderbach, Mr. and Mrs. Clarence Klein, M. E. Bybee, Palma Dunn, Bert and Nadine Picken and Frank Capp, of the Baker-Lockwood Mfg. Co.

Wilson Heads Own Agency

KANSAS CITY, Mo., Feb. 4.—Al C. Wilson, former dramatic director, who has been associated with Karl P. Simpson's Theatrical Agency here for many years, has bought Simpson's interests and is now sole owner and manager of the business, which will be known hereafter as the ADC Theatrical Agency.

Rep Ripples

BILLY TERRELL'S Arizona Cowboys, six-piece unit, are working theaters thru Missouri. Terrell insists that business is topnotch. . . . ROY PAUSTINO, in passing thru Cincinnati the other day, gave us a phone call to relate that he is en route to San Francisco, where he has been engaged as a talker at the fair. . . . JOE UNICK, with the Heffer-Vinson Show the past summer, is now on tour with the Morris Nelson unit, playing for the Quis Sun office. . . . LEROY FAMILY have a three-piece dramatic truck playing schools and churches under auspices in Maine. . . . MARI-JORIE KENNEDY, formerly of the troupe bearing her name, is booking dates and producing amateur plays for a Boston concern. . . . RIPLEE ENTERTAINERS, who have recently moved into Tennessee, report business fair for the little truck. . . . LEON FRAZIER, veteran rep actor and director, is now engaged in commercial lines in Tampa, Fla. . . . BARNES MILLS and Doris Dixon, who have been playing Southern theaters with Hi Elmer and his Blue Ridge Billies, 15-piece unit, since early in September, write from Spartanburg, S. C., under date of January 27: "This is one of the best winters we've ever put in, regardless of good times or bad. The South is okeh for shows of not over 18 people that carry a band, girls and a first and second comp who don't work too fast. Plenty of shows down here and plenty of work for all. No one getting rich but everyone is eating.

There must be a lesson for producers of both stage and screen entertainment in the record of the Madge Kinsey Players, who have settled down at the Grand for what surely will be a long and comparatively profitable engagement.

The company has been playing to well-filled houses for several weeks with the historic S. R. O. sign dug up for use on week-ends and a considerable number of turnaways at several performances. If producers of more impressive shows can only find out the reason they may have something.

It isn't size, for the company consists of less than a dozen players. It isn't spectacle, for the company will stage a year's plays on less than a movie company spends on a single little setting. It isn't sophistication, for you can hunt thru all their scripts without finding a sophisticated line.

If anybody wants to know, the answer to the Kinsey success is simple. It is just plain old-fashioned humor. Boy gets girl, villain gets a literal kick in the pants, red-headed comic outsmarts the smart aleck and virtue is its own reward.

Names of the plays change twice a week, but they bring only a new mixture of the same ingredients. Wholesome, human and simple things that make patrons laugh without a blush and never tax the intellect. The kind of plays to which parents can send their children.

That's the kind of fare which brings patrons back to the Kinseys week after week. If you look over the list of best pictures of the season, you will find that they contain the same things, dressed up in Hollywood magnificence but still springing from the same root.

The Kinseys will be with us until the grass turns green in the spring and they bring out their tent and take to the summer road, as they and older members of the same family have done for more than 60 years. Burlesque with its fifth folded after a few weeks, but simple, clean humor goes on forever.—Dennis R. Smith in *The Canton (O.) Repository*.

spending and happy. Virginia and the Carolinas are the best bet."

GLENN BRUNK'S Comedians are slated to reopen at Comanche, Tex., February 6. . . . AL AND SCHEETER'S GANG, newly organized company, opened recently to play a circle of Nebraska towns, with headquarters at Norfolk. . . . JOEY AND MAE LA PALMA, who were confined in a Mobile, Ala., hospital for treatment for burns suffered when their trailer was destroyed by fire recently, are reported to be doing nicely. Mrs. LaPalma, whose burns were more serious, is still under treatment, however.

VIRGINIA BLAIR has signed with the John and Myra Caylor circle in Minnesota. . . . JESS MYERS, former manager of Myers-Oswald Players, is demonstrating in drug store windows in downtown Kansas City, Mo. . . . BUD BROWN has joined the Kirkman Players circling in Central Kansas. . . . BUDDY AND ARLENE HAWKINS, past season with the Heffer-Vinson tent opry, are working an occasional club date in the Key West (Fla.) sector while waiting for the H-V season to get under way again.

ALAN MOORE, currently presenting a tab version of *The Last Mile* in picture houses in and around New York, posts that he will again have his Capitol Players in Hartford, Conn., the coming summer. . . . DANNY ROWE is still sojourning in San Antonio trying to connect with a radio job. . . . WHITE OWL COMEDY CO. will make its bow early in the spring, operating out of Anderson, Ind. . . . CHABERNE AUBKING, now agenting Chief Rolling Cloud's *Dog Town Folks*, has the outfit on return dates in North Carolina before heading back into Virginia territory. He claims that biz is good and that the Chief has recently added a trained bear

to the show. . . . BOB TRYOR, rep juve and sax player, is visiting his parents in Worthington, Ind. . . . BERNICE BUTLER, daughter of Dick and Hassel Butler, of rep fame, recently has been broadcasting over an Indianapolis station. She's attending a girl's college in the Hoosier Capital. . . . FOUR HERBERTS, late of the Heffer-Vinson Show, are now with Jim Ogle's Paramount Players, making three-night stands in Alabama. . . . JACK AND JUNE ALFRED, for many years in rep and tab, are now located in Hollywood as Western representatives of a play agency. . . . LYNN KERTON and Philip Pine have closed with the Al Audry Players, circling in Michigan. Their places were filled by Mrs. Klink Lamona and George Terry. Heavy snow prevented the unit filling some of its dates early last week.

JOE HAGGERTY has signed with the Peagin-Wilson Players, circling in Iowa. . . . HENRY L. BRUNK, of Brunk's Comedians, was a recent visitor in Kansas City and left for Texas to be on hand for the opening of Glen Brunk's Comedians, slated to take place soon. Henry Brunk will reopen his own show under canvas about April 1. . . . FRANK COBURN, former repertoire comedian and playwright, and Robert Leifers are on Station WMT, Cedar Rapids, Ia. . . . FRED JENNINGS' Comedians, who closed their season just before the holidays, are scheduled to reopen late this month in California. . . . CAPITOL PLAYERS, under management of Briggs and Darling, after four weeks in suburban San Antonio under canvas have moved to Houston for an indefinite engagement. . . . L. K. AND TUDOR MCKAY, many years with Herbert Walters' Comedians, have signed with Fred Jennings Comedians and will leave Kansas City, Mo.

this week for Pismo Beach, Calif., where rehearsals have been called for February 19. . . . MR. AND MRS. HAL STONE, of Stone's Comedians, are spending the winter in Florida. . . . MR. AND MRS. W. LOUIS SMITH, former repertoire managers, are visiting relatives in Kanساس City, Mo. . . . OSCAR AND BERT PHELPS have signed with Glenn Brunk's Comedians for another season under canvas.

BRUCE RINALDO, veteran stock and rep performer and director, is now identified with the Erie County Historical Society, Erie, Pa. . . . ORRIF AND HI, with the Charles Hunter-Jack Pfeiffer Showboat Players under canvas the past summer, have been playing theaters since Christmas and are currently in St. Paul, with Minneapolis to follow. They recently played the Kodize, Chicago; the Pantages, Birmingham, Ala.; and the Orpheum, Memphis. The lament that it's pretty cold in St. Paul for a couple of Southern boys, and that they envy Bill Henderson down in Miami, and Cecil and Fannie Mason, Ina Lehr and Harry and Mabel Harvey in California. . . . W. D. MCKENZIE is playing North Carolina theaters with the "Spartan" Hayworth rotary unit. . . . AL BARNEY, formerly for years with the Felham Players, out of Patagon, Pa., and the Buddy Players, with Phil Miller and Nina Quay Holley, is now residing in Flatbush, N. Y., where he will shortly stage his annual musical for the American Legion. Al also works an occasional date thereabouts to keep in trim. He is emcee every Saturday night at the Grange Hall, Fern, N. Y., and is planning on launching a circle rep in that territory soon.

BARTON OUT

(Continued from page 16)

management sought a new Foster Lester and, having obtained Gurr, had planned to serve Barton with notice January 26. Barton's ultimatum on the 25th to replace three additional members of the company because they did not "stay in character" fitted in with the management's plans. They accepted his notice. Miss Arden's complaint of being grossly insulted on several occasions, particularly January 23, outlined also that Tilden Lewis was replaced because of a Barton complaint; unjustifiably, too, it is charged.

Among innumerable other kick-ups, Barton had complained on one occasion that Kate Morgan, who has no lines in the play, walked on the stage in a manner which detracted attention from him. Some time ago, to satisfy him, he was placed in charge backstage. He is reported to have called rehearsals but failed to appear at them himself. He is also said to have held curtains until 9:15 while entertaining friends in his dressing room.

OUT-OF-TOWN OPENINGS

(Continued from page 17)

the household bully maid who is "with child." That the widow has been influenced by her own emotions in selecting this indented servant is obvious from the outset, and so is the outcome.

What Every Woman Wants has the elements of satisfying theater, but its language is of the kind that is better in a book than on a stage. Miss Larrimore is not robust enough, but she is elegantly supported by Don Terry, of the films. In the role of the servant, Virginia Campbell is appealing as the maid in trouble, and Walter Baldwin is quite competent as Caleb Whipple, the late Mr. Colman's principal creditor, who has designs on his widow and uses her indebtedness as a wedge. He subsequently turns out to be responsible for the maid's condition.

Audiences were unimpressed at the opening in New Haven and also on the second night in Hartford.

Julien S. Tushill

Virginian-Lyman Suit Settled

NEW YORK, Feb. 4.—Suit brought by the Virginians against Abe Lyman for breach of contract was settled this week out of court. Act had been booked for a five-week tour with the Lyman Band, but when unit was to hit Erie Theater, Washington, act was replaced on ground that, having played there but a few weeks before, its attraction was dissipated. Virginians sued for difference between income from substitute bookings they were able to obtain and contract price set for the Lyman tour.

The Public Is Price Conscious

By E. F. HANNAN

ONE thing that has had much to do with the success of the movies is the admission charge. No one is in or out of show business till they give a lot of entertainment for little money. Of two years ago since the so-called dramatic road show ceased to function, the same cannot be said of flesh entertainment. Prices for dramatic entertainment have for years been scaled too high for the pocket of the middle class theatergoer.

The top for one of the road tours of a prominent Broadway character star playing large cities is \$3. Too high to interest the movie fan who is accustomed to a 50-cent top. The road won't come back under such conditions. It is expensive to operate under organized left conditions.

Various circle groups and tent shows are doing well because their prices more nearly meet the picture tariff, and they should advertise this fact. The writer has visited many small shows during the past year that have made little effort to play up the admission price angle in their billing. The great part of the public will choose flesh entertainment over canned shows if admission charges are equal. The days of 10, 20, 30 prices are probably over, due to increased cost of living and traveling, but good medium-priced dramatic entertainment

can catch on, anywhere if the public is aware that it will not be gouged.

The more prosperous dramatic tent shows of the South and West can and do meet picture competition, and for an engagement of not longer than a week they can lick the cinema. Price rules. It's hard to lick a smooth running dramatic outfit with a sensible overhead that can deliver first-class entertainment. Co-operative outfits and family affairs, when run without dissension, have proved this to be true time and again. Small shows and circle groups should stress their popular prices and break down the idea abroad that dramatic shows cost too much. Special priced opening nights, sufficient advertising passes and press paper, the latter badly neglected by small shows, all tend to focus the nat'val attention on the show that's in town.

Empty chairs are the poorest advertising that any kind of entertainment can have. I once asked one of the most successful small show operators to what he attributed his success, and he said, "Fair prices, a show I was never ashamed of and a record for never being negatively with house paper." A hard combination to beat.

On theater tariff, as well as everything else, the public today is price conscious.

The Final Curtain

ARCO—Clyde, 43, former Gainesville, Tex., sign painter and show musician, of a heart attack in Fort Worth, Tex., February 1. Survived by his widow, son, daughter, two sisters and a brother. Burial in Gainesville February 3.

HEMPEL—John, 78, musician and minstrel man, at one time with Primmex & West Minstrels and band leader for the Cohen & Harris Honey Boy Minstrels, in a Schenectady (N. Y.) hospital December 27. Survived by a daughter, a sister and two brothers. Burial in Prospect Cemetery, Schuylerville, N. Y., December 29.

BURKHARDT—Mrs. Doris, 41, wife of Pete Burkhardt, veteran concessioner, in Tampa, Fla., hospital on February 2 after a week's illness. Burial in Myrtle Hill Cemetery, Tampa, February 4.

BYERLY—H. R., 58, formerly owner of all the theaters in Loganport, Ind., recently in Detroit after a brief illness. At one time he was associated with the former Henry S. Koppin Circuit, Detroit. Later he managed the Columbia Theater, Detroit, when it played vaudeville and was operated by John H. Kusaky. He later joined the Jacob Schreiber Circuit as house manager and more recently was manager of the Highland Park Theater, Highland Park, Detroit suburb, for Associated Theaters. Survived by his widow and four children. Interment in Loganport, Ind.

CHRISTIE—Dayton King, 29, for the past 12 years a member of the Three Chosen, tight-wire act, of a heart attack in Ocean, N. Y., January 25. Survived by his widow and two sisters, Mildred Gbater and Edna Hirdsey. Burial in Pleasant Valley Cemetery, Ocean, January 28.

COONEY—Benjamin, 60, in Bridgeport, Conn., January 24 after a short illness. He was president 24 years ago for George O. Tilly when he operated Steeplechase Island Park, Bridgeport, now known as Pleasure Beach Park.

RICHER—Joseph G., 64, operator of coppositions on the boardwalk in Casino Park, Lake Worth, near Fort Worth, Tex., at his home at Lake Worth January 29. He placed the first speed boats on Lake Worth 12 years ago. He disposed of the boat concession a year ago but kept the other concessions. Survived by his widow, mother, Mrs. Catherine Richer, and two brothers, Clyde and David. Remains were sent to Bellefontaine, O. Escher's home until 12 years ago, for interment.

FLEMING—Glen, in a Galveston (Tex.) hospital January 22. Fleming has been an active fair executive in the gulf area for many years and managed the Mississippi Coast Fair at Gulfport for three years. He retired a few years ago to become a hotel manager in Galveston. Interment January 25 in Orlinwood, La.

GORDON—Eud, 59, in an Oklahoma City hospital January 25 from a paralytic stroke suffered the previous week. For more than 31 years Gordon served as peace officer in Seminole County, Wewoka, Okla., and was well known to carnival and circus people playing that territory. Survived by his widow, two daughters and a son. Interment in Oakwood Cemetery, Wewoka.

GORDON—Harry, 49, formerly with Myers-Oswald Comedians, J. Douglas Morgan and other bit shows, in Pueblo, Colo., January 28 after a brief illness. He was known in private life as Leo Jacobs. Interment in Pueblo.

GOSSLINE—Harry B., 58, last week at University Hospital, Ann Arbor, Mich., after an illness of two years. He was born at Ypsilanti, Mich., and attended the U. S. Naval Academy, Annapolis. Gossline was a featured singer with Al G. Field's Minstrels in 1903 and a year later entered vaudeville as a member of the Old Inimitable Quartet. He opened Harry's Theater, Saginaw, Mich., a year later, which he operated until he moved to Port Huron in 1915. There he opened the Maxine Theater and later the Garden at St. Clair, Mich. He built the Strand, Port Huron, Mich., in 1924, which he sold after three years' operation. He then built the Ritz, Port Huron, which he operated until his death. He was past exalted ruler of Lodge 343, Elks, and a member of El Kurafah Shrine, Saginaw, and Knights Templar Commandery, Bay City, Mich. Survived by his widow. Burial in Lakeview Cemetery, Port Huron.

HARD—Mrs. Mina, wife of Sam Hard, showman, of a heart attack in Corpus Christi, Tex., January 31. Also survived by her mother.

HENNESSY—Roland Burke, 69, retired theatrical editor, February 1 at his home, Larchmont, N. Y., after a seven-month illness. He was founder of the Hennessy Radio Publications Corp. and publisher of Radio World. He started newspaper work as dramatic critic of The New York Morning Telegraph, going as editor to The New York Daily News and then to London Sketches. He founded the theatrical publication The New York Star and was managing editor of The Vaudeville News for the Keith-Albee Circuit. He leaves his wife, Mrs. Muriel McArthur Hennessy, two daughters, a son, a sister and brother.

HULL—Mrs. Ethel Vaughn, mother of Henry Hull, actor, January 31 at Essex, Conn., after an illness of two months.

ILLIONS—Mrs. Harry A., wife of the widely known operator of novelty riding devices, February 2 in St. Joseph Hospital, San Francisco, where she was taken for an emergency operation January 29. Illness, who will have rides at the Golden Gate International Exposition, San Francisco, accompanied the remains to his home in Brooklyn, where arrangements were to be made for interment.

JONES—Orlando E., 54, for many years radio lecturer and blind worker in Missouri, in Jefferson City, Mo., recently of a heart ailment. Until a few weeks before his death he conducted a weekly radio program of educational instruction for blind people. Survived by his widow, Agnes. Services in immaculate Conception Catholic Church, Jefferson City, January 30. Burial in Resurrection Cemetery there.

LAUSTEN—Nela, 65, circus trouper, for many years with Barnes and Sells-Floto, at his home in Venice, Calif., January 30. He had also been connected with Paramount studios. Survived by his widow, Agnes. Services February 2, with burial in Woodlawn Cemetery, Santa Monica, Calif.

LEBOLD—Leolina, American actress, suddenly in a Nice, France, hotel February 3. Her home was in Portsmouth, O.

LEONARD—Bettyne, midjet, recently in Tampa, Fla., where she has been filling engagements in night clubs. Her body was found in Tampa Bay. Making her debut in show business with Mr. and Mrs. Ritter's German Giant Troupe on the Rubin & Cherry Exposition, she also appeared at the Chicago world's fair, Cleveland exposition and other expositions. She last appeared with Rubin & Cherry in 1937-38. Burial in Tampa.

LITZENDORFER—Philip (Gus), 49, for many years a stagehand at the Capitol Theater, Scranton, Pa., and former property man with the Pink Lady Co. No. 1, in Scranton January 25. He was a member of the Scranton IATSE and American Legion. Survived by a sister and brother. Services January 28.

with burial in Dunmore Cemetery, Scranton.

LONSDALE—Doc H. Og (Doc Isaacs), veteran pitcher and formerly secretary of the National Pitchmen and Salesmen's Protective Association, of a heart attack January 25 in Los Angeles. Fred Poudren, Los Angeles, was his partner at time of death.

MANSFIELD—John, 76, known as Elephant Jack, of a throat ailment January 23 in Seattle. He was a long-string driver and formerly worked with Adam Forepaugh Jr. on elephants and drove an eight-horse team on the Adam Forepaugh Circus in 1900. He had been in Seattle for the past 18 years.

MULLER—D. E. (Tex), formerly of Big Four Shows, in Marion, Ind., January 25 of pneumonia. His widow survives. Burial in Onsted, Mich.

MULVHILL—Edward Ernest, 47, well known in Western rodeo circles, January 25 in a Prince Albert (Sask.) hospital. His widow, parents and four children survive. Burial in Catholic Cemetery, Prince Albert, January 28.

MUELLER—Mrs. Winnie Millrons, 32, performer with Barnett Bros. Circus for several years, suddenly at show's winter quarters, York, S. C., January 28. Survived by her husband, one daughter by a former marriage and parents. Details in circus news section. Services in Hart's Chapel, Noon, Ga., and burial in Evergreen Cemetery there, attended by a large assemblage of show people.

NEY—Edward L., theater orchestra leader, in Fall River, Mass., for many years, at his home in that city January 31. Survived by his widow, four daughters and three sons.

NIBSEN—George, better known in pit-goer show circles as 2-10 George, in Veterans Hospital, Milwaukee, recently. Among carnival organizations with which he was associated were C. A. Wortham, Beckmann & Gearty and Hannes Bros.

NOBLE—Pete, 42, veteran international ice star and partner of the team Duke and Noble, comedy ice skaters, in St. Paul February 1 of perforated ulcers. Survived by his widow, Velma, and a son residing in Chicago. Body was shipped to Chicago for burial February 4 by an American Legion unit.

PHILLIPS—Eugene J., 45, Grand Rapids (Mich.) organist and singer, January 27 at his mother's home in Milwaukee. Interment in Grand Rapids.

PORCH—Mrs. Richard Lee, 72, mother of Mrs. Glauco R. Ellis, Cincinnati, wife of an associate editor of The Billboard, at her home near Fredericksburg, Va., February 1 after a brief illness. Survived by six daughters and a son. Interment in the family plot in Hartwood (Va.) Cemetery February 3.

PYLE—Charles O., internationally known promoter of sporting events, February 3 at his home in Van Nuys, Calif., of a heart attack, believed to have been brought on by the death of his mother January 31. He had been ill several months. Survived by his widow.

PYLE—Mrs. Sydney, 23, mother of Charles C. Pyle, internationally known promoter and general manager of Ripley Believe It or Not shows, at her home in Santa Rosa, Calif., January 29.

RAPP—Joe, 63, retired supervisor of wardrobe for MGM, of a stroke in a sanitarium at Murrieta Springs, Calif., January 29. Survived by his mother, Mrs. Eliza Rapp, and two brothers, Harry, an MGM producer, and Arthur M., independent motion picture exhibitor.

ROSS—Bandolph Jr., 51, orchestra leader at Deauville Inn and Deal Casino, Ocean Grove, N. J., there recently.

SERLY—Lajos, 84, composer, conductor and author, February 1 at his home in New York after a three months' illness. He is credited with having composed about 15 operas and 300 Hungarian songs, among which are Forget Me Not, The Song of the Rabbit, Cypre Panna and Hungarian Drinking Song. To promote the culture of the Swabian peasants in whom he became interested Serly built a theater in Budapest and presented Shakespearean dramas and operas. He exiled himself from Austria when the government failed to aid his work and came to New York in 1905, where he organized a Hungarian theatrical company and light opera companies which played in the Irving Place Theater and toured the country. He retired 10 years ago. Survived by his widow, two sons and three daughters.

TYLER—Henry J., in Bridgeport, Conn., January 28 after a short illness. At one time he held the title of Connecticut roller-skating champion.

VEITER—Vivian C., 44, veteran repertoire comedian and husband of Hila Morgan, well-known tent show operator, in Marine Hospital, Galveston, Tex., January 29. Veiter's career started at the age of 9, when he and his brother, Hille, formed a dance team, playing leading vaudeville circuits and later in stock and repertoire. He organized regimental orchestras during the World War, was principal comedian with the Hila Morgan Co. for 10 years. Veiter recently played with Monroe Hopkins under canvas in Houston. He had also been associated with Harley Sadler and other tent shows. Survived by his widow, parents and his brother, Christian. Services January 31 in Galveston, with members of the Hopkins troupe as pallbearers.

WAGNER—Ernest, 78, member of the first Philadelphia Symphony Orchestra, at Lankenau Hospital, Philadelphia, February 1. He played first trombone with the orchestra in its initial appearance in 1901. Survived by his widow and two sons.

WESTLAKE—Milton W., 71, Columbus, O., councilman, at one time cornetist with early circus bands and a pioneer glassware concessioner at Midwest fairs, of a gall bladder ailment in Mt. Carmel Hospital, Columbus, January 26. He was retired from active participation in the Westlake Ruby Glass Works, having turned it over to his son. He was elected councilman in 1937. Survived by his widow, son and daughter. Services and burial in Columbus January 31.

WHITE—J. D., proprietor of the Southern Club, Pampa, Tex., shot to death in the establishment during an altercation January 30.

WILLADSEN—John R., 61, theatrical manager, in San Pedro (Calif.) Hospital February 1 after a six weeks' illness. Willadsen was one of the first managers of Abie's Irish Rose and at one time was the London representative of Oliver Morosco and manager of the Duncan Sisters and Eide Ferguson. He was a member of the Masquers' Club, Hollywood, and other theatrical organizations. Survived by his widow.

WILLIS—Ernest, 71, stock company actor in the British Isles, Europe and United States for 20 years, in a Calgary, Alta., hospital recently after a long illness. He opened one of Calgary's first theaters in 1905. Survived by his widow, two sons and two daughters. Interment in Union Cemetery, Calgary January 23.

Marriages

HARKER-PETERSON—Joseph Harker, well-known English theater scenic artist, and Karin Peterson, nonpro, of Gothenburg, Sweden, recently.

HOWARD-NOTT—Chester Howard, connected with the Centennial Exposition, Dallas, in 1936, and engaged for the accounting department of the World's Fair, New York, and Martha Nott, artist, in Gainesville, Tex., February 1.

HYNES-DODD—Bernie Hynes, manager of the Denver Theater, Denver, and former RKO theater executive, and Edna Dodd, theater organist, in Denver, recently.

NANCE-COLBERT—Ray Nance, trumpeter with the Horace Henderson Orchestra, and Milrose Colbert, singer, January 29.

SMITH-HANIFIN—Charles Sutton Smith, newspaper advertising representative, and Ada Hanifin, drama editor of The San Francisco Examiner, in their city recently.

ZARAMBA-MANIS—William Zaramba, drummer with Blue Barron's Orchestra, and Ila Jo Manis, nonpro of Akron, in Columbus, O., January 29.

Births

A son, Mickey Lee, to Mr. and Mrs. L. L. Findly in San Antonio January 16. Parents are members of the Western State Shows.

A daughter to Mr. and Mrs. Ronald Cow in London January 30. Mother is Wendy Hiller, screen actress.

A son, Dennis Brian, to Mr. and Mrs. Merrill Inch in Reno. Father is continuity director of Station KOL.

A 3½-pound boy, Ronald Davis, to Mr. and Mrs. B. B. Comp in Spokane, Wash., January 28. Father operates the Empire Theater there.

Correction

In the January 28 issue it was mentioned that a nine-pound daughter was born to Mr. and Mrs. William Jones. It should have read a seven-pound son.

Michael E. Comerford

Michael E. Comerford, 71, board chairman of the Comerford Public Theaters Corp., formerly an important vaudeville circuit, died February 1 at the Jackson Memorial Hospital, Miami, having been ill with pneumonia a week and suffering from a heart attack. His health had been impaired since January, 1933, when he was taken ill en route to the New Orleans convention of the Motion Picture Theater Owners' Association, of which he was vice-president and trustee.

Comerford became associated with theaters in Scranton, where he acquired the Broadway penny arcade. He developed the Comerford circuit through Pennsylvania and New York, providing much vaudeville playing time until his organization was absorbed by Paramount-Public. He regained control in 1933, retaining vaude in only a few houses. Comerford was interested also in the Vaudeville Managers' Protective Association and held the presidency of the Amalgamated Vaudeville Agency, Inc., Saginaw, Mich.

He was a civic leader in Scranton and known for his charities, having also been an advocate of the Old-Age Pension plan in the United States. Besides his wife, he leaves his son-in-law and daughter, Attorney and Mrs. Thomas Friday; nephews, Dr. Joseph P. Comerford and Frank C. Walker, who is now president of the Comerford Public; a sister, Mrs. Matthew Cary; a brother, John, of Los Angeles; and numerous aunts and nephews. Services were held in Scranton.

The 1939 World's Fairs

- ATLANTIC -
New York World's Fair
Flushing, L. I.
Opens April 30

- PACIFIC -
Golden Gate International Exposition
San Francisco
Opens February 18



Rose and Fair Agree on Deal

To produce Aquacade in big amphitheater — two proposals dropped

NEW YORK, Feb. 4.—Following months of dickering over details with fair officials, Billy Rose enterprises came to terms last week and closed the deal to produce the immense \$500,000 Aquacade show in the 10,000-seat and State-constructed amphitheater. Understood that difference of opinion over who should build the 275-foot by 55-foot pool held up an executed contract for several weeks. Finally decided that the Rose office, and not the State of New York, would take care of that end of the construction.

Rose had previously executed contracts for two attractions in addition to the amphitheater unit, one being a Barbary Coast-type village and the other a marine spectacle titled Killers of the Deep. Largely because of lack of time, latter two have been discarded. Rose and staff preferring to concentrate their efforts on Aquacade.

Show will be patterned after the attraction of the same name that kept the Cleveland Exposition going in 1937. Show will be on a much larger scale, however, and will include additional electrical and water effects and much more live talent. Headed by Eleanor Holm, who co-starred with Johnny Weissmuller at Cleveland, bill will include other aquatic headliners, water ballet of 100 girls, and a dancing ballet of 200 girls. Two name bands will be used, according to present plans.

Rose to Cast Show
Rose will cast the show personally, and Charles Freeman, regular Celia Manana booker, will handle acquisition of bands and added attractions.

Staff for Rose, as announced previously, is headed by Lincoln G. Dickey, who will act as general manager. John Murray Anderson will stage the show; Albert Johnson will design it; Raoul Rety du Bois is in charge of costuming, and Carlton Winckler will direct the technical aspects. This week publicity and promotion department had not been set definitely, although it is assumed that Peg Wilton Humphrey, Ned Alford and Richard Mandy will assume most of the attention-drawing responsibilities.

Rose enterprises will also assume cost (See ROSE AND FAIR on page 61)

Lower Insurance Rates?

NEW YORK, Feb. 4.—Special committee representing the World's Fair Concessions' Association conferred with the fair insurance department this week in an effort to readjust rates and unusual requirements demanded by the fair and considered too stiff by a majority of amusement operators. Harry G. Traver, president of the association, stated that the subject was thoroughly discussed and that the committee felt headway had been made toward more reasonable requirements. Insurance heads of the fair are mulling over suggestions and plan to confer again with WTCA next week.

Scouting Human Oddities

NEW YORK, Feb. 4.—Warren Buck, Camden (N. J.) animal hunter-showman, is on the way over to equatorial Africa and the Belgian Congo to scout items for himself and also for the Dufour-Rogers Strange as It Seems show, with human oddities in mind for the latter. Buck is scheduled to arrive in Liverpool February 7 and two days later will set out for the jungle outposts.

Eliminating Red Tape

NEW YORK, Feb. 4.—A mild reform movement swept thru the corridors of the World's Fair this week. Fair is eager to bring red tape down to the lowest possible minimum. Two major points involved (1) making entry easier for persons holding contracts who still have to discuss details with officials and (2) making things easier for applicants and prospects seeking interviews, etc. Fair slightly alarmed at situation because too many people have either been turned away summarily after making long trips to the grounds or being forced to wait for long periods, hours in some cases, before they can obtain interviews. When they do reach the powers-that-be in a particular department some of them are physically exhausted.

Frontier Show Leading List For Section T

NEW YORK, Feb. 4.—Most likely tenant for the much discussed, and still unswid Section T plot of the World's Fair looks like a frontier-type or Wild West show—or was until a late hour yesterday. Anything can happen, however, within the space of a few hours, as the plot has been a thorn in the hip of the expo, which is reported as anxious to dispose of this important acreage.

A rodeo producer is known to be dickering with concession department for the space. Producer is armed with bank and amusement money, with fair dealing into detailed prospectus presented by the rodeoist. If frontier show comes about it will go for a two-bit admission in a 6,000-bleacher-seat arrangement and giving five to six shows daily, including Sunday. It will have about 230 to 300 head of stock and 50 to 60 performers, plus stock handlers and other personnel which will bring the total man power to over 100. Fourteen events will be presented.

Three or four other people are interested in the section, one of them on the basis of a historical pageant, another for an automotive thrill show, and the fair is mulling over all propositions with emphasis on quality and show value, as the location of the section calls for an attraction in the big-time class.

On Flushing Front

By ROGER LITTLEFORD JR.

NEW YORK, Feb. 4.—Severe cold and snow, followed by days of rain and thaw, have been anything but an aid to construction in the amusement area. As if the excessive red tape and silly dickering within the fair organization are not enough, operators are now faced with opposition from the elements. From what we've gathered on the Flushing front in recent months—a World's Fair amusement operator must first have no end of patience and then a remarkable sense of humor, all sorts of optimism and about six personal secretaries to keep account of the conferences, the meetings and phone conversations about this and that—before his project even gets under way from a tangible standpoint. It's an inspiration to watch these men work.

There can be no denying the fact that construction in the amusement area is behind schedule. The hot true in the exhibit sector, only a terrific building drive, sans interference from the fair's own engineering, design and financial departments, can make it possible for villages and shows and rides to be up and ready by April 30. It will be a close (See ON FLUSHING FRONT on page 61)

More Names Are Lined Up

Stars signed to head own units—big space is taken for Greenwich Village

SAN FRANCISCO, Feb. 4.—Chief Director Harris Connick of Golden Gate International Exposition added to his announcement of last week, when he signed the Folies Bergere, Eddie Cantor and Mae West, saying he had completed negotiations with Kate Smith, Fanny Brice, Al Jolson, Martha Raye, Burns and Allen, Bob Burns, Amos 'n' Andy and Phil Baker, each to head their own units. Cantor will supply the first show and be here opening night, he said.

Greenwich Village became part of the fun zone this week. John R. Castle and Harry Seeger, with Will Wright and Carl P. Holt, promise an accurate reproduction of the old New York artists' colony, picturing artists at work (also the models). It will occupy a large space and cost about \$100,000. Artists will be seen at work in replicas of El Chico Spanish Restaurant, Village Barn, Greenwich Village Casino and Nut Club.

Trains Put Thru Paces

A look at the fun zone now shows about 80 per cent of space taken, on paper. Work started this week on Holy City, Life Show, Penny Arcade, Candid Camera, Big Crabs, snake show, and Day Dream, a peek show.

Sixteen elephant trains are being put thru their paces. Three routes have

(See MORE NAMES on page 61)

AFA Protesting Contracts Made Without Explanation

SAN FRANCISCO, Feb. 4.—Protest has been made by the American Federation of Actors charging the exposition with accepting contracts for Gayway performers without explaining that they must become members of the actors' union.

Al Smith, AFA representative, said that the agreement with the exposition called for complete unionization of all classes of entertainment on Treasure Island.

Platform posters are to get from \$20 to \$25 and principals \$25 weekly.

Move Is On To Bar Outdoor Shows in City During Expo

SAN FRANCISCO, Feb. 4.—Expo officials are backing a move of theaters and other amusement spots to restrict outdoor shows here during the fair. Concessionaires on Treasure Island, too, it is said, fear opposition they might have to encounter from outside attractions.

In protest against such shows, it has been proposed to ask the board of supervisors to make a tentative recommendation which would prevent such shows from occupying vacant lots in the city.

Speaking for the exposition, Concessions Director Frederick Weddleton said he was against such shows outside of the fair, adding that the expo would not be able to sell all of its space if they were permitted in the city.

200,000 Lights on Gayway

SAN FRANCISCO, Feb. 4.—Concessions on the Gayway here will present features that will make it the bright spot of night life of the exposition. The decorative scheme being arranged around more than 200,000 lights. At night, said Concessions Director Frederick Weddleton, the area will be emphasized with great shafts of colored lights.

Twins Split Out

SAN FRANCISCO, Feb. 4.—Twin brothers, George and Herman Markley, will be conductors on triple articulated trains at the Golden Gate Exposition, but it's no use looking forward to getting into debates with them over having paid the fare to some chap who looked just like you, Mr. Conductor. Twins, who were gondola skippers during Chicago's A Century of Progress, will ride hard on different elephant trains.

Concessions To Run Over \$4,000,000

SAN FRANCISCO, Feb. 4.—Concessions on the Gayway will represent an investment of over \$4,000,000, according to Frederick Weddleton, director of concessions.

To date about 300 concessions have been granted, Weddleton said. These range from the larger attractions to those of smaller varieties and will occupy an area of 40 acres.

Supporting his statement, Weddleton gave figures on some of the larger layouts which will occupy Gayway sites.

Most elaborate will be the Chinese Village, which represents an outlay of around \$1,200,000. Others, given in round figures, include Jolly Roger, cafe-restaurant, \$30,000; Holy City, \$25,000; Midway Village, \$70,000; Ripley's Odditorium, \$50,000; Palace of Illusion, \$30,000; shooting gallery, \$5,000; Iron Lung, \$5,000; Monte Carlo Secrete, \$20,000; Diving Bell, \$5,000; Day Dream, \$4,000; Carnival, \$300,000; 740 Camp, \$40,000; Ethiopian Village, \$60,000; Greenwich Village, \$100,000; Clyde Beatty's animal act, \$200,000; Scottish Village, \$250,000; Giant Gmno, \$50,000; Roller Coaster, \$80,000; Miniature Railway, \$16,000; Hydrosphere, \$50,000; Speed Cars, \$25,000; Children's Playland, \$50,000; Streets of All Nations, \$90,000; Chiradella's Chocolate, \$50,000; Owl Drug, \$60,000.

Other varied concessions will represent an investment of approximately another \$250,000, Weddleton said. Building costs on the Gayway run around \$2.50 per square foot. Deal with concessionaires gives the exposition 12 per cent of the first three months' take and 15 per cent during the balance of the fair.

Harry Baker to Frisco

NEW YORK, Feb. 4.—Harry C. Baker is leaving here today for San Francisco to supervise opening of Baker-Harry G. Traver attractions at Golden Gate International Exposition. Baker will remain at the Western expo for several weeks following the February 18 opening, then returns to New York for similar activity at the World's Fair. Traver will remain here indefinitely. Traver and Baker are operating a Roller Coaster at Frisco, as well as a midjet auto race ride and Funhouse. Coaster is practically constructed; auto cars purchased from the R. E. Chambers Co. are being shipped this week and Funhouse leaves for the Coast in a few days.

Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Feb. 4.—Foyer of the administration building, 585 Bush street, from 5 to 10 this last few nights, has been filled with the cream of San Francisco's youthful misses answering a call for cashiers to be employed by the control department on the many concessions booked for Treasure Island. This multitude of charming misses has been selected from thousands of applicants and (See CLEANINGS on page 61)

Grand Rapids Shrine Draws

Davenport show attended by 65,000—Naida Perez hurt in fall from pole

GRAND RAPIDS, Mich., Feb. 4.—Shrine circus closed here last Saturday with what officials termed the greatest Shrine show presented here at the annual performance. More than 65,000 attendance was reported. The circus drew capacity crowds every day except the final night's performance, when weather conditions were exceptionally bad with near-zero weather.

Show was presented by Orrin Davenport, with Fred Bradna as equestrian director.

Heading the bill and winning the claim of audiences was Capt. Roman (See GRAND RAPIDS on page 39)



ELMER C. MYERS, who has been with the white tops for many years, is general manager of the Myers Wild Animal Circus, motorized, being organized at Nashville, Tenn.

WPA Show Stages Circus Fans' Night

NEW YORK, Feb. 4.—WPA Federal Theater Project's circus was the last week. Show opened last night at the 244th O. A. Army, this city, for a three-day stay.

Last night was "Circus Fans' Night," the executive staff of the show having set it aside in honor of the "Save the Circus" movement of the Circus Fans' Association. Several hundred underprivileged children were guests of the Circus Fans.

Francis Connolly, 14, of the Bronx, was declared the winner of the "Typical American Boy" contest and sat with the Fans. Idea behind the "Typical American Boy" is to have a representative American youth symbolizing the love of the small boy for the circus. Connolly was chosen the winner from over 785 photographs that had been submitted to the executive staff for consideration.

The Drum and Bugle Corps of the Manhattanville Boys' Club participated in the performance last night with an exhibition of old-time Zouave manuals, reports Wendell J. Goodwin.

Gainesville Show Starts Rehearsals

GAINESVILLE, Tex., Feb. 4.—Rehearsals for the Gainesville Circus got under way Monday night with a large turnout of veteran performers and new applicants. Topping the list were 16 girls making a bid for places in the aerial ladder number in which 14 girls will be used this year. Mr. and Mrs. J. B. Stephens are in charge of rehearsals.

Attending the Texas Association of Fairs convention in Dallas last week and were Manager Toy Stamps, General Agent Joe Leonard, Secretary G. D. Ball, Program Director A. Moxton, Smith, Superintendent Alex Murrell and Transportation Superintendent Charles Strangor. They were accompanied by Clifford Williamson, Chamber of Commerce secretary.

Several contracts for circus engagements and tent rentals were lined up at the meeting.

Alex Murrell is putting finishing touches on the new lab-wagon, which will give the show three for the opening tournament. Vern, Brower and Portia Sims have the six-horse Liberty act working nicely and started last week on the two six-horse drills. Several pages of advertising have been sold for the souvenir program and front-page cover design was approved Saturday.

Murrell and Smith and a party of members of the Gainesville circus attended performance of Polack Bros. Circus in Wichita Falls last Thursday. They found V. N. (Army) Armstrong, Wichita Falls CPA, backstage.

Indoor Circus News

News of indoor circuses which do not travel as units will be found in the Sponsored Events Department of The Billboard during the winter.

Wants McCoy Wage Claims Paid Soon Or Will Petition

ANNAPOLIS, Md., Feb. 4.—John Demyan Jr., of the law firm of Demyan & Townsend, of this city, believes that sufficient time has elapsed for combination of all wage claims filed in connection with the Tim McCoy Wild West Show suit now pending in bankruptcy in Wilmington, Del., and because a great many of his clients have called upon him for an explanation as to the delay he this week sent notice by letter to Howard Duane, attorney for Sybil U. Ward, the trustee, that unless something is done soon he will be compelled to file a petition requesting that these wage claimants be paid immediately.

In his letter Demyan pointed out that "all of these wage claimants have worked hard for their money and the bankruptcy act specifically gives them priority over all other claims. Many of these men are desperately in need of some money, many out of employment, therefore in view of these facts at least partial payment should be made immediately." Continuing, he said:

"It has been brought to my attention by The Billboard that many of these claims are in dispute and that it will be necessary to hold hearings on these claims. There already has been a great deal of undue delay in making payment, and in my estimation, unless the difference in amounts would be so great as to necessitate a hearing, I would call on my clients to accept the lesser amount. In this respect I want it understood that I would first have to be advised of the amount claimed and that noted on the records of the trustee.

"Therefore kindly advise me just what action that you, as counsel for the trustee, are going to take so that I may act accordingly."



C. W. WEBB, manager of Russell Bros. Circus, who has been very ill at his home in Holla, Mo., for the past seven weeks. His wife is carrying on at winter quarters, preparing show for the road.

Russell Show Preparing; To Build Calliope

HOLLA, Mo., Feb. 4.—Activities are well under way in winter quarters of Russell Bros. Circus. In the workshop cages are being rebuilt, one is being added and all are being attractively ornamented with wood-carved scroll-work acquired last summer from the C. W. Parker interests in Leavenworth, Kan. Plans also call for the construction of an elaborate calliope and sound wagon to be used for uptown bally.

Altho Manager C. W. Webb continues very ill, Mrs. Webb, who has always been active in the management of the show, and her brother-in-law, Robert O'Hara, are carrying on in his behalf until such time as Mr. Webb's health will permit him to resume active control. Mr. and Mrs. O'Hara recently returned to Holla from the West Coast, where they visited relatives in the vicinity of Seattle, Wash.

While other preparatory work is being vigorously pushed, Mrs. Webb is busily engaged in booking the program for the season and plans a performance in keeping with the standard always maintained by the Russell show.

Mrs. Charles Sparks Removed to Hospital

MACON, Ga., Feb. 4.—Mrs. Charles Sparks, who has been ill at the Sparks suite in the Hotel Dempsy for several months, was removed to the Macon hospital early this week.

It was understood that she would be in the hospital for a short period of observation and her condition was listed as good.

Coleman Buys Fink Show

DAYTON, O., Feb. 4.—F. E. Goldman bought the Fink Society Circus, consisting of trucks, dogs, ponies and props. This has been moved to the Coleman quarters here. Training of stock will begin next week. Coleman's elephant, Mena, after an absence of three winters from quarters, is again here.

Neb. Outdoor Advertising Men In Arms Over Prohibitive Bill

LINCOLN, Neb., Feb. 4.—Circus and outdoor men in general has something to think about if Senator Doyle's billboard tax bill passes in the Nebraska Legislature. It seeks to tax every square foot of billing space 25 cents per year, making no difference whether the showing is up one day or a year.

Newspapers in many localities have been hopping on the wagon supporting Doyle's bill, while the outdoor ad group is hurriedly assembling a lobby to point out the prohibitive nature of the bill. It is figured the average time sale

Lewis Lining Up Staff and Acts

JACKSON, Mich., Feb. 4.—Work at quarters of Lewis Bros. Circus will start next week. Fifteen men are now here, with several more coming in a few days.

Al C. Beck will be assistant manager and his wife in charge of reserved seats; C. S. Pringle, general agent. Silvers Johnson will produce column numbers and his wife will ride manege and do aerial work. Jack Shafer will assist Silvers, and Mrs. Shafer will work in the spec and ride. Les Daniels will again manage the side show and will present several new features. New banners are now being painted by Baker & Lockwood. Mrs. Daniels will ride feature horses and work domestic stock.

John McReery will assist William Tingley, who will be the show superintendent. William Joyce will have charge of props; Henry Filburn, front-door tickets, assisted by Connie Kirkendall; Frank Gamber, side-show tickets; Bobbie Hill, the after-show and concert. Vern Hill will be chief mechanic, assisted by Hester Flock; R. C. Wade, chief electrician; Charles Oswald, menagerie foreman.

Recently there was a heavy snowstorm here and Tingley, in charge of Lewis quarters, and his men assisted neighbors in clearing away the snow from their homes.

Banard Show Buys Remaining Animals From World Bros.

REYNOLDSBURG, O., Feb. 4.—B. W. Banard and William Sells, owners of Banard Bros. Circus, have returned from Memphis, Tenn., where they purchased the remaining animals, horses, ponies, mules, donkey, also truck and trailer of World Bros. Circus. The five-horse team bought a few weeks ago. The show now has 52 head of performing animals—10 ponies, 12 minkies, 14 dogs, 630 lbs. 3 bears, 6 horses and 2 mules. "Queenie" has three cubs which are being reared by Mrs. Sells.

The show is playing indoor spots to good business. Mrs. Sells with one of the lion cubs is in demand at schools. At Newark she visited 15 schools in three days. Banard is breaking the bears for a new routine.

Nothing Definite On the H-W Show

LOS ANGELES, Feb. 4.—S. L. Cronin returned from a trip to the East. The Billboard representative went out to Baldwin Park on information that his return would mark the beginning of activity at winter quarters where the Hagenbeck-Wallace equipment is stored. Asking for data, Mr. Cronin, who was in conference with an attorney (also present) were Howard Y. Bary, and Paul Engles, stated that he could not give out anything definite. Report prevails (See NOTHING DEFINITE on page 39)

R-B Shops Scheduled To Open This Week

SARASOTA, Fla., Feb. 4.—All shops at the Ringling-Baronum quarters here are scheduled to open next week as the Big Show launches preparations for the season.

Terrell M. Jacobs, who forfeited his customary lucrative winter dates in order to give his entire time to the new wild animal act, expressed the opinion that within the next few days he would have the 50-animal spectacle in smooth working form.

The new 50-horse manege presentation works out daily in one of the old Ringling tops that has been erected at quarters for this purpose. This feature has boosted attendance at quarters markedly during the past two weeks.

The press department launched preparations in earnest last week following the arrival of Frank Bradon, who will assist general press representative Roland Butler during the remainder of the winter.

WHITEY WILBUR will be at the Minneapolis and St. Paul Shrine circuses for Mrs. Edna Curtis, making his third year. Will also be at the Chicago Stadium Circus for Barlowe Caruthers.

Under the Marquee

By CIRCUS SOLLY

JUSTUS EDWARDS visited the Orrin Davenport show at Grand Rapids and Lansing, Mich.

THE CONTACT of good company brings a man to greater energy and more endurance. Promote the company of superior men.

DAN PARKER, boss painter of the Barnes show this season, is at Shreveport, La., painting the Mims World Show.

H. R. BRISON has a few more schools to play at Durham, N. C., following which he will go to New Orleans for the Mardi Gras.

AERIAL LAKES are with Key United Indoor Circus, presenting double traps and carrying perch. George Lake is doing one-arm swings.

FLYING LECLARES will be on the West Coast this season, having signed contracts to be free attraction with the American United Shows.

HAAO BROS. Circus, which opened last spring, closed at Marion, La., February 4, covering 11,500 miles. Show is in quarters at Monroe, La.

MYRON (BUCK) BAKER, clown formerly with Ringling-Barnum circus, pens that he has opened a dairy bar and cannery in Brentwood, Md.

IT IS now Hon. A. N. Thompson. This well-known showman is at present assistant sergeant at arms of West Virginia's State Senate at Charleston, W. Va.

EDWARD BRUER and wife, known to showfolks as Pa and Ma Bruer, are living in Charleston, W. Va. "Sir Edward," perfect double of Al Smith, is a clerk at Hotel Grant, that city.

GET RID of that surplus equipment. Anything you can't use is surplus. There is no better way than to advertise in The Billboard.

ELDON D'ORIO, xylophonist and emcee, has floor show in Club El Chico, Tampa, Fla. He was snare drummer with Eddie Wockenger and Merle Evans on the Barnes show last season.

IN A RECENT issue it was stated that James Wilkes was at the Shrine Circus, Orrin Davenport show, in Chicago. Word comes from Wilkes that this was in error, that he has been in New York.

RITA DUNN was disappointed with her engagement at the indoor circus promoted by Iroy Barber at Newark, O., under auspices of the Federation of Labor. She did her trapeze loop-the-loop act.

AERIAL ROMAS closed with Polack Bros. Circus and will be at the Minneapola and St. Paul Shrine circuses for Mrs. Edna Curtis. They have several other indoor dates before the outdoor season begins.

JOHNNY REBICO, high-wire performer with the Bondin-Rollins troupe for just six years and substitute for Eddie Billzell on Polack Bros. Circus the past few weeks, is now in New Orleans visiting the Flying Behrs.

BILLY PAPE and Conchita, on their third trip to California since November.

THE PERSON who will accept good advice and act upon it—accept it gracefully and be benefited—is bigger than the person who gives the advice.

COL. M. L. BAKER, who is still in the Veterans' Hospital, Room 216, Ward 13, Columbia, S. C., would like to hear from acquaintances. His wife, daughter, June, and two brothers visited him last week. Wife and daughter are at the Baker quarters, Crooze, N. C.

THOMAS CALVERT, knife thrower, miscalculated just a little during a performance January 24 in a Pittsburgh alley and pierced his wife's arm. Calvert said it was his first mishap in seven years of knife-throwing. Six stitches were required to close the wound.

LAWRENCE CROSS, of Oklawaha, La., will visit Kenneth White in Chicago and then go to Tampa, Fla., to spend a week with Jack Crippen, who is wintering there. Cross will return north latter part of February to start indoor dates. Lyle James, his partner, will accompany him.

R. W. BRANDON, manager of Richard Bros. Circus, states that show will have a new lighting system. There will be floodlights to brighten entrance of the midway and a neon system for the banner line. Ernie Young, of walkathon fame, was a recent visitor to quarters at Fall Branch, Tenn.

THE FOLLOWING appeared in The Afterpost, Oslo, Norway, January 11: A photograph from America (picture is shown of a bear riding a motorcycle), where the people are no longer satisfied to see bears cycling on ordinary bicycles, but now it is the motorcycle that is the circus bear's riding vehicle.

THE DEBARRIES are playing vaude dates with their bird act. In last week's issue, in a review of the acts at the State-Lake Theater, Chicago, it was stated that Verne's Birds in Toyland flash opened the show. This should have been DeBarrie's instead of Verne's. DeBarrie will manage the side show on Parker & Watts Circus.

JOHNNIE LAMONTE, of Flying Lamontes, will leave San Diego, Calif., for the East about middle of March with his brothers and sisters, who are now in Hollywood in a circus picture. Will stop at Parker & Watts quarters at South Ft. Smith, Ark. The late Grover McCabe was a pal of the Lamontes, they being together on Sells-Floto Circus seasons 1922-23-24.

AT A RECENT meeting of the Pasadena, Calif., lodge of Elks, Harry (Rubo) Hazzell, former clown and baseball player who lost his sight some 10 years ago, was presented with an "eye-seeing dog." The presentation speech was made by Judge William Fox, exalted ruler of the lodge. Photographs were made of the presentation and published in California papers.

H. B. (DOC) KERR, conductor of the "Around the Town" column, daily feature of The Akron (O.) Beacon Journal, gave over more than half his column February 1 to "Save the Circus" movement by the Circus Fans' Association, the interview coming from Thomas M. Gregory, of the Oak Rubber Co., Ravenna, well-known circus fan. According to the story, Gregory hasn't missed a circus in Akron for more than a third of a century.

HON. GERRY CATHCART, former circus man and promoter, visited his old pal, Doc Waddell, at Chillicothe, O., last week. Once they directed the destinies of the Republican party in and around Columbus. They took in the Eastern Star district meeting at Columbus and were at the McKinley banquet there. Cathcart came from and returned to his Toronto, Can., home, in his airplane "Harmony." He is president of the Columbian Music Publishers, Ltd., of Toronto.

MRS. ALICE BEN ALL, widow of Sir Hassen ben All, now residing with her son, Robert ben All, and her sister, Lotia Crabtree Datta, in Pasadena, Calif., is producing puppet acts on the Coast. She has been giving marionette shows as well as manufacturing the puppets for the recreation association of Pasadena. Recently her son, Robert, 18, wrote, directed and produced a stage drama on Alice, Curie's activities which will soon be produced again at the Community Playhouse in that city. Robert has also proved himself to be an actor of no mean proportions and stands high in school activities.

WHILE on route thru Michigan lately R. M. Harvey stopped off at Jackson and visited the quarters of Lewis Bros. Circus. Harvey tells Bolly that he was greatly surprised by the magnitude as well as the modernness of the quarters. All seven buildings are substantially constructed, well heated by furnace and have electric lights and modern equipment. In the quarters for the workingmen there are toilets, baths and hot and cold running water. The quarters are located on a 160-acre farm four miles east of Jackson. Mr. and Mrs. Paul M. Lewis may be found on one of the near-by lakes fishing even on the coldest days.

CHARLES M. KLEIN, of Pontiac, Ill., who recently was in Rochester, Ind., at the Cole show quarters, states that John Smith was working high-school horses in ring-stock barn and that a Mr. Wagner, of Anderson, Ind., was making arrangements for the transportation to his home of nine Palomares and a bay manage horse which he bought. Some of the Palomares were part of Jorgen M. Christiansen's 24-horse act. Christiansen has a new group of 10 horses—light cream, each having black mane and tail, as well as black muzzle and black feet to the knees. They are Argentine bred. He also has his great Danes at the quarters.

15 Years Ago

(From The Billboard Dated February 9, 1924)

Fire at the winter quarters of the Ringling-Barnum circus, Bridgeport, Conn., destroyed the paint and blacksmith shops and 40 wagons, with a loss, estimated at \$100,000. Johnny (Pat) Knorr dropped dead January 18 in the bunkhouse of Sparks Circus, in quarters at Macon, Ga., from an attack of paralysis. Jim Dutton's Society Circus was in Macon, Ga., for a two-day stay at the Grand Theater, with acts including Betty and DeKoe, Nelson and Nelson, Aerial Georges (Clarks), Gene Nadreau, Bessie LaVan, Mile. Carlo, Fred Stelling. Harry La Pearl, clown, took over half interest in the J. W. Brackman costume business in Huntington, W. Va. Hagenbeck brothers, sons and successors of the late Carl Hagenbeck, opened their new circus building in Vienna January 6. George Conklin, veteran animal trainer and brother of Pete Conklin, was seriously ill at his home in Bridgeport, Conn. Harry L. Morris signed with Hagenbeck-Wallace Circus Side Show. H. L. Ballard contracted with the John Robinson Circus. Mickey O'Brien, formerly of the Mighty Haug Show, signed with Cooper Bros. Shows, also Harry Bowman for the advance. Lloyd (Peggy) Stoltz and Mr. and Mrs. John Stokes were lined up with the Honore Bill Shows for the season. Henry Engard, well-known side-show manager and privilege man, and Ada Mae Phillips were married at Dallas January 28. Both were to be with Al O. Barnes Circus. Silvers Johnson, Ab Johnson and Charles Lewis opened in Cleveland February 4 with Knisely Bros. Indoor Circus.

Contrary to previous reports that Gardner Wilson would be press agent with Walter L. Main Circus, it was learned that Wilson would not troupe in 1924. John (Patty) Shannon, long connected with the Ringling and Barnum & Bailey shows, entered the brokerage business in Columbus, O. Harry Sells was in Beaumont, Tex., superintending the building of wagons for the Christy show. "Waxie" Neul, who had been in circus business, was in Dallas working for the Budget Saddle Co. Gordon Orton announced that he would not be with Hagenbeck-Wallace Circus, but with Walter L. Main Circus as equestrian director.

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The Corral

By ROWDY WADDY

BILL AND ELMER BORDEN are wintering in Modesto, Calif., with their running horses.

TEXAS TOMMY, with his pony, opened a two-week stand in the Nell House, Columbus, O., last week.

CHIEF ROLLING CLOUD is in the Albemarle Hospital, Elizabeth City, N. C., recovering from an operation. He would like to read letters from friends.

INDIAN RELIC collection of Major Gordon W. Lulle (Pawnee Bill) has been placed in Frontiersmen's Exhibition on West 19th street, Houston, reports J. W. E. Alrey.

LAMPASAS RODEO ASSOCIATION has been organized at Lampasas, Tex., to present rodeos at the Lampasas fairgrounds. Work on the grounds has been started. E. H. Johnson will manage the events, assisted by Roy Matthews.

RADIO ASSOCIATION OF AMERICA rules will prevail during the rodeo of the Houston Fair Stock Show and Live-Stock Exposition in the Sam Houston Coliseum, Houston, according to W. B. Warren, secretary. Frank Y. Drew and Reese B. Lockett, who will co-manage events, say the best talent in the event's history has been contracted.

C. B. RICE, who was with the 101 Ranch Show in the early days doing the arena and concert announcing and also an act in the concert, tells what has become of some of the oldtimers with the organization: Fred Beckmann is now part owner of the Beckmann & Conroy Shows; Mill Hinkle, Vern Tandler, Dan Dix and Buck Jones are in Holly-wood; George Connors is in Chillicothe, O.; Joe Lewis is clowning in indoor circuses; Edith Tandler, Vee Pegg, Bill Pickett, Dan Boynton, Bill Carss and Arthur Davis have passed on.


FLYING V RANCH RODEO held in Tucson, Ariz., last week attracted more than 2,500 spectators and about 100 contestants. Johnny Rhodes directed the arena and Breezy Cox and Jim Coerver handled the chutes. Results: Barrel Bronk Riding—Jack Avery, Jimmy Sloan, Donald Kirkwood, Calv Roping—Tommy Rhodes, Buckshot Sorrels, Marion Getzweiler, Saddle Bronk Riding—Gene Cook, Jim Magee, Pete Grubb, Bulldogging—Paul Van Cleve Jr., Eddie Taylor, Johnny Wilson, Steer Riding—Pecos Watley, Jack Avery, Jimmy Sloan, Team Roping—Lawrence Conley and Jim Hudson, Pete Grubb and Bill Clemans, Lawrence Conley and Asbury Scheil.

HAPPENINGS in the rodeo and Wild West field in February 10 years ago: The National Rodeo Managers' convention was held at Salinas, Calif., February 2-4. Chief Hannon, cowboy, was connected with the Ben-Hur stables in New York. Jerry Germain, official timekeeper of the 101 Ranch, was building a bungalow on Staten Island. Ray (Pete) Adams and wife were wintering at Lime Springs, Ia. Bill Carr's Rodeo opened February 10 with the Alamo Shows. Clarence (Ted) Gurrell, trick and fancy roper, and Tex Stridger, in a whip act, were with the Jessie James motorized pleasure show playing thru Florida. Shorty Sutton was playing theater in Georgia. Tenth annual Wickenburg (Ariz.) Rodeo, February 14-16, was under management of M. A. Healy, Henry Warbase and Henry Arlick. Tex Sherman and Jack Case produced a rodeo February 3 at the Pearson Ranch, Palm Springs, Calif.

Gross Receipts Tax on Top Retail Sales Asked in N. D.

BISMARCK, N. D., Feb. 4.—Showmen, fair men and concessionaires may not only have to collect North Dakota's 2 per cent retail sales tax in the future, but also they may find themselves paying a 3 per cent gross earnings tax if a measure now in the North Dakota legislative hopper is approved.

The measure, introduced by the committee on taxes and tax laws, would impose a 2 per cent gross receipts levy upon all sales of tangible personal property sold at retail, and upon public utility services, municipal services and "entertainment or amusement or athletic events."



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

R. M. Managers Award Contracts At Best Conclave

HAVRE, Mont., Feb. 4.—When the Rocky Mountain Association of Fairs held its 14th annual meeting on January 22 in the Havre Hotel here, with President J. H. Bohling, Miles City, Mont., in the chair, the number of delegates and attractions men exceeded that of previous sessions. Meeting was voted most successful in history.

There were about 130 fair officials present and attractions men included: Regalis Mfg. Co., W. A. Lindemann, T. P. Schmelsdorfer, Ted Richardsorfer, Ed Owens; State Fair Shows, Louis Ringold, Mel V. Vaughn; Globe Poster Corp., Sunny Bernet; Harry Roe Sound Systems, Harry Roe; Stebrand Bros. Circus, P. W. Stebrand; Zeiger United Shows, C. P. Zeiger; Performers' Consolidated Attractions, Toby Wells; Erlie Young and Associated Booking Agency, Vince Markee; Greater Fairway Shows, Emil J. Zarbee; Theale-Duffield Fireworks Co., Art Brisson; Rosenthal Attractions, Lew Rosenthal; Berbes-Carruthers, Fred H. Krossmann; Williams & Lee, Gladys M. Williams; Rocky Mountain Shows, Dewey Bowker; DeWaldo's Attractions, D. E. Waldor; Northwest Amusement Co., Jule Miller; Loudspeaker Systems, Bert Wick; American United Shows, O. E. Alton; sound system, A. W. E. Williams; rodeo, Leo Gramer; parimutuels, B. W. Hitchcock; Eldorado's United Shows, Pierre Ouellette; Blit Fireworks Co., M. Hopkins; Jack Blue Circuit, Jack Blue.

These contracts were awarded: A Circuit, Barnes-Carruthers Fair Booking Assn. and Hennes Bros.; B Circuit, Northwest Amusement Co. and Zeiger United Shows; C Circuit, Rosenthal Attractions, Stebrand Bros. Shows and State Fair Shows; D Circuit, Williams & Lee; Greater Fairway Shows. At the annual banquet A. P. Lamoy, attorney, was toastmaster.

These officers were elected: Henry J. Bohling, secretary, Eastern/Montana Fair. (See R. M. MANAGERS on page 40)

Big Aid Boost Is Coming for Illinois Boards

SPRINGFIELD, Ill., Feb. 4.—Fairs in Illinois will get more State aid this year, the biennial appropriation being increased from \$300,000 to \$650,000 by the State department of agriculture, it was announced at the annual meeting of Illinois Association of Agricultural Fairs in the St. Nicholas Hotel here on Wednesday and Thursday.

All attendance records were broken at the convention, 53 fairs being represented by more than 200 delegates and about 250 show and other attractions people being on hand.

E. E. Irwin, secretary-manager of Illinois State Fair here, was re-elected president after a spirited election, and August W. Grunz, Kresse, was re-elected secretary-treasurer. More than 600 attended the banquet Wednesday night when Lieut. Gov. John Stelle was principal speaker and a host of stellar acts were presented. Further details in the next issue.

Finds Officials Optimistic

KANSAS CITY, Mo., Feb. 4.—J. O. Michaels, J. C. Michaels Attractions, reports that fair bookings to date are ahead of those of 1938 and that officials in the Middle West are apparently more optimistic, majority contracting for larger and better programs. Contracts for acts signed recently at Minnesota and Nebraska fair meetings include Madison and Wheaton, Minn., 15 each; Broken Bow, Neb., 15; Kearney and Lexington, 15 acts and 25-people reviews, and Deshler, 15.

EDDIE MEGGS has a cannon act different from those of the present day which he plans taking on the road this year. The "human projectile" is shot by a trapeze and no net is used. The last time this stunt was tried, Meggs says, was in 1885 with P. T. Barnum in London, Eng. Meggs' brother, "Speedy," who has worked on cannons for Miss Bonno and Willie Parnet, will be trigger man.

RECORD TAMPA BOW

TAF Extends Meet Period

More time will be given showmen at conventions—permanent post for Smith

DALLAS, Feb. 4.—A spirit of optimism, occasioned because fairs of Texas in 1938 almost without exception were successful, prevailed at the annual meeting of Texas Association of Fairs in the Adolphus Hotel here on January 27 and 28. Roll call showed 83 fairs represented by about 150 delegates. During 1938 many fairs were re-established and proved so successful that they will be held annually. The association plans to give showmen and other attractions people more recognition at annual meetings and as a more towards this end it was unanimously voted to hold the annual meeting for two full days hereafter in the stead of one and a half days. In this way, it was pointed out, show people can have more time with fair officials to (See TAF EXTENDS on page 37)

C-W. for Trenton Again; Special Days Are Mapped

TRENTON, N. J., Feb. 4.—Harry E. LaBrecque, secretary-manager of New Jersey State Fair here, reports that while attending the annual Pennsylvania fair meeting he contracted with Collins & Wilson Shows for the third year to furnish 18 rides and 20 shows for the 1939 fair.

As in 1938 concessions will be limited to merchandise games and will be booked jointly by management and carnival. George A. Hamid, director of the fair, will furnish the grand-stand show and there will be nightly fireworks.

A night fair will again be featured. Two Children's Days are programed and 1,000,000 tickets will be distributed. Monday will be set aside for county children and Friday for all State schools. There will be a grand circuit live-stock and draft-horse show, an enlarged 4-H Club show and Grange exhibits, from 20 counties.

GLADYS M. WILLIAMS, Williams & Lee Attractions, reports having booked grand-stand shows for Kalspell, Shelby, Fort Benton and Chinook, Mont., at the recent State meeting. Other fairs contracted to date include Marshalltown, Ia.; Alexandria, Little Falls, Long Prairie, Widema and Bemidji, Minn., and several Canadian fairs.

Orange Festival Combats Lower Market, Weather to Good Gate

WINTER HAVEN, Fla., Feb. 4.—The 15th Florida Orange Festival here on January 23-28 went over to great satisfaction on the part of its officials and directors. Despite prevailing low prices for citrus fruits, total attendance of about 102,500 was a little above par and concessionaires reported better business than had been looked for under market conditions. Management of the Royal American Shows, again on the amusement zone, was pleased with patronage given shows and rides, although weather prevailed during nights of three of the six days.

Festival was more of a citrus exhibit than ever, the idea being carried out not only in construction and decorations of buildings but in the displays. Officials believe this may have been responsible for greater interest taken by people of the Orange Belt, causing them to flock thru the gates in spite of cool weather, which had a tendency to keep down attendance on two or three nights. Another factor in creation of increased interest, said Almon B. Shaffer, executive manager, was the beauty of the setting, the show being held in the heart of an orange grove with orange and grapefruit trees on every hand, all heavily laden with fruit.



HARRY D. IMMEL, who has been added as publicity manager to the list of officers of York (Pa.) Interstate Fair, which has as president publicity-minded Samuel S. Lewis, lieutenant governor of the State. The new title was conferred at the January annual meeting on Mr. Immel, who has an extensive background of service on local and metropolitan newspapers. Local job advertisements extensively and the board keeps its public informed the year-round on step-by-step preparations for the annual. Remarkable growth of the fair is called ample proof of the wisdom of its publicity policy.

Isbey Steps Out As Head of State Annual in Detroit

DETROIT, Feb. 4.—A telegram from Los Angeles from Frank N. Isbey, secretary-manager of Michigan State Fair here, was received this week by Governor Fitzgerald, in which Isbey resigned his position with the fair.

The governor said he would, with consent of the fair board, fill the vacancy shortly with a high-grade business man. He said: "His (Isbey's) administration was businesslike and in many respects commendable. Revenue increased and the fair's drawing powers were widened."

An audit of the fair books and accounts of the racing commission, called for by the new Republican regime, is in progress. It has been reported the Detroit Racing Association was \$50,000 in arrears in payment of daily racing fees for the fall meeting.

Opener Is Top; Count 27,479

Weather is aid in beating previous mark in '38—big show in front of stands

TAMPA, Fla., Feb. 4.—Florida Fair, combined with the Pan-American Hernando DeSoto Exposition, January 31-February 18, opened here with record first-day attendance of 27,479 compared with the previous all-time record last year of 26,874. Weather was of the best and faces of expo officials and showfolk were bright as the sun. Event will run a week longer than in previous years and officials expect to break all records in all departments.

Departing from the usual custom, dedication ceremonies were preceded by a pageant depicting the landing of DeSoto and his party with Indians, staged beneath 400-year-old oak in Plant Park, said to be exact spot of original enactment. Ceremonies then shifted to grounds, where keys to the city were presented by Mayor Chancy to Carl D. Brown, fair president. Auto races in afternoon, sponsored by the AAA, brought out more than 5,000 fans, who cheered Toby William, vet Millwaukee driver, to victory in the feature race. On Wednesday the weather continued and attendance was 22,548.

The exposition celebrates the 300th anniversary of the landing of DeSoto on (See RECORD TAMPA on page 38)

New One Planned for Erie

ERIE, Pa., Feb. 4.—A new fair, the county in scope and on new grounds, will be operated here this year if present plans go thru. The County Fair Association offered county commissioners \$1,500 a year rental on a five-year lease and 10 per cent of profits to hold an exposition on a 300-acre plot. Officers are Robert E. Larkins, president; Maurice D. Lowe, vice-president; Carl C. Guerin, membership chairman; Clarence Cummins, secretary-manager; Leo Omslian, George Mead and A. W. Stark, directors.

DUPONT, O.—W. S. Myers, manager of Myers' Concessions, returned from fair meetings in Indianapolis, Columbus and Detroit, reporting that new equipment would be added for fairs contracted. Work at a new winter-quarters building here is under supervision of Maurice Myers and Frank Kubs. They worked frozen cuttard at the Sportsmen's and Home Builders' Show, Toledo.



GEORGE HARMAN, Valley Falls, re-elected secretary-treasurer of the State Association of Kansas Fairs for the 16th consecutive year at the 16th annual meeting in the Hotel Jayhawk, Topeka, on January 10 and 11. He reported marked improvement in interest and revenue of practically all fairs in the State in 1938 over 1937.

Topeka's New Temple Climax Of Construction

TOPEKA, Kan., Feb. 4.—The 1939 Kansas Free Fair here will present a new "Temple of Agriculture," now nearing completion and climaxing the huge six-year construction program accomplished under leadership of Manager Maurice W. Jencks. Immediately after the 1938 fair the quarter-century-old Agricultural Hall was torn down and foundations started for the new structure. Building is 302 feet long and situated on the highest elevation of the grounds. It is extremely modernistic in design, walls are of brick and floor is of concrete. Roof is of concrete with composition roof over it.

Main entrance has two striking towers to be lighted by colored floodlights. Interior lighting is entirely indirect, neon being used to some extent. In center of the structure plans call for a sunken flower garden which is expected to be one of the most beautiful features.

Manager Jencks was somewhat influ-

enced by architecture of buildings for the New York World's Fair. The building, largest of the 24 new ones, which have been erected under the Jencks regime, has a commanding view of the grounds and of the State Capitol, only eight blocks away, from the roof.

Construction is expected to be completed within three weeks and with arrival of spring landscaping will get under way. D. K. Ackers, president of Kansas Free Fair, and the board of managers are completing arrangements for the largest fair in Kansas history and are building an amusement and entertainment program in keeping with the enlarged agricultural and live-stock features which inspired the erection of the new "Temple of Agriculture."

Quebec Plant Is Readied

QUEBEC, Can., Feb. 4.—Johnny Boucher, secretary of Quebec Provincial Exhibition, reports that 1939 midway attractions and grand-stand programs have been booked and that improvements are planned. Grounds will be enlarged and horse and cattle barns and a building for cattle club members will be erected. Improvement of auto parking space is also planned. Work of leveling and banking the race track will get under way soon. Officers are Mayor Lucien Borne, president, and Adrien Morin, chief of the live-stock branch, provincial department of agriculture, vice-president.

Lynchburg To Build Stadium

LYNCHBURG, Va., Feb. 4.—City council recently approved plans to construct football and baseball fields and stands on the fairgrounds here, cost to be about \$145,000. Football stadium will have permanent seats for 15,000 and provisions have been made to seat 8,000 more. The baseball stand will have 5,000 seats, half of which will be under cover. Preliminary work, consisting of excavating and construction of walls and fences, has been done.

WARREN, O.—Trumbull County Agricultural Society re-elected E. Sprull, president; J. S. Morrow, vice-president; Lamar Young, treasurer; J. F. King, secretary.

Fair Meetings

Vermont Agricultural Fairs Association, February 9; Montpelier Tavern, Montpelier. Glenn W. Rublee, secretary, Enosburg Falls.

Mississippi Association of Fairs, February 9 and 10, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

West Virginia Association of Fairs, February 17 and 18, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

New York State Association of County Agricultural Societies, February 21, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Ontario Association of Agricultural Societies, February 23 and 24, King Edward Hotel, Toronto; J. A. Carroll, secretary, Toronto.

Lancaster, N. H., to Wirth

NEW YORK, Feb. 4.—Frank Wirth Booking Association announced grandstand contract from Coos and Essex Agricultural Society, Lancaster, N. H. O. Leo Connary, treasurer, has bought Ambassador Revue and bill of acts, with contract including a thrill show on the track, Wirth said. He also stated new Bangor (Me.) Fair will feature Here's To You Revue, a B. Ward Beam production booked by the Wirth office, which also has the acts in Bangor.

Cox Is New Amarillo See

AMARILLO, Texas, Feb. 4.—Milton Cox was appointed secretary-manager of Amarillo Tri-State Fair Association by directors, succeeding O. L. (Ted) Taylor, who resigned after holding the post 10 years. Mr. Cox will devote full time to the office. Ray Pinkney, re-elected president, announced 1939 plans. Due to a series of other events just before the 1938 fair it did not break even, but officials of Potter County, in which all fair buildings are situated, voted to assume payment of insurance premiums, thus relieving the association of that load.

Nebraska State Squabble Carried Into Legislature

LINCOLN, Neb., Feb. 4.—Fireworks which developed at the recent county fair managers' convention went into the Legislature here when Senator E. M. Von Seggern, newspaper publisher, introduced a bill for sweeping reorganization of State fair administration policies. Provisions are that no member may serve more than two years and that an executive secretary be hired who has professional knowledge of fair operation at a salary not to exceed \$6,000 annually.

During the convention, with Stan Matzke, retiring president of the county fair managers, leading the revolt, subject of reorganization was brought up but stamped out. Move is presumably to remove Perry Reed, present secretary, and to rid the State fair of an alleged "self-perpetuating board." The secretary draws \$2,400 per year.

Mr. Reed has declared he has no vote on the board and merely carries out its policies as voted. Financial statements of each fair since he took over in 1932, showing the balance sheet in its best condition at present, have been sent to all senators.

Fair Elections

MANCHESTER, Tenn.—Coffee County Fair elected Hugh Oak, president; C. D. McGuire, vice-president; David W. Shield, secretary; Ridley Hickerson, treasurer; E. D. Jernigan, general manager.

NEWPORT, Pa.—Perry County Agriculture Association elected William C. Lebo, president; Stanley G. Gabel, vice-president; Henry D. Faul, secretary; John G. Snyder, treasurer; David M. Mireck, C. K. Kelm, Mr. and Mrs. H. E. Kinsler, A. P. Ludwig, William H. and Elsie Rice, H. Bernhiesel, Mr. and Mrs. C. F. Hoke, F. S. Kretzing, J. M. Gantt, William S. Briner, John C. Long, William K. Rafensperger, Mr. and Mrs. H. K. Kraft, Jennie Snyder, C. B. Kennedy, directors.

NEW WINDSOR, Ill.—New Windsor Homecoming and Horse Show Association elected Carroll W. Anderson, president; George E. Leisgreen, vice-president; Percy E. Thomas, secretary; Vernon McNeill, treasurer; Lee Shaw, D. C. Thompson, J. W. Brooks, Lester Bobb, Arthur Vanstrom, Arthur Benson, Ernest Olson, H. M. Irons, D. H. Switzer, C. B. Coleman, G. H. Johnson, John P. Petrie, L. H. and John W. Peterson, directors.

RICHMOND, Va.—Virginia State Fair Association re-elected T. Gilbert Wood, president for the 10th year; Clyde H. Reichliffe, vice-president; Charles A. Somma, secretary and general manager; Clarence T. Riddick, treasurer and assistant general manager. Directors named are Gov. J. H. Price, Mayor Palmer Bright, Joseph E. Powers, W. C. Carpenter, Berkeley D. Adams, B. B. Allport, W. J. Carter, Emmett D. Cottrill, Col. K. E. Harman, Julien H. Hill, J. R. Hoesley, Raphael Levy, J. Marshall Lewis, John L. Livers, Carl H. Noilting, Dr. H. W. McLaughlin, J. H. Quisenberry, C. H. Reichliffe, Charles C. Reed, Clarence T. Riddick, Charles A. Somma, R. O. Vance, T. Gilbert Wood and John P. O'Grady.

VISCOUNT, Sask.—Viscount Agricultural Society elected; President, T. J. Tallon; vice-presidents, T. Bergren, James M. Young; secretary-treasurer, R. A. F. Wagner.

BEAUMONT, Tex.—Howard W. Gardner was re-elected president of South Texas State Fair Association. Also elected were Hilton J. Deutscher and Keith Hotchkiss, vice-presidents. P. B. Doty was re-elected treasurer and L. B. Herring Jr., secretary-manager.

CEDARBURG, Wis.—Ozaukee County Agricultural Association elected John H. Kaler, president; John Sieben, vice-president; Edgar Roth, treasurer; Henry Kaul, secretary.

TRENTON, N. J.—Trenton Interstate Fair Association re-elected Gen. Edward C. Ross, president; Sen. Arthur P. Foran, vice-president; Helen G. Laffan, G. Edward Murray, Stephen H. Barlow, Jacob G. Lipman, Elmer H. Weno, William J. Ellis, R. V. Kruser Jr., Charles H. Baker, D. William Scammell, Jacob E. Ridgeway, William B. Lurye, J. Broughton, Charles Quinn, J. D. Kuser Jr., Lloyd W. Overer, J. Cornell Murray, Joseph G. Buch, E. C. and Charles E. Stokes and Gen. Mahlon E. J. Fred and H. F. Margrum, directors.

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Retail "BINGO BUSINESS"

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK

Over 50 Boards Are Represented At Pa. Meeting; Swoyer Renamed

HARRISBURG, Pa., Feb. 4.—At the 27th annual meeting of Pennsylvania State Association of County Fairs in the Penn-Harris Hotel here on January 20 more than 50 fairs were represented when the meeting was called to order by William Brice Jr., Bedford, vice-president and acting president and Charles W. Swoyer, Reading, secretary. Address of welcome by Mayor John A. P. Hall was responded to by Mr. Brice.

At the afternoon session the secretary's report was adopted and papers read included Agricultural Extension Association interest in County Fairs, by Charles S. Adams, Reading; Conservation of Soil Fertility, by Means of Strip Farming, illustrated, by Frank G. Bamer, State College; Bangs Disease Control, Dr. M. F. Barnes, Harrisburg; Relationship Between County Fairs and Farm Shows, M. J. Grimes, director of Pennsylvania Farm Shows; Merging of the Trouting Associations; Horse Racing in General, Frank J. Wiswell, Albany, N. Y.; United States Trotting Association; Vocational School Activities in County Fairs, O. D. Carey, Williamsport.

In Memory of Russell

Mr. Brice was elected president; M. H. Beary, Allentown, vice-president, and all other officers were re-elected. Resolutions were passed in memory of the late Samuel B. Russell, Lewisburg, president for three years. Reading was selected as meeting place in 1940.

At the annual turkey dinner in the hotel ballroom music was furnished by the Kohos Marimba Band. Lancaster's and John S. Oles, president of Reading Fair, was toastmaster, introducing Lieut. Gov. Samuel B. Lewis, president of York Interstate Fair, who introduced the new governor, Arthur H. James. Address of Tommy Richardson, Williamsport, well-known after-dinner speaker, was a continuous laugh. A fine stage show was presented, for which music was furnished by John Temmer Orchestra. Bill was opened by the Kohos Marimba Band in a versatile routine of music, dancing and acrobatics. Frank Wirth furnished

Smalley's Revue in five parts; Emerald Sisters, acro comedy, and Paxton monstrial. George A. Hamid furnished the Winter Garden Revue in three parts; Mildred O'Donnell, vocalist; Victor, Enrico and Nora, adagio; Eddie Roeker, vocalist, and Will Morris and Bobby, comedy novelty bicyclists.

Attractions Representatives

Among attraction firms and shows represented were Henry Rapp, Alfrondo Stremmo, American Fireworks Co.; George A. Hamid, Frank Corvone, Eddie Copent, George A. Hamid, Inc.; Frank Wirth, Phil Wirth, Frank Wirth Agency; John P. Victor; Ralph Hankinson, Hankinson Speedways; W. C. (Billy) Senior, Gus Sun Agency; Henry Hoeller, John Wilson, sound; William Gluck; Bob Hallock, William Hartzman, Ideal Exposition Shows; Thomas Kirk, Fair Publishing Co.; Harry Heller, Acme Shows; Tom Rupp, Harry Huff Rodeo Revue; Gaylord White, Sloan Auto Races; Neil Berk, West's World's Wonder Shows; Felix Andino, E. Sennock, A. T. Vitale, Ed Genshook, Ohio Display Fireworks Co.; N. Schulerich, sound; Sam Lawrence, Sam Lawrence Shows; Ira Hill, auto races; W. C. Kaus, A. Kaus, Kaus Shows; John W. Wilson, Izzy Cullin, Harry Dunkel, Cullin & Wilson Shows; T. A. Conroy, United Fireworks Co.; David B. Endy, Endy Bros.; Shows: Mrs. Herman Bantly, Bantly Shows; George W. Scott, Louis Iorio, Iorio Fireworks Co.; Joe Basile, Basile's Band; J. O. Figeley, sound; Nelson P. Bart, Music Box; Donald T. Hankis, sound; Gerald Snellens, World of Mirth Shows; Art Lewis, S. A. Kerr, Art Lewis Shows; Billy Ritchey, Billy Ritchey Water Revue; Roy Lutz, Power Revue; Mr. and Mrs. B. H. Patrick, The Billboard, Philadelphia; George Ventre, Stolson Band; Charles E. Sheesley, Mighty Sheesley Midway; Charles W. Gable, sound; Holiday Family, frown joy; Joseph Goglia, concessions; Louis Kaine, refreshment concessions; E. E. Peterhoff, orange drinks; H. W. Jones, concessions; Robert Terry, Walker Show, Doc J. H. Oylar, William C. Fleming, Hank Nylov.

TAF EXTENDS

(Continued from page 35)

arrange bookings. Instead of meeting on Friday and Saturday as in the past, sessions will be held on Thursday and Friday. Much business is transacted annually at this meeting and most fairs book their midways and grand-stand attractions there. All attendance records were broken about 200 attraction people being on hand.

Moore New President

Pete H. Smith, Plainview, an ardent worker in the TAF, was elected to the post of permanent secretary-treasurer. He promised regular bulletins during the year. W. Hammond Moore, McKinney, was elected president; regional vice-presidents, Lee Caviness, Paris; Merlo Gruver, Abilene; R. W. Curtis, Jasper; H. C. Copenhaver, Wharton; Ed Cooch, Athens.

Opening session was called to order by President Lee Caviness. At the table with him was O. L. Fowler, secretary-treasurer during the past year. Harry L. Soay, new president of the State Fair of Texas, Dallas, welcomed the delegates, and George Barber, Sweetwater, responded. Mildred Horton, vice-director of extension service of the A. & M. College, gave an illustrated talk on educational exhibits. Jack Shelton, also a vice-director of the service, followed with further illustrations, and discussion was led by M. D. Abernathy, Lubbock. At the afternoon session W. E. McKinney, Corsicana, spoke on What Does a Community Get Out of a Fair?, discussion being led by Olen Burgess, Graham. V. F. Fitzhugh, manager of East Texas Fair, Tyler, made a forceful talk on The Mechanics of Fair Operations, with discussion led by Sidney Kring, Harlingen. Alphonso Bagland, junior director of the State Fair of Texas, told about the "Queen of Queens Pageant" which will be a feature of the 1939 State Fair, supported by many county and district fairs. Saturday morning, C. B. Oodrey, manager of Oak Cliff Dallas Commercial Association, spoke on Special Celebrations, followed by a question box conducted by A. B. Davis, Lubbock.

Banquet on the Roof Garden of the Adolphus Friday night was attended by 138. Lee Caviness presided and Pete H. Smith made the introductions. Victor Schoffelmayer, agricultural editor of The Dallas News, was principal speaker. Ben C. Truex and Vic Allen, Paragon Theatrical Enterprises, furnished a floor show and acts were roundly applauded. Allen introduced Florence Lucky, soft shoe and tap dance routine; Norma DeForest, violinist, and Forest and Mildie, whistling act. Monday luncheon was presided over by John Brogthitt, manager of Central East Texas Fair, Marshall, with L. B. Herring, Jr., Beaumont, as principal speaker on Better Entertainment Must Be Desired for Fairs.

Registration of Visitors

Among attractions people registered were Fred H. Kressmann, Barnes-Carruthers; Vic Allen, Ben Truex, Paragon Theatrical Enterprises; Frank J. Hauss, Charles T. Goss, Standard Chevrolet Co.; Ralph Miller, Miller Amusements; Harry Burke, Harry Burke Shows; Harry Zimbara, Zimbara Greater Shows; Mel H. Vaught, Louis Ringold, State Fair Shows; Mr. and Mrs. Dee Lang, Bill McClean, Bargey Williams, Leo Lang's Famous Shows; J. George Loos, Jack Edwards, G. M. Hill, Greater United Shows; Bill Hames, Theo Ledell, Clifford Raymond Fulton, Bill Hames Shows; Jack Ruback, J. A. Schneck, Western States Shows; John M. Sheesley, J. B. Henderson, E. C. May, Mighty Sheesley Midway; G. W. Nash, G. W. Nash Shows; Mr. and Mrs. Tommie Tidwell and daughter, Patsey; Mr. and Mrs. Don Brasher, T. C. Ellsbo, W. F. Fugle, T. J. Tidwell Shows; Mr. and Mrs. Hal Worth, Worth Enterprises; O. E. Meadows, H. L. Baker, Regal United Shows; Roy Gray, William Dearman, Bob Young, Texas Longhorn Shows; Mr. and Mrs. Phil C. Little, Mr. and Mrs. Noble C. Parry, Bob Shanklin, Parry & Little Shows; Ed Strich, Valley Shows; Mr. and Mrs. Ira T. Burdick, Mr. and Mrs. E. T. Eaton, All-Texas Shows; G. C. Crowley, E. W. Wall, Otis Vaughn, Crowley United Shows; Ralph V. Ray, Miller Bros. Shows; E. L. Winrod, J. E. Ruckman, Harry Badger, General Amusement Enterprises; H. T. Freed, I. J. Clark Greater U. S. and Daily Best Combined Shows; Jimmy Morrissey, Baker-Lockwood Mfg. Co.; T. A. Fowler, George Devaney, Fulton Bros. and Cotton Mills; E. J. Gadder, Universal Laboratories; Harry E. Kaplan, Roy E. Ebelin, American Foster and Printing Co.; Rynold Schreiber, Sol Levinson, C. O. Ayres, H. & N. Sales Co.; Charles E. Lenz, Showmen's Insurance Co.; H. T. Braucht, Robert D. Curran, Colorcraft; Roger Coq, Frank Sharp, Regalia Mfg.

Co., Carl Adkins, Adkins Pop Corn Co.; D. A. Ross, Peerless Fireworks Co.; Mr. and Mrs. Al Haas, Wilkerson & Haas Showmen's Insurance Co.; Frank E. Weaver, Weaver Badge and Novelty Co.; Hogan Hancock, Ligon Smith, Music Corp. of America; Jack Compton, Joe Williams, Compton Fireworks Co.; Shady Ryan, Jose Wrigley, Southern Premium Supply Co.; F. N. Branson, United States Printing and Engraving Co.; William Selgen, "The Stratosphere Man"; Leon M. Gilmore, Roy A. Stamps, Gideon D. Bell, A. Morton Smith, Joe E. Leonard, W. Alex Hurrell, Gainesville Community Circus; R. E. Elkin Sr., Dallas Coffee and Tea Co.; Will W. Watson, Texas Cowboy Band; B. C. Truex, Truex's Fireworks; A. A. Lane, Parade of Shows; Bob Hurst, Bob Hurst Carnival; J. Hugh Campbell, R. B. Powers Co.; Carl Kennedy, Kennedy Tent House; James J. Hamiter, Hamiter Circus; Denny Fugh, Late Levine, Art Martin and Leo Blondin.

On TAF Sidelines

State Fair of Texas officials prove splendid hosts annually, and Harry B. Seng, president; Roy Rupard, secretary-manager, and E. Paul Jones, publicity director, were much in the limelight.

J. George Loos, Greater United Shows, said he had signed some contracts during the meeting.

Mighty Sheesley Midway took the new fair-circuit contracts of Amarillo, Lubbock, Abilene and Waco; Leo Lang's Famous Shows, Naacodoches, McKinney, Denton, Lufkin, Center, Crockett, San Augustine and Huntsville; Crowley United Shows, Ennis, Mt. Pleasant, Conroe and Liberty; Western States Shows, Corsicana; T. J. Tidwell Shows, Odessa, Plainview, Big Springs, Graham and Haskell; Texas Longhorn Shows, Pittsburg, Jasper, Bonham and Leonard.

Bill Hames, owner of the Bill Hames Shows, as usual signed many fairs, with the complete list to be announced soon. Other shows successful in securing contracts to be announced soon are All-Texas Shows, Regal United Shows, Valley Shows, General Amusement Enterprises, Bob Hurst Carnival, Parade of Shows and Gainesville Community Circus.

Leo E. Blondin, last season with Gruber's World's Exposition Shows, had a disastrous experience two days before the meeting, when a trailer in which he housed his trained animal and monkey show burned to the ground, all animals being burned to death except Ruby, a trained monkey. He carried no insurance. During the meeting he made an agreement with Tommie Tidwell, T. J. Tidwell Shows, who will build him a new monkey show to be on the 1939 Tidwell midway.

Noble C. Parry and Phil Little, Parry & Little Shows, announced they had contracted the 1939 Fall Corn Exposition on the streets of Marshalltown, Ia. Tommie Tidwell announced that Don Brasher had been re-engaged by him as general agent and Dan J. Meigs, for several years on Southern California amusement plans, had been engaged as press agent.

John M. Sheesley arrived from St. Louis, where he had visited his agent, W. H. (Bill) Rice, who is ill. Before going to St. Louis, Captain Sheesley was in McAllen, Tex., where Mrs. Sheesley had been in a hospital and is still in McAllen under a physician's care.

E. L. Winrod, 28, nominated as the youngest carnival owner present, is head of General Amusement Enterprises, which made its debut in Texas last year and plays in the Lone Star State only. Jackie Hufflines, secretary-manager of Richardson Fair, is the only woman fair manager in the state, according to records. It was her first visit to an annual meeting. W. W. Harris, secretary of Rusk County Free Fair, Henderson, who is called the oldest fair man in the state in point of service, has managed the fair 40 years and he said each annual has shown a profit.

Mrs. Grace Goss, wife of the well-known motor equipment salesman, who planned to attend with her husband, was injured in a fall at their East St. Louis home and was placed under a doctor's care. Frank J. Hauss, president of Standard Chevrolet Co., became ill with influenza and a doctor was called to attend him.

Tommy Martin, last season cookhouse operator with Bennies Bros. Shows, advised that this season he would operate several frozen custard stands, making his initial appearance in the venture on the Greater United Shows in Laredo, Tex. Donny Fugh will again have the concessions at the State Fair of Texas, but prior to that will operate concessions at celebrations and fairs.

Ralph V. Ray will be in charge of concessions on a show being organized by Christ and Ed Miller (Flying Millers),

Fair Secretaries!

Bring More Women to Your Fair! Get Valuable Extra Publicity! Win a \$50 Fair Prize!

NATIONAL CROCHET CONTEST

The greatest woman-interest at State, county and local fairs! 214 entries in 1937—1,667 in 1938! \$1,300 in cash prizes

Two years ago when the National Crochet Contest started 200 fairs realized its possibilities. Last year 502 fairs, including 32 State fairs, cashed in on the tremendous pulling power.

Their needlework sections took on new life. Their attendance jumped. Their publicity poured in. And it didn't cost them a cent!

Crocheting is beginning. This year's contest will be bigger, more important. Sponsored by the Crochet Bureau, a non-profit organization it offers 142 cash prizes—and a trip to New York for the Grand National Champion. Ten special fifty dollar prizes will go to the fairs themselves!

Write today for complete details about this \$1,300 contest!

OPEN ONLY TO FAIR WINNERS

NATIONAL CROCHET BUREAU

522 Fifth Avenue New York, N. Y.

THE MINEOLA FAIR

SEPT. 12-13-14-15 & 16

Completely reorganized and compactly rearranged for the 97th Annual Blue Ribbon (World's Fair) session, is NOW ready to contract for new and high-grade, BUT ONLY HIGH STANDARDS-circus acts, a ring-master-of-ceremonies, midway attractions, night show (spectacle or girl type), concessions and special novelty attractions.

Display space also selling NOW.

Apply CHARLES BOCHERT, Mgr., Mineola, L. I., New York.

which will make its debut in South Texas this spring. Frank P. Weaver, manager of Weaver Badge and Novelty Co., Inc., was again given a vote of thanks by the fairmen. For many years he has taken care of the registration at the annual meetings. William R. (Bill) Hirsch and Joe Monson, State Fair of Louisiana, Shreveport, attended all the business sessions. Harry T. Freed, owner of Greater U. S. and Daily Broc' Combined Shows, made the meeting for the first time. Roy E. Stein, until last season with the Tidwell Shows, is now sales manager for the American Foster and Printing Co., and signed some shows for their 1939 paper requirements. Colorcraft Poster Co. and U. S. Printing and Engraving Co. were also successful in lining up some new accounts. Hymie Schreiber, B. & N. Sales Co., had an elaborate display.

ORANGE FESTIVAL

(Continued from page 35)

awing; Midge Bell's Sunshinettes, dancing and specialty; Two Aces, acrobats; Three Rollers, roller skating; Joe Lewis, clown, and Orange Pickers' Quartet, bal-ter playing as troubadours, moving about from building to building. Music was furnished by Frank Owen's Concert Band, helped out by several visiting organizations, including Shrine Patrol, Tampa; Tamiami Trail Tours Accordion Band and a number of high school bands on

Children's Day. A. A. Sanford furnished a public-address system.

On Manager Shaffer's staff were Russell Kay, director of special events; George H. Clements, director of promotion and publicity; Harry Berens, consultant in design; Mrs. J. Q. Ganga, office secretary; Phil Lucoy, superintendent of grounds. George L. Burr Jr. is president of Florida Orange Festival, corporation operating the show. Other officers are H. E. Cornell, vice-president; R. D. Pope, publicity chairman; W. W. Jamison, secretary; Roger W. Clapp, treasurer; Earl W. Brown, general manager.

BOSTON.—Frank H. Klingman, secretary of Brockton (Mass.) Fair, while on a business trip to the South will visit the Tampa Fair. Brockton Fair is committed to a policy of big revues and headline acts, it having abandoned harness racing last year.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

RECEIVER NAMED FOR LUNA

Prudence Corp. Enters Picture

To operate Coney spot as result of "friendly" litigation, it is indicated

NEW YORK, Feb. 4.—A foreclosure against Luna Park, Coney Island, brings the Prudence Bonds Corp., of this city, into the picture as operator of what was once the No. 1 park spot of the country.

Foreclosure was filed by Prudence on January 30 on an original mortgage of \$400,000 held against the Ocean View Realty Operating Co., Inc., and others. The Ocean View firm is one of numerous subsidiaries of the Midtown Service Corp., a Barron Collier company which has guided the destiny of Luna Park for many years.

Value of the property was assessed in 1938 at \$842,000. Frank N. Hibbard, New York, has been appointed receiver. A public announcement to entertain offers for space will be made shortly, a spokesman for the receiver stated. This indicates that the property will remain as an amusement park set-up indefinitely, with angles out to capitalize on World's Fair traffic. Foreclosure is understood to be in the "friendly" category, based largely on outside litigation.

Charles B. Miller, manager of the Park for the last five years, could not be reached for a statement, as he is in California. Last receivership was in 1933.

Atlantic City

By MALL DODSON

ATLANTIC CITY, N. J., Feb. 4.—Hotels report satisfactory reservations for the weekend holidays of Lincoln's Birthday, which, falling on Sunday, will be observed on Monday. Special three-day rates are advertised by many of leading avenue and beach-front houses as lure to visitors in the metropolitan areas. Auditorium will stage an ice carnival on February 12 by Philadelphia Skating Club and starring Viri-Anne Hohen and Albert Trenkler. John L. McClay, former song plunger and booper, moves his auto-bumper game into larger quarters opposite Ham's Pier, trading locations with Mike Surock, mentalist, who takes over Johnnie's old spot.

No attraction is booked for the Auditorium for summer as yet, although Manager Phil Thompson, now in Europe, indicated the Joe Follet probably will be booked after two successful summers. Ice skating is popular in Auditorium rink, with

(See ATLANTIC CITY opposite page)



CHARLES R. MILLER, for five years its manager and many more years connected with Luna Park, Coney Island, N. Y., which has been placed in receivership thru mortgage foreclosure of the Prudence Bonds Corp. against the Ocean View Realty Operating Co., Inc., subsidiary of the Midtown Service Corp., a Barron Collier company. Mr. Miller, now in California, could not be reached for a statement last week.

American Recreational Equipment Association

By R. S. UZZELL

Bad weather in New York does not help construction work on the World's Fair. Nevertheless they persist because of the limited time remaining for completion. A lot of indoor work is proceeding unabated. There is some handi-camp in getting to work even the workmen have their own cars and some of them afford chauffeur. There is a lot of work to be done, but now that they work under the spur of limited time marvels can be accomplished. Not yet has it been necessary to dig out of a blizzard.

For more than a quarter of a century a show has been at the southeast corner of Eighth street and Surf Avenue, Coney Island, N. Y. It has to be replaced by the new ride of Allan Herschell Co. Jimmy, the Oreek, is the concessioner. He now owns the Skooter and Virginia Reel on the Bowery at Coney Island. Jimmy has the courage of his convictions and is not going to worry about a war that is not going to happen soon.

Parks in and about New York City

(See RECREATIONAL on opposite page)

Detroit's Eastwood Will Take Gardens

DETROIT, Feb. 4.—Management of Eastwood Park, East Side amusement spot, jointly owned by Max Kerner and Henry Wagner, this week secured an option on Detroit's popular West Side resort, Westwood Gardens, the deal to be completed within the next 45 days.

Westwood Gardens was formerly owned by Mrs. Otto Huck. Westwood will continue its policy of using name bands, according to Max Kerner, vice-president and treasurer of Eastwood Park, which policy has made it one of the outstanding outdoor spots around Detroit.

Cyril Wagner, son of Henry Wagner, probably will be manager of Westwood.

With the Zoos

MADISON, Wis.—Fred Winkelman, director of Vilas Park Zoo here, reported 477 specimens valued at \$27,771. Most expensive animal is Annie, 4 1/2-ton elephant, valued at \$5,000. Zoo has 51 varieties of birds, totaling 284, and five varieties of alligators, turtles and fish, totaling 62.

PORT WORTH, Tex.—Fatsy, nine-year-old performing chimpanzee in Forest Park Zoo here for nearly seven years, has been sold to Houston (Tex.) Zoo for \$200. The money will be used on purchase of a young chimpanzee to be trained to take Fatsy's place in visiting local schools and clubs. Zookeeper Hamilton Hutson will go to New York to purchase several new animals besides the chimpanzee. A striped hyena has been exchanged for a spotted hyena from Houston Zoo and a panther traded for a pair of silver foxes from Houston.

COLUMBUS, O.—Before retiring as president of Columbus Zoological Society at its annual meeting, Herbert F. Green announced the first private subscription of a large amount for construction of a caravans house at Municipal Zoo, Riverside Park. Robert S. Pein has pledged the underwriting of a building, final cost of which will be about \$10,000. It will house animals for summer and winter showing, be equipped with outside cages, heating plant, refrigeration and working space for keepers. It will be built this season in the great the approach to the zoo.

RACINE, Wis.—Racine Zoological Society's new administration building, with nine inside and outside animal cages and 20 bird cages, construction on which was started in 1935, opened to the public on January 23. In the building are 230 birds and 13 new animals, including a lion, leopard and three cubs, and pairs of tigers, panthers, jaguars and leopards purchased by the society. With death of Bill, 3,000-pound bull buffalo in Wash-

(See WITH THE ZOOS on opposite page)

Beaches Buzz In L. I. Area

Early opening set because of World's Fair—problem of autos is puzzling

By ALFRED FRIEDMAN

PAR ROCKAWAY, L. I., N. Y., Feb. 4.—Anticipating an early school closing because of the World's Fair, beach resort property owners have gotten well under way with preparations for arrival of tenants at summer cottages and seasonal dwellings at a relatively early date. Normally, families set to spend summer at the beaches arrive on July 1. This year many will arrive a month and even six weeks in advance of usual opening time. Family reservations for shore living accommodations arrive daily from many parts of the nation.

It is more than reasonable to assume that this year by July 1 living quarters around the beaches will be at a premium. Advance rentals on amusement properties around Long Island's entire south shore are keeping in stride with those of the residential type.

Will Augment Police

More puzzling to Long Island's seashore folks than any other factor of the expected invasion of out-of-towners is the question of what method to use for the care of the avalanche of motorists expected to make their way to the beaches. During an average summer, with no such lure as a World's Fair, the auto problem has been irritating, especially to the Rockaways, Long Beach and Jones Beach. The latter, with limited space, has found it necessary to park more than 25,000 autos on a single Sunday, plus trafficking the same cars in and out of the community. With no exception beaches are augmenting police forces for the coming summer and for each succeeding one that finds the World's Fair in operation.

Playland To Be Altered

At Rockaway Beach lumber and other building materials are being piled up in Playland Park, a sign that the big fun spot means business regarding its proposal to alter make-up of the place for the coming summer. Supreme Court Justice Lockwood has granted awards in excess of \$1,700,000 on sections of land confiscated to make room for the beachfront road, and the amount is about 65 per cent of the sum asked by the owners of the property.

While making known the awards in Brooklyn Supreme Court, Judge Lockwood reminded owners that the city of New York awarded more than \$18,000,000 for land taken to construct the \$500,000 Boardwalk, but since that time beachfront property values have diminished to a large degree, and he saw no reason to accept present-day values on a basis similar to those used to make the Boardwalk awards.

Announcement is around that housing authorities will insist upon certificates of approval in respect to fire and health laws before sanction will be given for opening of many of the amusement places. Mayor La Guardia is particularly concerned over fire regulations after having studied the record of conflagrations in the Rockaways during the past decade.

HUB CITY Enterprises, Inc., White Plains, N. Y., was granted a charter of incorporation by the secretary of state in Albany for operation of riding devices. Stockholders and directors are given as Irwin Call, James Demetropoulos and Elton Trean.

SANDUSKY, O., Feb. 4.—Daily ribs from Cleveland to Cedar-Point-on-Lake-Erie next summer were assured this week by the G. A. Bookling Co., operating Cedar Point, with its headquarters here. Bookling officials said that if no other line furnished daily service, a boat will be chartered by the company.



JAMES A. DONOVAN



GUY D. BOND



ABNER K. KLINE

COMMITTEEMEN OF THE AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION, recently appointed by President George A. Hamid, whose duties will have to do with the 1939 annual meeting and any connections of the AREA with the New York World's Fair. Mr. Donovan, Lawrence, Mass., is one of the members of the World's Fair Committee. Mr. Bond, of the Dodge Corp., is on the committee on memberships and contracts, and Mr. Kline, Eberly Aircraft Corp., is a member of the exhibit room and membership committees.

The Pool Whirl

By NAT A. TOR

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

Early Start

Now is the time for all good pool men to come to the aid of their tanks. Operators should check their stock as soon as possible, determine what alterations and painting must be done and by all means order needed equipment as soon as possible. The latter is most important because equipment houses are now working double time filling orders for the New York and San Francisco fairs. The pool man who generally waits until April or May to do purchasing should do it earlier this season. In this way he won't have to wait until after the aquadrome is open to get that new diving board or whatever is needed. Advertising and promotion plans should be outlined far enough in advance so that if any changes are required there will still be plenty of time before the plunge opens. Especially is this so for tank owners who use 36-inches and other posters. Many times revisions are necessary and sometimes faulty paper is posted merely because of lack of time. One glaring example was when a big aquadrome in Newark, N. J., sheeted the town two years ago advertising the wrong operating hours of the pool. This tank ordered its paper a few weeks before the inaugural and naturally it was a rush job. This they contained an error, the sign had to be posted just the same because there wasn't time enough to do anything about it. Most pool men have nothing to do from the time they shut doors after Labor Day until following summer. And still there is always a last-minute rush. Here's hoping this advice is taken and that 1939 will find open-air tank operators grabbing an early start!

High Diving

Appropos of first announcement here about proposed world's championship high diving competition planned for Palisades (N. J.) Amusement Park pool next summer, word reached the column last week concerning Pezlay Ringens. Pezlay three years ago in a letter to this department claimed he was making the highest dives of any water performer. So it would be nice if Pezlay would compete in the forthcoming Palisades contest. He declined entering initial tournament for reasons of his own, but perhaps a new set-up calling for diving to be done into a mammoth tank instead of a small portable one will interest him.

Construction Advice

The column often gets letters requesting construction or architectural info from good owners or prospective ones. Whenever possible some of these are reprinted so that readers who may have had considerable experience along these lines discussed can be of help to inquirers. So it is hoped Hartman Knoebel Jr. of Knoebels pool, Elyburg, Pa., won't mind making his letter public. He writes: "I am a frequent reader of your column and I feel that you are in a position to help me. We expect to renew our present wood structure diving tower. The old one is 24 feet high and has four boards, all at different levels. Pool is 12 feet deep at this point. Having four boards so close together is slightly hazardous, so we intend to reduce this number to two or three. We want something of a unique design, different than the ordinary steel pipe or frame construction. We have in mind a steel reinforced concrete tower, similar to one at a pool in the Panama Canal section. Besides the summer resort we have a complete lumber yard and building supply service with a construction crew that will tackle anything. This has been a great help to us in the past. You are in a position to criticize and suggest as to type of construction, heights of boards or platforms, etc." Any readers with experience with a similar problem?

Splashes and Flashes

They say Doris Duke has an elevator in her private pool in Honolulu which takes one from pool deck to diving board. Don Huh, former New York scholastic swim champ, off to Miami, where he will be a familiar figure at the Roney pool. Another trekker of the pool crowd is Jack Rosenthal, Palisades (N. J.) park tank, who showed off for Southern fairs, his itinerary taking in opening of the San Francisco fair. What ever happened to that New York Pool Owners'

Association? Also the Philly pool men's organization? The special railroad rates to be effective this summer to take Easterners to the Golden Gate expo and Westerners to the New York World's Fair might prove a boon to pools throughout the country. Hundreds of thousands are expected to journey both ways, stopping off each night at "one town en route." If this happens and pool men get any sort of weather break many tanks may attract visitors on their way to the fairs. It would be worth while for pool owners to contact local station masters to get an estimate of the number of excursionists they expect to leave off at their respective communities.

ATLANTIC CITY

(Continued from opposite page)
Two exploitations for February. First was a jitterbug contest on ice skates last Saturday, which drew 4,500, and the other is an Ice Mardi Gras in optimum slated for February 20 with prizes, free dogs and ice dancing.

Carl Kunz, Philadelphia, leased lobby space in the Auditorium on a percentage deal for Midget Morland. Death of Lou Shapiro, night club operator, closed the Torch Club, No. 1 among the town's hot spots for three years. City has been having a tough time living up to its boast of "No Snow on the Boardwalk," the elements not co-operating and necessitating double shifts of snow removal crews.

RECREATIONAL

(Continued from opposite page)
are beginning to realize that an exposition is going to happen this year and they must get on their toes to get a look-in this year. There is a changed attitude since last spring, or perhaps the attitude has only become articulate. Brush up, clean up, courtesy and service will be more in evidence than at any period of the past in this area.

One man with a fine reputation for catering to food tastes of the people thinks he can sell a superior hot dog for 10 cents at Coney Island this year in competition with all others selling at 5 cents. We are willing to be shown how it is done. Perhaps someone could run a Skooter or a Dodgem at Coney Island for 10 cents straight. Again we are willing to look on while the experiment is being tried. None of the amusement places are going to close, but they had better do something to show they are at home and keeping open house.

Enthusiasm for Museum

Fred W. Pearce, president of our museum, is going after funds with an enthusiasm characteristic of the man. He can be depended upon to do well whatever he undertakes. When so busy a man will devote liberally of his time you may be sure it is a worthy cause. He feels that the time is ripe to put over this institution, which few men in our industry have as yet adequately appraised. When we see the picture of Fred's father in the museum we like to think he is looking with approval on what his son is striving to do. We can visualize the time when in the not-distant future there will be a cow for L. A. Thompson, Thompson & Dundy, Dentzel, Philadelphia Toboggan Co., D. S. Humphrey, Fred Ingersoll, John A. Miller, Cagney, Josiah Pearce & Sons, Paul Boynton, El Bridge, George Washington Perini and many others who have made worthy contributions to the growth and development of the industry. Every new membership adds to our encouragement and enthusiasm.

Frank W. Darling is going to have a Children's World at New York's exposition, and no guessing about it! He has planned long and well with a staff of well-trained assistants. It is to be far superior to anything done for kiddies at any exposition or amusement park. Mary's Garden at Playland, Rye, N. Y., was the leader of everything existing previous to its advent, but now it is far surpassed by Darling's latest creation. Frank is still going strong, with no abatement of his usual effort and enthusiasm.

WITH THE ZOOS

(Continued from opposite page)
ington Park, the animal shelter is being razed to make room for a picnic grounds, and a cow that survives him and a young buck deer that was their companion have been transferred to the zoo. Bill was shot by Max Hecht, chairman of the animal committee of the zoo board, and Harold Radowan because his great size made it impracticable for the zoo board to have him moved.

RECORD TAMPA

(Continued from page 35)

shores of Tampa Bay and is devoted to promotion of commerce and industry between nations of Latin America and the States. Idea originated 10 years ago with E. D. Lambright, editor of a local newspaper, and fair officials have been working to this end, a 10-year building program having just been completed. Since last year three new entrances have been built, with moonlighted arches, and a large electric fountain illuminates the main gate; now steel and concrete annex added to grandstand, making seating capacity 2,000, and bleachers to take care of overflow erected in infield; new stage in front of grandstand, 90 by 90 with 550-foot scenic spread; several new buildings completed and entire grounds in tip-top condition.

Exhibit Innovations

For the outstanding exhibit, the U. S. Government Temple of Progress, which has been awarded grand prize of the exposition, under supervision of Dr. Alexander V. Dye, director of foreign and domestic commerce bureau, Congress appropriated \$100,000 and 25 federal agencies are represented. This building was dedicated in a special ceremony last Sunday to the memory of W. G. Brewin, founder of South Florida Fair and its president 32 years. Another innovation in exhibits is that of Marine Studios, a large outdoor tank into which water is piped from the river, displaying Florida ocean animals, including sea-turtles, porpoises, sharks and octopuses; also a smaller tank inside the fish and game building holds varied smaller native fish. Cigar exhibit, housed by new Crystal Palace, is of particular interest. Cuba, Puerto Rico and Pan-American countries have wired and interesting displays. Citrus, agricultural and livestock exhibits are about the same as usual. All space has been sold and all buildings are filled.

Spectacle and Acts

Night grand-stand attraction during the first week was the historical pageant, DeSoto, depicting his adventures. Spiced with a cast of 800 in colorful Spanish costumes, was educational and entertaining, with music by Izzy Cervone's Band. Fireworks closing the grand-stand show each night are by Theatre Duffield Co. and include a giant figure of DeSoto and other historical figures typical with the pageant. Beginning with the second week, Ernie Youngs' Florida Internationale will take over night shows for remainder of the fair.

Afternoon grand-stand show includes Ira J. Watkins, dog and pony, chimp and bucking mule; Fearless Potters, flying act; Howard Bryant, clown; Indian songsters; Canestrelli Troupe, ladder balancing; Trestle, high wire; Amy Roller Skaters; Upeno Troupe, waterboard, perch and slack wire; Seven Dominos, tumbling clowns; Hototaro Brothers, juggling; Cento Brothers, comedy juggling; Kachi Koban, hand balancing; During Delno, high dive to net; Streptow, Russian hounds and leaping horse; Mlle. Bradin, educated horse and doves; Bob Edwards and company, vocal and instrumental; Mario and Emanuel, cowboy roping; Patterson's Funny Ford; Alice Sixty, auto leaping; Reiffonach's Society Riding Circus; Calie Mae Penn, acrobatic; "Buck" Buchanan, lightning sign artist; and Zucchini cannon act, with Lucky Teter and his Hell Drivers slated for each Thursday afternoon and Hankinson's Speedway to piggyback auto races on February 7, 11 and 13.

RAS Presents Changes

Royal American Shows, playing the sixth consecutive year at the fair, have largest midway ever seen here, as regular facilities have been augmented by attractions and devices from affiliate organizations. Aldrich's Beautiful Hawaii is a new show, and several shows popular here last year changed bills and casts. The Bowers is Raynell's new feature. Rhythm has a group of new entertainers and the Kemp Thrill Arena has four new acts. All concession space is taken and showfolk believe that if the perfect weather of the first few days holds out all gross records will be broken.

GRAND RAPIDS

(Continued from page 32)

Frankie who for the first time showed here with his eight Royal Bengal tigers. Other acts, all popular, were Cloud swing, Jennie Rooney, revolving ladder, Naida and Perez, Torrelli's dogs, aerial bark, Voice Troupe, Buddy, the Seal, Ostermiller's Albatro Huddo, the Seal, chimpanzee, Niako Troupe, Loyall, Japanese riding act, double trapeze, the Rooneys and the Ortons; elephants from Klingling-Baronius show; Liberty horses, Rudy Rudyoff; Flying Concoction.

During Wednesday night's show Naida, Perez, of the Naida and Perez act, fell to the ring when the tall pole from which she was whirling high above her partner and husband got out of balance. She suffered a broken fibula, the small bone of the leg.

A physician said there was a two-inch break and would heal quickly. Naida said before leaving here that she intended to be back on the job in about four weeks. A substitute was obtained the following day for the act and will continue until she is fully recovered.

The entire show with exception of the Tiger act went to Lansing, Mich., for a week's engagement and then will go to Cleveland.

NOTHING DEFINITE

(Continued from page 32)

that a show will go out from the quarters, but Cronin, Bary and Ralph Clawson, all stated, "no news to report."

E. J. Seckin, attorney appointed in the interest of Billy Crowson, who was injured on the Hagenbeck-Wallace Circus last season and who has been helpless since the accident, states that "Crowson was returned to his home in Southern California January 28; that a compartment had been provided for his comfort in traveling and all expense borne by Bary.

The Matello Circus, W. F. (Skinny) Matlock and Frank Chicorelli, owners, opened today at Arcadia, Calif. Show is transported on trucks. The program: Joe Siegrist Troupe, double traps and tying act; Babe Thomason, acrobat; Velarde Troupe, acrobats, wire and bounding rope; Aceveda Troupe, acrobats; Ben Wallace, dog and pony; Bertha Matlock, traps and slide; Frank Chicorelli and Florence Bonney, battle axes and knife throwers and, impairment act; clowns, Fay Walcott and Nemo, and Velarde's 10-piece band.

Reported that Mill Turney, former manager of Tom Dix Circus, and Charles Warrall, assistant manager, will be at the Golden Gate International Exposition.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

CLEVELAND ROLLER CLUB, Inc., of Skateland, Cleveland, has been granted sanctions by the Roller Skating Rink Operators' Association of the United States to hold the first Ohio State amateur championship meets in roller figure skating and roller-skate dancing, reports Kenneth P. Kearney, of Skateland. Men's, women's and pairs amateur figure skating championships are scheduled for April 7 and roller-skate dancing competition is set for April 8.

Prospective entrants must file written applications with Mr. Kearney, 6001 Euclid avenue, Cleveland, on or before March 16. Meet is open to amateurs resident in Ohio at least eight months since January 3, 1938, and are further qualified by winning their own club championships during the current season or being possessors of the BRSOA bronze roller-skate dancing proficiency test medals, on or before February 1, 1939. Applicants must be members in good standing of a roller skating club registered this year with the BRSOA. Gold medals will be awarded champions; silver medals, second place, and bronze medals, third place.

Dance competition will include straight waltz, circle waltz, closed and open; old-style two-step, Collegiate, Two-Step Promenade, Schottische, Chicken Scratch and Fourteenth Step. In the extensive figure-skating schedule contestants must furnish their own phonograph records to be used in their free-style skating program.

FRED (BRIGHT STAR) MURREE, 78-year-old Pawnee Indian figure skater, reports he recently played George Phillips Arena Roller Rink, St. Louis, on the return trip of his successful tour to the West Coast in which he covered about 7,000 miles. He played 19 dates on the trip, including an engagement in Hollywood Roller Bowl, and was held over at several spots. On the trip east he will play Corse's Dayton (O.) Roller Rink and has bookings in Cincinnati and Columbus, O.

ALVIN N. HYELER, vice-president of Moonlight Waltz Club, Springfield, Ill., reports that 42 members visited Fairland Roller Rink, Peoria, Ill., on January 26. Two new waltz steps were introduced to Fairland skaters by Misses Meier and Bill Richardson, Springfield. A prize waltz contest will be held in Moonlight Rink this month.

"IT IS GRATIFYING to note the improvements made in roller rinks in the past five years," writes E. R. Eyer, owner of Eyer's Roller Rink, Anderson, Ind. "With the many first-class rinks now operating, roller skating should be placed on a par with other sports. I believe the new tempo of skating music is drawing many oldtimers. Our rink is operating four nights weekly, including Sunday matinees."

"RECENTLY I received an interesting letter from Edward Pierce, proprietor of Academy Roller Rink, Plainfield, N. J., who stated his 186 by 483-foot rink was built for skating in 1886 and has operated continuously since that time," writes Peter J. Shea, Detroit. "I have been connected with rinks for more than 25 years but have never heard of a rink of that size. However, much credit is due a manager who can profitably operate such a large rink. Mention was made some time ago that Cedar Point

Rink, Sandusky, O., was the largest in existence, having a 150 by 300-foot floor. A number of old rink managers were also mentioned, including Harry Scott, Buffalo; Mr. Kilby, Beach Park, Cleveland, and Charles McCormick, Madison Garden Rink, Chicago. I doubt whether any of the three operated rinks as far back as 1886. Wide-awake managers who hold the interest of patrons are the ones who operate successfully year after year. Last year more new rinks opened than in any three years previously, I believe, so never let it be said that roller skating is a fad, as it has been proved to the contrary on numerous occasions."

CITY COMMISSION has granted Norman Groendyke and Olive Saunders license to reopen Temple Bowling Alley Rink, Salt Lake City.

TED MERRIMAN'S Three Rhythm Rollers were featured at the recent grand opening of Patten's Coast Roller Rink, Phoenix, Ark. About 800 witnessed a selection of Miss Phoenix, beauty queen on skates.

SWINGER AND SWINGER, well-known roller-skating act touring in Mexico, report that they will be back in the States "when warm weather comes."

"L. O. MITCHELL, proprietor of Oasis Roller Rink, Joplin, Mo., is one of the few operators in that section working for promotion of the roller-skating business," writes Armand J. Schaub Sr. "The floor is kept in excellent condition and many specialties are featured, such as grand marches, dance classes, hockey games, parties and a club."

BOBBY COCHRAN, runner-up last year, is leading the competition for the city roller-skating championship in Canton, O., having won first of the Class A races in Jack Dalton's Rink on January 21. His time for the quarter mile was 51.2 seconds, Don Rose, defending champ, came second, followed by Tony Stegmund, Meyers Lake Rink; M. Kirsch and Russ Bruener. In the women's division Marvella Wheeler won the opening skrimish in 36.5 seconds, edging Wanda Vogt, defending champ, Katherine Wey finished third and Theresa Reibenstein fourth. Oscar Kirsch, won in the men's Class B division in 54.8 seconds, followed by Rudy Kirsch, Bud Schaefer and John Caruso.

WALTZ CONTEST, now in its fourth week under direction of Harry Culp in Fred Leiser's Armory Roller Rink, Chicago, is drawing crowds, reports Bill Henning, skate technician. Trophies are awarded weekly. Members of Fairland Gardens Roller Club, Peoria, Ill., were recent visitors. In the absence of Frank Dixon, Fairland proprietor, who was confined in a hospital, the group was in charge of Mrs. Louise Tambarini.

MANAGEMENT of Winter Garden, Chest. You and Ipswich rollerways, Boston, has applied to the Roller Skating Rink Operators' Association of the United States for sanction to hold a New England roller dance championship meet, finals to be held in Winter Garden Rink on March 20 and 21. Couples finishing first and second will be awarded trophies and will receive a free trip to Earl Van Horn's Mineola (L. I.) Roller Rink to

compete in the United States amateur roller-dance championship contest on April 27-29 and to visit the New York World's Fair. Individual weekly dance championship matches began January 27 with the Schottische. Other dances scheduled are chicken scratch, polka, open and couple waltzes. Trophies will be given winners. Fred H. Freeman Figure-Skating Club, with members from the three rinks, was formed recently. As soon as officers are elected and membership is sufficient, the club will apply for an IROA charter. It is said.

Current Comment

By CYRIL BEASTALL

DERBY, England.—A recent report of revived support for roller polo in Cincinnati was read by me with keen interest. My own connection with roller hockey, which may be rated as our equivalent to your polo game, has been very active for over a decade and, altho I have yet to see my 30th winter, I doubt whether many players have participated in as many games in a whole lifetime as your humble servant has in 15 years.

I was "attacked" in a local weekly some time ago after I had referred to the strength of roller hockey during the 1908-'13 boom period, by a man who pens a very occasional article relating to the subject but whose experience is not extensive on the ground that at my age it is not possible to give reliable information about pre-war activities. While it is obvious that I could not have written about what I had actually seen, it is also obvious that one may repeat what was written in the pages of the time and state facts. Besides having accumulated a large amount of reliable data from renowned authorities on the subject, I have complete sets of periodicals published during the time in question.

Having received several letters recently from America inquiring about my age and experience, I will briefly review my connection with the sport. Have skated on an average four times per week continuously since first donning rollers in July, 1921, at Palace Pier Rink, St. Leonards, Sussex, except for a lapse of about five months in 1926 when I first came to live in Derby. Have played roller hockey continuously since October, 1923, missing only the five months mentioned, and have participated in more than 1,100 first-class matches in four countries and on more than 70 different rinks.

Entered a few races from 1928 and last event was a one-half-mile scratch race in Leicester which I was fortunate enough to win in 1:47 on a 15-lap track in 1937. Have done considerable dance skating since 1927 and, altho not anywhere near championship class, I managed to win five open competitions, one of which was with Mrs. Lidstone as partner (open two-step) in 1931. In figure skating I have never achieved even moderate success, but I am much interested. My main ambition now is to visit America and see for myself exactly what its rinks and performers are really worth so that I may complete a book which is partly ready. Having seen all the rinks and performers of any consequence in Europe during the past decade, I must now see what Americans have to offer.

Rumor has been widespread over here that an offer for the Lidstones and Watson to return to the United States as professionals next September has been made, but I learn that the rumor is not based on fact.

Liselotte Roth and Bruno Walter, of Nurnberg, Germany, runners-up in the 1938 European pair-skating championship; have just completed a third exhibition tour of England and again achieved considerable success.

R. M. MANAGERS

(Continued from page 35)

Miles City, president; Irvin Watson, president, Hill County Fair; Harry, vice-president; Jack M. Buckstaff, secretary; Richard County Bi-State Exposition, Sidney, Mont., secretary-treasurer. Mr. Bowling and Mr. Buckstaff are credited with having efficiently conducted the affairs of the association during the past two years and Mr. Watson has competently served on Hill County Fair board several years. Miles City, Mont., was selected as 1940 convention city.

was less spending on the midway, which contributed \$996.75. Receipts were \$1,708.52, compared with \$1,863.24 in 1937, and expenditures were \$1,533.55, an increase of \$100, incurred when an injunction suit was filed in court to stop the fair.

STONEBORO, Pa.—Stoneboro Fair Association is constructing a tunnel beneath the race track as a safety measure and to relieve congestion.

LAUREL, Miss.—R. K. Booth, secretary of South Mississippi Fair, reports that the Goodman Wonder Show has been signed for 1939 and that premiums will total \$3,500.

ABINGDON, Va.—After a lapse of 10 years, Southwest Virginia Fair was successfully revived for four days last year, prompting officials to extend the event one day in 1939, reports Secretary A. M. Bradley. As in 1938 the premium list will amount to about \$3,000. There will be two night horse shows and six races will be staged daily.

CHATTANOOGA, Tenn.—Mrs. A. T. Atwood, secretary of Chattanooga Interstate Fair, has begun making up the 1939 premium list and President Joe Engel said total awards would exceed last year's, which had an increase over those of 1937. Stream will be put on pure-bred live stock. It is expected that a new \$100,000 exhibit building will be ready for the 1939 fair in Warner Park.

MARYSVILLE, O.—Disbursements for 1938 Plain City Independent Fair totaled \$6,001.45 and receipts were \$6,008.85, according to annual report of Secretary J. L. Ruhl. Biggest expenditure was \$2,412.34 for premiums. Special attractions cost \$482.57.

LA CROSSE, Wis.—The 48th annual report of La Crosse Interstate Fair Association, as of December 31, 1938, shows a cash balance of \$5,434.21 and since then additional receipts of more than \$100 have been listed.



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Fair Grounds
SHELBY, O.—Decline in revenue of Shelby Community Street Fair in comparison with 1937 was shown in the 1938 report of Chester Mond, treasurer. Profits last year were \$171.97, compared with \$429.26 in 1937. Altho larger crowds attended in 1938 than ever before there

@LOOK@
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

A Home for Troupers?

ARTICLE 3

It is gratifying to know that at last leaders of outdoor show associations have openly committed themselves to be in favor of getting together on the subject of a home for old and indigent members of the profession. Recent editorials in these columns have attempted to point out the vital importance of a cautious approach to the subject—tried to emphasize the utter foolishness of independent and half-cocked campaigns for homes on the part of several organizations possessing unwarrented sectional pride and to some extent seemingly petty jealousies.

If we have put an end to apparently careless and hasty moves by those organizations our editorials have proved the success we hoped they would be.

There can be no denying the fact that the rank and file of the Showmen's League of America, the National Showmen's Association and other clubs in the Middle and Far West are definitely in a middle as far as the merits of a trouper's home are concerned. All sorts of controversies have arisen in recent weeks to make showmen think long and hard about the ways and means of caring for the old and handicapped and needy. Possibly systems other than a home are wiser, more practical from a financial standpoint. Possibly a home is still the solution to a problem that has almost all outdoor showmen in a quandary.

And so it is truly gratifying to read that SIA President McCaffery believes that harmony should prevail in this endeavor and "that the league welcomes suggestions and is ready, able and willing to co-operate with those interested." It is gratifying to hear NSA President Hamid state publicly that he wants to work out something with the league, as well as with the Saints and Sinners, the Pacific Coast Showmen's Association and the Heart of America Showmen's Club. A few weeks ago expressions to that effect would not have come from either president of the only two outdoor organizations taking definite steps toward maintaining homes.

It is understood that fact-finding committees from SIA, NSA and CESCO have been appointed to pry into the detailed methods of care for the needy and to obtain as much basic information as possible concerning the advantages and disadvantages of a central home. The committees are also instructed to study other means of aid, such as pension systems and working agreements with established public and private institutions and to submit all their findings at another joint meeting in the near future.

The benevolent activity—even the very existence of these organizations in the future—relies largely in the hands of the committees. It is their duty to obtain facts and present them to their respective membership. And then it is the obligation of all members to study at great length results of the surveys. Something good, we feel, is bound to come of all this provided a capable, realistic and practical course is followed through.

McCaffery, Hamid and the other presidents must be ready and willing to take criticism. They are going to get it. They must be in a position to discuss opposing viewpoints and opinions. Outdoor showmen are eager to aid the needy of their profession, but they must be SOLD on the procedure before definite action will be taken.

Many still believe that a home is NOT the answer to the problem. They await proof that it is. The Billboard is convinced a united drive by all organizations is the only means of achieving any success at all, regardless of the plan eventually adopted. Any move on the part of anyone to digress from a united campaign will be considered unfriendly to those for whom a haven is intended.

Dodson Opening Set, Repeaters for L. J. Heth For Late in April; Smith Named Pilot

MIAMI, Fla., Feb. 4.—M. O. Dodson, vice-president of Dodson's World's Fair Shows, said here that the organization would open the season on April 22 in Huntington, W. Va., instead of on May 1 as previously planned. Change is made because Huntington officials have issued two other carnival permits for May, so officials of the Veteran of Foreign Wars Post, under whose auspices the show will play, feel an earlier opening will benefit all concerned, reports Charles Clark.

Roy B. Jones has been re-engaged to press agent, and Harry Smith, once general agent of the Royal American Shows, has been signed to pilot the organization. He will replace M. O. Dodson, who will remain back with the shows. Both C. G. and M. O. Dodson and their families moved from here for a visit to the Tampa Fair this week.

24 Dates on Lang Route

ST. LOUIS, Feb. 4.—Doc Long's Famous Shows have 24 fairs and celebrations booked for 1939, making the most impressive line-up in the show's history. The fairs begin at Barnesville, Minn., and follow with Ada, Fertile, Warren, Haddock, Detroit Lakes, Brainerd, Roseau, Mahanomen, Perham, Paribault, New Ulm, Kasson, Preston, all Minnesota; Jackson, Mo.; Trenton, Tenn.; Nacogdoches, McKinney, Denton, Lufkin, Center, Crockett, San Augustine and Huntville, all Texas. Doc Long, when interviewed at the Texas Fair meeting, Dallas, said he will have several contracts pending. Among the foregoing are a number of repeat dates, while the show has played some of them for five consecutive years. Opening is set for March 1 at the Waco, Tex., American Legion Spring Celebration. Work to Waco quarters got under way on January 25.

Winters Gets Pennsboro

TAMPA, Fla., Feb. 4.—Contract to furnish the midway features at Riches County Fair, Pennsboro, W. Va., has been awarded to the Whitely Indoor Amusement Co., reports Carl O. Bartels.

SPRINGFIELD, Ill., Feb. 4.—Joe J. Pontana, general representative of the L. J. Heth Shows, announced here that the organization has been contracted to present the midway at Saline County Fair, Harrisburg, Ill., fourth year; Wayne County Fair, Fairfield, Ill., fifth year; Jasper County Fair, Greenup, Ill., second year; McLeansboro (Ill.) Fair, second year; and Walker County Fair, Jasper, Ala., fourth year. Recently added to the organization's original list of Georgia dates are Washington County Fair, Sandersville; Newton County Fair, Cornington; and American Legion Fair, Monroe.

Detroit Folk Prep for 1939

DETROIT, Feb. 4.—With well over a foot of snow on the ground, local showmen prepared for the opening of the season this week, with approval of the first carnival permit of 1939 by city council. Following trend of the past four years, carnivals must play under auspices of some organization. American Legion's North Detroit Post is first sponsor, opening on March 2 at Joseph Campau and Cody avenues.

Phillips Buys Rolloplane

NEW YORK, Feb. 4.—Fred Phillips, ride-concession operator, announced purchase of a Rolloplane from Eyerly Aircraft Co., deal having been consummated with Abner K. Kline in Winter Haven, Fla. Phillips is back from a 13,000-mile pleasure-business trip with his wife which took them to Los Angeles and San Francisco, where Phillips visited with many showfolk, including Frank R. Conklin, and also looked over Treasure Island site of the coming expo. Phillips said "the horses are running very slowly" at the Santa Anita race track.

Iowa, Minn. Fairs to West

MONLEY, Mo., Feb. 4.—West Bros. Shows have been awarded midway contracts for Austin, Redwood Falls, Appleton and St. Charles fairs, all Minnesota, and Cresco (Ia.) Fair, according to Bruce Barham, assistant manager. Barham, with Manager J. W. Laughlin, has been representing the West organization at fair meetings.



EDITH M. BULLOCK, recently elected secretary and treasurer of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. A member of the club since 1933, she is actively engaged at Venice (Calif.) Pier, where she owns and operates several rides. She is also well known on the West Coast for her hospitality to visiting showfolk, having 15 years' experience in outdoor show business to her credit. To her many friends, Edith is better known as "Equimama."

Gruberg Signs Syracuse Fair

TAMPA, Fla., Feb. 4.—Midway contract for the 15-day 1939 New York State Fair, Syracuse, has gone to Gruberg's World's Exposition Shows. This was announced by owner Max Gruberg, who said contract arrangements had been made here on Wednesday with Director Paul Smith of the State fair during his attendance at the current Hernando De Soto Exposition. This will be the fifth year for the Gruberg organization in Syracuse, it having played the fair four years prior to last year, when the contract was held by the Rubin & Cherry Exposition.

Lawrence To Play Annuals in South; Still Dates in Pa.

NEW YORK, Feb. 4.—Sam Lawrence, owner of the show bearing his name, revealed this week that the unit will confine its fair season to the South this year. SHOW opens still dates on March 25 in Waycross, Ga., winter quarters, and will play thru the South and Pennsylvania until the fair season. Mike Morris has been signed as manager (see last week's issue), and O. B. Crump will again be general agent. List of fairs signed to date includes Luray, Va.; Spruce Pine, N. C.; Marion, N. C.; Edgepoint, N. C.; Kingtree, S. C.; Conway, S. C.; Laurens, S. C., and Anderson, S. C. Four more dates will be announced soon. Owner Lawrence, back from State meetings in South Carolina, North Carolina, Virginia and Pennsylvania, departs for Waycross quarters this week, thence to Miami, where he will join Mrs. Lawrence.

J. R. Edwards' Route Set; Changes Opening Location

WOOSTER, O., Feb. 4.—Nucleus of the J. R. Edwards Shows' 1939 route has been set with contracting of more than half the season's stands, according to owner Edwards. Several new fair and celebration dates were contracted at the Ohio fair meeting in Columbus. He said his company holds contracts for Lorain County Fair, Elyria; Cuyahoga County Fair, Berea; Lake County Fair, Painesville; Trumbull County Fair, Warren; Geauga County Fair, Burton; Wayne County Fair, here; Ashland County Fair and independent street fair and celebration dates in Byesville and Quaker City, all Ohio. Show will launch the season in Mansfield, O., instead of here as in former years.

Breese Is Named Business Manager Of Jones Exposition

AUGUSTA, Ga., Feb. 4.—William M. (Billy) Breese has been engaged as business manager of the Johnny J. Jones Exposition for the 1939 season, it was announced by Owner E. Lawrence Phillips from winter quarters here. Widely known in the carnival field, this year will mark the silver anniversary of Breese in outdoor showdom. He trouped with the late C. A. Wortham and Helice Bernardi, was special agent for the Rubin & Cherry Shows and in 1937 was manager of the James E. Strates Shows. He also worked for the American Circus Corp., and started his career with the old Sun Bros. Circus. During 24 years of trouping he has met thousands of showday fans and officials and written hundreds of contracts from Coast to Coast. He is now best known in the East and Middle West, where he has been active the past few years.

Yahr Amusement To Take Road Under a New Title

ST. PAUL, Feb. 4.—Title of the Yahr Amusement Co., Minneapolis, has been changed to the Midway Shows, Inc., with headquarters here, according to Rocco Schiavone and George Yahr, owners. Quarter work is progressing and two new rides have been purchased. With a new route of fairs and celebrations already added to the 1938 list, Schiavone is optimistic over the season. Yahr reports a new lighting system will be installed, new spots built and all equipment will be repainted.

N. C. Levy Bill Advanced

RALEIGH, N. C., Feb. 4.—Finance subcommittee of the General Assembly has approved an amendment to the biennial tax bill to place a tax graduated up to \$300 upon carnivals playing in this State. Proposal represents an increase in the aggregate over the flat \$200 levy now charged. It would put a tax of \$100 on carnivals playing within five miles of a town with 2,500 population or under, \$200 when population is between 2,500 and 10,000, and \$300 when population is over 10,000. Approval apparently means the higher levy will be in the tax bill reported to the Assembly for adoption. A lobby of showmen and fair officials is attempting to stop an increase.

Jones Gets Muncie Again

PITTSBURGH, Feb. 4.—J. C. Thomas, general representative of the Johnny J. Jones Exposition, announced here today the show again has been awarded the midway contract for the 1939 Great Eastern Indiana Fair, Muncie, making the organization's fourth year there.



BEN DOBBERT, well known in outdoor show circles, who resumed the secretarial duties of the Pacific Coast Showmen's Association on the recently elected ticket at the annual election of officers on December 27. Great draw one of the largest crowds of the club's winter meetings, Dobbert also has been named to the board of governors.



Palace Theater Building, New York.

NEW YORK, Feb. 4.—Highlights of the January 31 annual meeting and election of officers, George A. Hamid presiding:

Presentation of plaques, awarded to those who rendered distinguished services to the organization in 1938. Thanks go to the Soldiers' Home, Merino Park, N. J., the veterans performing a workmanlike job in the making of the plaques, and recipients declared their satisfaction. Members not present at the meeting who were to receive plaques will receive theirs by mail.

Report was made at the joint meeting of the Showmen's League, Circus Saints and Sinners and NSA at Richmond, Va., on January 22 regarding the Troupers' Home project. It caused an interesting discussion both for and against the idea. It was generally agreed that we must proceed slowly ere perpetuating a menace for troupers; that the maintenance of same was all important, the initial cost being but a drop in the bucket. Our committee was given a vote of confidence and instructed to delve deeper into the subject and work with the fact-finding committees of the Circus Saints and Sinners and Showmen's League of America. Edt Morris, representing S.I.A., wired regrets on his inability to attend the meeting due to illness.

Robert Shrage, reporting for the election clerk and judge, announced the election of the regular ticket. President Hamid then told members that he would do his best to maintain their confidence and continue to work for the best interests of the organization.

First Vice-President Max Linderman

wired from Florida expressing regrets for his absence, and Second Vice-President Art Lewis lettered from quarters that he was on his way to Florida for a well-earned vacation but had already started the ball rolling for the 1939 membership drive and was confident the Art Lewis Show would win another life membership.

It was decided to suspend the regular bi-weekly meetings scheduled for February 8 and 22 and have but one meeting this month on February 13.

The eligibility committee reported approval of the application of Louis J. Kane, sponsored by George A. Hamid; Ed Wasserman, proposed by Joseph McKee, and Sam Stillman, brought in by Ike Weisberg.

Every member was asked to bring in at least one new member for 1939. Don't forget the bingo party on February 13 staged by the Ladies' Auxiliary.

We are pleased to announce that the fair associations of Virginia, Pennsylvania and North Carolina, three of the largest fair organizations in the East, have gone on record to contribute to the NSA Welfare Fund, the sum of 50 cents being added to the price of tickets for the various banquets held by these associations, this 50 cents per person being donated to our fund. President Hamid reported that about \$120 had been raised by the Virginia State Fair Association.

Brother Robert Shrage, Atlantic City hotel proprietor, proposed an NSA outing at \$7.50 per person, this tariff to include transportation to and from Atlantic City, a night's lodging at one of his hotels, plus three meals. Hamid's Million-Dollar Pier at the shore resort will be the big attraction, with free admission for members. Brother Shrage has agreed to refund a substantial amount of the \$7.50 to be added to the Welfare Fund. Members were enthusiastic and the dates are March 23-26. Make your reservation now.

Betting Secretary Arthur L. Hill is up and about again these days after a recent illness. The clubrooms seem the same again, what with Freddy Phillips being back from the West Coast.

Birthday greetings and congratulations from the officers and brother members to William Hamilton, Anthony Van Steina, February 9; E. D. Keimann, James R. Neal, February 10; Thomas Douglas, February 11; J. C. David, Tom McNeill, Samuel E. Trull, Phillip S. McLaughlin, George F. Whitehead Thomas (See NATIONAL SHOWMEN'S page 53).



Pacific Coast Showmen's Assn

1730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Feb. 4.—Monday night's meeting, dedicated to Frank B. Conklin, drew about 100 members. Officers attending included President Harry Hargraves, who presided; First Vice-President Joe Glacy; John R. Ward, third vice-president; and Ben Dobberty secretary. Usual business procedure was followed and current bills were ordered paid. Communications: William Starke, secretary-manager of the National Orange Show, lettered an invitation for members to be his guests on a day to be designated as PCOSA Day. From Leonard Traube an important letter, which was handed to the board of governors for action. From Bill Deveraux, in New York, seeking information. James L. Beebe, president Los Angeles Chamber of Commerce, of which this organization has for years been a member, lettered. Letters were also received from Dick Wayne Barlow and Dr. Charles Humberd.

No important reports were forthcoming from chairmen of the various standing committees. Matter of new quarters and efforts made thus far again were discussed. Since several on the special committee were unavailable, President Hargraves revamped it and it now includes Moe Levine, chairman; Ed F. Walsh, Mill Runkle, Pat Armstrong and Roy Burnett. Harry Lemack introduced the following: Frank R. Conklin, J. H. Christensen, Ed J. Lahay and O. E. Gordon. All responded with brief talks.

The floor show was then presented. It featured Grace Dahl, Vol De Aggio, Francis Dahl, Marie De Valligne, Vella Lorraine and George Courtier. Weekly award went to Nick Wagner. Business was resumed with a discussion of what form of good will should be sent shows whose owners are club members. It was decided that banners be sent because they lasted much longer than floral pieces. Committee to handle this work includes William Hobday, chairman; E. W. George Coe; Al Fisher and Don Meigs.

Good-will drives were ordered sent to the Golden Gate and the New York expositions, and The Billboard was given a vote of thanks for its splendid support

in 1938. William Hobday suggested form letters be sent to owners and stewards of shows on the membership drive.

As stated before in this column, there are many things done which if publicized would bring in members. The mantle of charity is drawn over many good deeds, and so many times families of deceased showmen were caused embarrassment that could have been obviated had the deceased been affiliated with some showman's organization. Those in the showmen's organizations acquainted with the inner workings can testify that there are showmen who could but don't become members of these organizations, yet in adversity or death the first to be asked for aid are the organizations that were considered not of sufficient importance to be affiliated with.

Ladies' Auxiliary

January 30 meeting, presided over by First Vice-President Mofa Bagby, with President Marie LePore and Secretary-Treasurer Edith Bullock on hand, drew a big crowd despite the inclement weather. Second Vice-President Margaret Farmer wired expressing regrets because she was unable to attend. President LePore's gesture in having Vice-President Bagby preside was highly appreciated by all members, especially those of the road. As it is seldom that road girls are in town and can enjoy the honor, a good crowd attended the party for the PCOA and Auxiliary at the California Zoo by Olga Celeste Sunday. Olga gave a performance showing how to handle men and lions and several other acts were enjoyed. Evening was completed with a big dinner prepared by Olga at her home. Guests included Mr. and Mrs. George Coe, Mr. and Mrs. Claude Barie, Mr. and Mrs. Ted LePore, Hazel Fisher and Lucille King, Wang Foo, of radio note, was a special guest. Olga also invited the Auxiliary and PCOA to meet one of Sweden's great impresarios at his home in Beverly Hills and partake of a Swedish dinner as well as enjoy renditions of his work on February 14.

Titles for the good of club were made by Mother Minnie Fisher, Jess and Rosemary Loomis and Anna Lahay, and Mofa Bagby thanked the president for her consideration and support. Clara Zedler also broke her silence to thank President LePore and Vice-President Bagby for their efforts to bring so much good-fellowship and harmony into the club. Past President Peggy Porttall lettered thanking members for the many cards and flowers sent during her illness. Members were happy to note that she is doing fine. Ladies' Auxiliary of the Heart of America Showmen's Club lettered advising President LePore she had been elected to their board of governors. (See PACIFIC COAST on page 57)

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A Century of Profit Show

By STARR DeBELLE

Capital City, D. C.
Week ended February 4, 1939

Dear Mixer:
That a blinding blizzard the five sections of our Gold Leaf Special plowed their way from sunny Florida to Capital City. The run was perhaps the coldest and most brutal in the experience of our personnel. After leaving Carolina Manager Pete Ballyhoo ordered coke salamianders to be distributed among our employees on the flat cars, the comfort of our workmen being always in his heart and mind.

The show trail upon arrival, covered with ice, snow and glistening ice, made its flashiest appearance since 1930, the year in which it was painted; Capital City, blanketed with snow, inspired every person on the train to leap off and start erection of our 90-odd attractions before the weather turned warm and melted the snow. Never before did any of us really realize what winter tramping meant.

When our coaches pulled up in front of the Union Station they were quickly boarded by Melvin D. Hildreth, president of the Circus Fairs, and Doctor Mann, director of the National Zoo, who immediately informed the bosses that the city had not been billed. Even our committee was unaware of our appearance. Our special agent, who always meets the train, soon explained it all to the bosses' satisfaction, stating that he had not sold enough banners to warrant the ordering and fitting of paper.

The bosses rushed down to the Bureau of Printing and Engraving where some handbills knocked off but were informed that the department was too busy to take on any outside work. Before the work of unloading and setting up could

get under way the office learned that some 500 pairs of shoes had been purchased for the workmen. The paper and cardboard insoles that had been placed in their kicks had served the purpose very well in Florida but were a bit outmoded in snow and slush. By laying off 200 employees until we returned south the figure was cut down to 300 pairs.

Setting up of the midway was a sight worth seeing. The Washington Monument was used for the Merry-Go-Round center pole. Our wax figures were moved into the rotunda of the Capitol and made a great showing alongside of some 100 marble statues of statesmen. The office wagon was spotted in front of the Treasury Building so as to be close to ready change. Our sheet writers worked in the Agriculture Building. Our six alligators, pit of snakes, horned horse and lion-slaying baboon were augmented with the local zoo, our animal show front being erected in front of the zoo buildings.

The midway was scattered from one end of town to the other. You may believe it or not, but so widely scattered were the shows and rides that up to this writing Sunday morning not all of them have checked in yet. But judging from telephone conversations with our different foremen, everybody inopped up.

John Ballyhoo, a politician at heart and a former city councilman, was seen daily in the Senate Chamber trying to push thru a shoe-tax bill, the returns therefrom to be used to build midways along the sides of all national highways for hitch hikers.

MAJOR PRIVILEGE

J. G. Loos Adds 11 Dates

LAREDO, Tex., Feb. 4.—Midway contracts for the following 11 dates have been awarded to the Loos Greater United Shows, according to Manager J. George Loos. They are Tri-State Fair, Parsons; Franklin County Free Fair, Ottawa; Cherryvale Reunion; Crawford County Fair, Girard; Neosho County Fair, Chanute; All Kansas; Seminole County Free Fair, Wewoka, Okla.; Southern Oklahoma Fair and Exposition, Ardmore; Pontotoc County Free Fair, Ada, Okla.; Red River Valley Fair, Sherman, Tex.; Beville (Tex.) Fair and Houston Fair and Exposition. Shows will open at a Washington's Birthday celebration here.

Barker Adds Illinois Stands

SPRINGFIELD, Ill., Feb. 4.—Stella Barker Show virtually completed its list of Indiana and Illinois fairs for 1939 with signing this week of contracts to furnish midways at Warren, Peotons, Mason and Arthur fairs, all in Illinois, reports O. S. Reed, agent.

Wis. Annuals for Ellman

POND DU LAC, Wis., Feb. 4.—Ellman Shows have been awarded midway contracts for 1939 Rusak County Fair-Lady Smith, Wis., and Pond du Lac County Fair here. Later date marks the organization's third successive year here.

Henderson Contracts Model

ST. PETERSBURG, Fla., Feb. 4.—Contract to present the midway features at Henderson (N. C.) Fair has been awarded to the Model Show, Manager W. B. Harris said here this week.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 4.—A number of the brothers are still busy attending fair meetings, hence the light attendance, President J. O. McCaffery is away on a business trip in the South and, Past President Sebbie Flader presided. With him at the table were Treasurer A. L. Rossman and Secretary Joe Streiblich. Past President Sam J. Levy was a late arrival from Springfield, Ill. Brother Fred Kressmann sent a \$100 check from Edwin J. Kiest, a donation to the Showmen's Home Fund. He advised he will be with us soon.

Letter of thanks has been sent Kiest for his fine co-operation. Past President Milton M. Morris is handling league matters at the Eastern meetings regarding the Showmen's Home. Mal N. Fleming is in the American Hospital suffering a setback from his recent accident. Brother John O'Shea is confined in his home, and Brother Harry W. Hennies is reported to be showing improvement. Frank Conklin writes he is feeling much better and plans to attend the spring party on April 10. Tom Rankine, Colonel Owens and Tom Vollmer are still confined in their homes. Brother John D. Starkey writes he is en route to Arizona. Brother Lou Leonard presented the application of George R. Berger.

Sam J. Levy's party was a swell event. Sam was in all of his glory and gracefully accepted the honor bestowed upon him. Bertie Mendelson and Frank Ehlers, with their committee, were highly complimented on the affair. Ned Ford cards from New York that he is taking a well-deserved vacation, having left his usual playmates here. Brother G. L. Wright is confined in the American Hospital. Bill Rice, please note.

New letterheads will be ready next week and committee appointments sent out at once. Vice-President Carl J. Sedlmayr is planning a benefit show at

Tampa, Fla., for next week. It will be remembered that the one held in 1938 was the banner for that season. A similar effort is being made to keep members in good standing and a notice to this effect will be sent out soon. It is the club's hope that you will give it your immediate attention. Remember the dues are only \$10 per year, and where can you find a better \$10 investment?

Ladies' Auxiliary

Auxiliary held its regular bi-weekly meeting February 2 at the Sherman Hotel, with the following officers presiding: President Leah M. Brumleve, First Vice-President Mrs. Ida Chase, Second Vice-President Mrs. Joseph L. Streiblich, Secretary Mrs. Robert Miller and Treasurer Pro Tem Mrs. Al Latta. Invocation was rendered by Chaplain Mrs. Clara Hollie Harker. Despite the severe blizzard here, meeting was well attended.

Members were sorry to learn that Sister Frances Keller is in a hospital here, where she underwent a serious operation. She is recuperating nicely, however. Sister Cleora Helmer has been confined in her home for some time because her son is ill with scarlet fever. Ladies anticipate seeing both soon. Rita Paolini, of Elmwood Park, Ill., was added to the membership. Club is staging a big party on March 11 in the West Room of the Hotel Sherman. Tickets are on sale now and any member will supply them.

Sister Maude Gellor will be hostess at the February 9 social, and Clara Hollie Harker will be hostess of the February 23 social. Be sure to attend and bring your friends. Coffee was served at adjournment. Be sure to send all mail to Ladies' Auxiliary in care of the Showmen's League of America, 165 West Madison street, Chicago, Ill.

American Carnivals Association, Inc.

By MAX COHEN

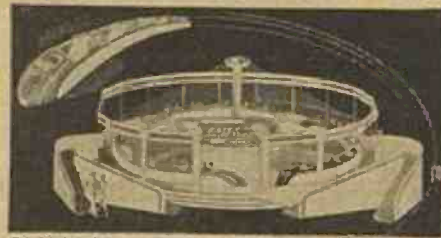
ROCHESTER, N. Y., Feb. 4.—Replies of members of the association's wage-and-hour-law committee have started to come in, and we are pleased to set forth a communication from Floyd E. Gooding, of the F. E. Gooding Amusement Co. "Replying to your letter of January 12 relative to the wage and hour law as it affects the carnival industry, it is my opinion that this matter has been handled by your department in a satisfactory manner. It is our contention that the carnival industry should not be governed by this act, and I think it advisable to encourage this thought to the highest degree.

Relative to holding a meeting of the committee on this subject at Washington some time in the near future, I hardly know what to suggest. Perhaps you would be in a better position to advise whether such a meeting would be of any benefit. Anyhow, I will appreciate your comments and suggestions and I feel quite sure that we would be safe in governing ourselves accordingly. Thanking you for the splendid services you have rendered in behalf of the carnival interests and with kindest personal regards."

In response to Mr. Gooding's communication we informed him that, in our opinion, in view of the fact that the conclusion we reach is that the industry is not governed by the wage and hour law, it would be unnecessary to hold a meeting of the committee. We pointed out that the original intention of the meeting was planned for a discussion of possible exemptions which we might want to seek from the wage-and-hour-law administration, but since we have decided that the law does not apply, it is unnecessary to seek any exemptions.

We also pointed out that there is now some agitation in congress for an amendment to the law to prohibit retroactive penalties which at present prevail, and I trust that this change will be made. If so, it will confirm my present view that we do not hold a meeting and that we merely proceed under the present assumption that the law does not apply. If some court finds that it does apply, we will only be subject from that time on and not from the beginning of the law as it provides at present. As replies from the other members of our committee are received they will be called to attention of the industry in this column.

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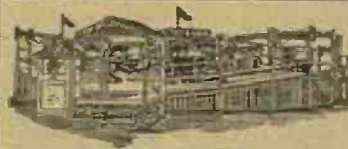
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UNITED STATES TENT

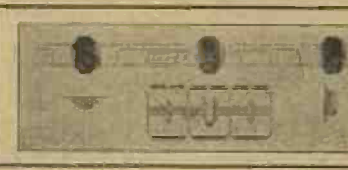
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Freaks to features. Also good Working Acts; must be sober and reliable. John Williams, Al Tommaso, Laurelio Sedge Mickle. All good freaks interested in making top salary answer and see what we have to offer. Also want good entertaining Fat Girl for single pit show. WANT City, for 1000 Show, also good Magician, must be young and able to work illusions. Address all mail to **LOROW BROS.**, 706 1/2 Grand Central Avenue, Tampa, Fla.

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CARL W. BYERS and JAMES W. BYERS, Owners and Managers. WANT LEGITIMATE CONCESSIONS OF ALL KINDS. COOK HOUSE. (Have Cook House? we will sell to responsible party and book on Show, will book independent Cook House.) CAN PLACE SHOWS OF MERIT NOT CONFLICTING. WANT RIDE HELP AND USEFUL PEOPLE IN ALL LINES. Address STEELE, MO.

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WANT FOR 1939 SEASON, ROLO-PLANE, BOCKET WHIP and PONIES. SHOWS: Athletic, Magic, Monkey Circus, Fun House and Big Shows of merit. WANT Menageries with Riders for Motorcade, CONCESSIONS: Ball Games, Beating Alley, Pitch-Till-You-Win, Stock Wheels, Cigarette Gallery, Weight Races, Fish and Candy Pitches. RIDE HELP: Experienced Foremen for Octopuses, THE Merry-Go-Round and Octopus. FOR SALE: Pennant Machine, 3 High Drivers (will book game), Kiddy Ark and Aeroplane, one set of Diggers. All address A. J. KAUS, Manager, 202 George St., New Bern, N. C.

Louisiana Dates to Burke

ST. LOUIS, Feb. 4.—Harry Burke, manager of the Harry Burke Show, which play Louisiana territory exclusively, has signed to present the midway at the West Baton Rouge Parish Fair,

Port Allen; Pointe Coupee Parish Fair, New Roads; St. Tammany Parish Fair, Covington, and the Avoyelles Parish Fair, Marksville, all in Louisiana. Burke plans to open about the middle of March. Quarters' work in Baton Rouge, La., is under way.

Showmen's League of America



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GOLDEN—Jumbo (Dynamite), O-M-JAP (Patented), White Rice Golden PEARL, 100-100, JAP-O-OUT BIRD'S EYE (Golden color), PATENTED—100% Pure, No salt added, No. 100, No. 10, 25 and 50 lb. bags. GUARANTEE Ours (7) Collect, also bags and cartons for "Golden" corn. Cash deposit with orders. (25c. 1939).

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NOW CONTRACTING SHOWS AND CONCESSIONS FOR SEASON 1939
Address: P. O. Box 3, New Albany, Ind.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

FIRST in "It won't be long now."

REGRETS: Passing of Mrs. Harry W. HUNTS in San Francisco.

RAY RAYETTE returned to her home in Moultrie, Ga., after closing in the amber on Mary Webb's side show.

"We sent that back certain of the cook house to the laundry three times last season."

FRED W. MINES is in Spartanburg, S. C., preparing a new free fact which to please to spring next season.

BOB FOX reports from Tupelo, Miss., that he is chasing the wolf away this winter by doing some subscription work.

THOSE dirty-show producers who knock and run away may live to book another day.

M. F. (DUTCH) TILLOTSON advises from his wife's home in Hodge, La., that he has been re-engaged as special agent of Wallace Bros.' Shows.

H. B. DICKSON, who operated the Kiddie Ride on the General Amusements Enterprise last year, has signed with the Oklahoma Ranch Shows.

SOON the w.-k. refrains "When and where do you open?"

MRS. J. E. FIRESTONE is in Houston readying her side show for the coming

CONFINED in his home at Ongeota, N. Y., because of illness, Dan (Pa) Sherman would like to read letters from friends, reports his son, Maurice.

FRIENDS of Fred S. Radford, widely known show fan of Hopkinsville, Ky., have been informed of the recent death of his only son by "monoxide" gas poisoning.

HE WHO continually cries poverty with two leaves of bread under each arm may see the day when the "bakeries" are closed.

CHARLES (HERB) YOUNG, past season with Reading's Shows, who has been confined to his home in Gratiot, O., with a heart ailment and rheumatism reports he is improving in health.

MRS. L. E. (EDDIE) ROTH, who has been in charge of the Blue Ribbon Shows' Columbus, Ga., quarters in the absence of Manager L. E. Roth, left last week for Florida and a month's vacation.

LEAVING clean lots and living clean lives while the show is in town will produce favorable public reaction.

MR. AND MRS. WALTER F. HUNT, who closed the season with the Stella Barker Shows, have their Red Hot Band playing theaters and night clubs in Arkansas to good results.

THEODORE MEADOWS cards from

Who'll Furnish Fuel?

NEW ORLEANS, Feb. 4.—Among recent visitors to Pete Korica's World's Fair Museum here were Abner K. Kline, Eyerly Aircraft Corp., and Charlie T. Goss, Standard Chevrolet Co. Friend Abner blossomed forth with beautiful ash trays and when Charlie came in he supplied all with matches. Thing that's bothering Pete, tho; is who's coming round with cigars.

GREAT Pleasure Shows packing up. Management recently purchased 3 new banners for the half-and-half.

DOROTHY KEMPEL is visiting Judge and Mrs. William Donovan and Mr. and Mrs. A. C. Willmar in Saginaw, Mich., before leaving for Ague in Carrollton, Mich., where Kempel's Model City is being roadied for the season.

FRANK HENDERSON and wife, Australian knife throwers, since closing with Wallace Bros.' Shows have been making their home in Hollywood, Fla., where they plan to enter business and work night clubs.

SOME of those who attended the "Tall Story Club" convention in Matthewsburg last fall now have burning ears and deaf faces.

O. C. McCLUNG scribbles from Eunice, La., that he is playing school dates in that section to fair business but will not go north with the bunch in the spring because he "can find enough bloomers down there."

BORN UNDER CANVAS on the C. E. Leggett Shows, Ray and Leone Wheelock's Buster Blue, pet bull terrier, died on January 29 at Punctet Dog Hospital, Little Rock, Ark. Buster was 12 years old and loved dearly by the Wheelocks.

THOSE managers who insist upon keeping early ride help and careless truck drivers off their pay rolls will be sorry some day.

H. R. (CURLY) HUGHES, wintering in Los Angeles with Mrs. Hughes, informs he has signed the Terrill as side-show annex attraction on the C. F. Zeiger Shows for next season, which will mark Hughes' third year with the organization.

"HAD a lovely time at the Richmond (Va.) Fair meeting," writes Alyne Potter Moroney from Norfolk, Va., "and wish that Virginia Brainerd Kline had been there to tell all about the doings as only smiling Virginia can do."

HARRY C. SMITH, cards from Jacksonville, Fla.: "While passing thru Woodbine, Ga., while on route from New York, I had the pleasure of seeing a winter



A PAIR OF VETERANS in the carnival field are J. J. Page (right), owner of the J. J. Page Exposition Shows, and R. F. Savage, special agent of the organization, which is wintering in Johnson City, Tenn. After attending a number of winter meetings of State organizations of fair boards, they returned to winter quarters and Owner Page gave the word to start spring work. In line with plans to add to motor transportation and augment the line-up of rides, he will soon start on a shopping tour.

season on the Bill Hayes Shows. Work is under direction of Solan Starr.

WHITEY DAVIS, who rambled into Greenville, S. C., last week from Tusculum, Pa., advises that work in quarters will get under way soon.

MOST organizations are only as big as their staffs.

BILL POWELL cards from San Diego, Calif., that he is visiting with Mr. and Mrs. Don Goodman, late of the United Shows of America.

GEORGE W. CRAVEN has been contracted for next season by Mettler's Band on the Sam E. Spencer Shows, reports R. H. Mettler, director.

THE word "glommer" has no place in the dictionary and should have no place on a midway either.

NESIE (MADAME MAUDE LARUE), astrologist, past season with the Buckeye State Shows, has been spending the winter in Tarpon Springs, Fla.

FRED WEBSTER is in Wichita, Kan., where he will undergo medical treatment for several weeks. He says that he'd like to read letters from friends.

AMOROUS last words: "It'll be easy to book that fair. I've known the secretary for years."

CHARITON, Ia., that he has been contracted as electrician with Kline's Greater Shows for 1939 and that he has booked his commissions with the organization.

ATTRACTIVE yet kept front with something behind the banner flags generally give John Q. Public a yen to part with his gacha.

WALTER LANKFORD'S Comfort Bands, which recently concluded an engagement at Key West (Fla.) Park, has been contracted to play the American Legion Rodeo, Miami Beach, Fla.

GUY HALLOWE, former outdoor showman and who at one time operated the Great Western Shows, has been conducting a night club near Knife River, Minn., for the past three years.

TO COOKHOUSE operators it is up, stuff to accept the appointment as recording secretary of the Cookhouse General Agents' Society.

CHARLES H. SUTTON, after a successful season as business manager of the W. R. Harris Model Shows, has been vacationing in Georgia and South Carolina. He advises he plans to open with the organization in the same capacity.

SONNY PAGE and orchestra, past season with L. E. Roth's Blue Ribbon Shows, have been signed indefinitely by Chickasaw Gardens, Columbia, Ga., merry-alms and the Three Pages Siamers are featured vocalists.

NEW MODEL ELI POWER UNIT

V-BELT DRIVE
18 HORSE POWER
Long-Life Service

Wayne Hale of Iowa has invented his ELI POWER UNIT invention. Buy an ELI POWER UNIT, it will soon pay for itself.

ELI BRIDGE COMPANY
Builders of Dependable Products.
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HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
WANT BREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.
State gallery and all details in first letter.
Open All Year Round.
SCHORK & SCHAFER.

West Bros.' Shows

New Contracting SHOWS AND CONCESSIONS FOR SEASON 1939.
Address: BOX 87, MARY, Mo.

SUNSET AMUSE CO.

NO-PAY GATE.
Want Location Concessions. SHOWS—We Have the Equipment.
P. O. Box 571, Oak Park, Ill.

show for the first time. It was the United Tip Top Shows, carrying plenty of people and was clean and good looking."

"NO NEWS is good news" does not apply to carnivals. Press agents should be kept busy during the winter.—Cousin Peleg.

MR. AND MRS. GEORGE PETERSON, working to good business with their photo gallery on Pete Kortes' World's Fair Museum in New Orleans, report weather has been ideal and they are anxiously awaiting opening of Mardi Gras.

E. O. BOONE JR. cards from Kingland, Ga.: "Have been doing advertising here this winter, but will return to the road next season with my Little Dixie Revue. Fisking here can't be beat. United Tip Top Shows played the town recently to fair business."

GREAT Sweet Potato Shows are patriotic. The American flag flies over their entrance while the management vitifies every act of the powers-that-be.

ROBERT NORTH, side-show talker, past season with W. G. Wade, Barkoot Bros. and L. J. Roth Shows, is spending the winter working as a day clerk in the Carroll Hotel, Lynchburg, Va. He says he likes the hotel business but is looking forward to opening of the season.

ART AND MARY ANN ALEXANDER returned to the Blue Ribbon Shows' quarters in Columbus, Ga., last week after a two-month stay at Art's home in Murphysboro, Ill. After a brief sojourn in Columbus they plan to leave for a month in Florida.

FREEDOM of speech does not mean that your Uncle Sammie should be roasted at every turn by certain showmen (?) who contribute nothing to his support.

RAYMOND LEE FRANKLIN and Georgia Spears, past season in the Ten-in-One under on West's World's Wonder Shows, closed their night club in Camden, O., and are managing a billiard supply company in Atlanta. They expect to return to the road in 1939.

FRANK MARTZ, former carnival concession operator and now an employee at the Five o'Clock Club, Miami Beach, Fla., has elevated himself so rapidly to chief steward that talk is now centering about Frank soon having a piece of the property.

CLEAN hands and faces of side attendants who wear clean uniforms while handling the public sugar well for progressive management.

TED JOHNSON, press agent for the Buckeye State Shows, is clearing his desk in the Associated Feature Service's Pensacola, Fla., office preparatory to returning to Natchez, Miss., where work in quarters has been under way since January 1.

JOHN DICKSON scribbles from Wheeling, W. Va., that George Broos, who has been wintering there, will take his cookhouse on the road again in 1939. Dickson adds that Mr. and Mrs. William Mackey have been operating bingo there this winter.

IT IS whispered by Dame Rumor that a show which came near losing its staff this winter would have G. W. T. W. had such a catastrophe occurred.

JAMES DEWEY, general agent of the

She Put It On

A SMALL winter show that was hitting badly finally moved into what was considered a banner carnival town. A boarding house noted for its family-style meals, good beds and which did not ask for the 85 per cent on the line was quickly filled. Rain kept the midway dark all week and the management decided to stay over because of popular demand of the b. r.

Again the second week the midway was rained out and a third week hold-over was decided upon. Rather than carry the many over and knowing that all were broke, not a cent having been paid, the landlady decided to irritate her tramping boarders and cause them to leave. Calling them all into the parlor, she announced, "Gentlemen, I am forced to raise the rate to 80 per week. Either pay it or go elsewhere."

Then the spokesman for the boarders piped up, "Lady, as much as we hate it, we'll stand the heat."

Passes and Billing.

INDEPENDENT attraction operators who turned down passes should bear in mind that they have been issued for the benefit of the midway of which those operators are part. This selfish gesture in the past has made it very tough for billers ahead of shows. Merchants who in former days allowed shows to display dates and lithos in their windows now often remark, "Your passes are no good. I was turned down with mine last year." Surely the billing of a midway is essential to every show and ride operator on the lot.

Punland Shows, visited The Billboard Cincinnati offices last week while on a booking tour. He came from Tennessee and before leaving for Kentucky reported activities in quarters at Marietta, Ga., are rapidly progressing.

TONY MARTONE writes from Kansas City, Mo., that someone, apparently a prankster, erroneously reported in a recent issue that he was spending a two-week vacation in Miami Beach, Fla. Tony says that he has been at the Reid Hotel, Kansas City, all winter.

HARD-TO-PLEASE concessioners: Why not try a little co-operation next season instead of panning every act of the management and staff.—Colbeal Patch.

JOHN E. LAMPTON, cards from Cleveland: "Just concluded handling the

Bland says he has been playing Ohio and Pennsylvania territory and has met many well-known showfolk, including Alex Hart, Dick Dillon and Jack Liebler.

MANAGEMENT of the Raw Deal Shows will shortly clean its winter quarters again before departure in the spring, as it may have to use the same place next winter.

MRS. MABEL WYATT and son, Billy Davis, whose rides and concessions again have been contracted on the Model Shows for the coming season, have been spending the winter in Pine Apple, Ala., on May and Jack Kennedy's farm there. The Kennedys will have their cookhouse on the Model organization again, with Lottie and Earl Walls assisting.

CHARLES (CURLY) MASON, who has been laying groundwork for an indoor carnival in Great Falls, Mont., under Eagle's auspices, has entered Columbus Hospital there to undergo an operation. He'll be there at least four weeks and would like to read letters from friends. He plans to carry on his duties as program director while in the hospital.

JIM "Panic Agent" of the Raw Deal Shows confides that he has never received one word of praise from the management for putting the show before the public and keeping it there.

TED C. TAYLOR info from Marietta, Ga., quarters of the Punland Shows, that the organization has just been contracted to furnish midway features at Villa Rica (Ga.) Harvest Festival, making the show's second consecutive



LOOKING OVER a line-up of mechanical riding devices at a miniature carnival in Madison, N.Y. The morning are, left to right, Ralph Lewis, Standard Greater Shows; Jack (Red) Donnelly, ride owner, and E. E. Franklin, of the Gold Medal Shows. One wag, who happened to glimpse the boys as the photo was being snapped at 8 a.m. on January 7, remarked, "Those are the first rides to be operated in 1939." The miniature midway was presented to Donnelly by his wife and daughter.

front for Al Durante and his Auto Maniac at the Indoor Auto Thrill Shows here. Plan to return to Columbus, O., to make spring opening. I may return to Hot Springs, Ark., for another course of baths, however. Spent a month there before attending the Chicago meetings."

RECENT ADDITIONS to the O. J. Bach Shows, according to Leo Grandy, include Kirk Adams, superintendent of the One-Ring Circus; Raymond LaFountain, penny pitch; and Dave and Princess Ekka, Walkiki Follies. Joseph Hovey, better known as Chuck Linn, will not have the Hillbilly show next season because of ill health. He's confined in his home in Oneida, N. Y.

PARABLE of the toriolo and the hare may aptly be applied to slow-traveling truth and fast-running fiction, with Dame Rumor as timekeeper of the race.

SIGHTED AROUND the Ambassador Hotel, Memphis, recently were Joe Galter, general manager of the Buckeye State Shows; Walter B. Fox, general agent of Wallace Bros. Shows, and Mrs. Fox; Harry Starbuck, Buckeye State Shows' secretary, and his daughter, and Charles Savage, Buckeye State concessioner.

FRANK BLAND reports that upon completion of engagements in East Liverpool and East Palestine, O., he will return to the carnival road, taking the road with a well-known railroad show,

appearance there. He says that Ben F. Toth has his quarters' crew going at full speed.

"OUR TOWN has been closed for some time," pencils Fred H. Young, circus fan, from Darien, Ga., "but the United Tip Top Shows, under management of Stan Reed, obtained a permit this year and played the spot, with the localites speaking very highly of the organization after it had left. Show is an up-to-date and clean one. Why can't more shows be operated in this manner?"

"PENNY wise, pound foolish." Had a show supplied its g. a. with sufficient "operating funds" this winter it could have had a circuit of Southern fairs long held by and recently contracted by another organization.

AMONG SHOWFOLK enjoying a thick-and-dinner recently tendered in Bone's Place, Orlando, Fla., by Mr. and Mrs. Frank Bumbo were Mr. and Mrs. Fred Willock, Mr. and Mrs. J. J. Pastore, Mr. and Mrs. Rich, Eddie Deamant, Captain Plomson, Judge Orrish, Sargent's brother (See MIDWAY CONFAB on page 61)

EVANS MONEY MAKERS Many year Concession the LIVE SPOT! City of EVANS' 400 Year's Experience for the Latest and Best Attractions. Equipment. PADDLE WHEELS OF ALL KINDS \$7.50 Long Range Shooting Gal. Miris and Supplies for all makes. Wheels of every type. Everything for the UP FREE CATALOG H. C. EVANS & CO. 8520-30 W. Adams St., CHICAGO

ACE MIDWAY ATTRACTIONS Now Booking for Season 1939. 530 West 59th Street, Chicago, Ill. CASINO AMUSEMENT CO. WANTS RIDES, SHOWS AND CONCESSIONS For good Ohio spots, opening near Cleveland in April. JACK J. GARR, 3266 West 25th, Cleveland, Ohio

World of Pleasure Shows Contracting Shows and Concessions for 1939 Season. Address FRANK MILLER, 10864 Glenhurst, Detroit, Mich. Tel. Vermont 6-2127.

MOTOR CITY SHOWS NOW BOOKING SHOWS, RIDES AND CONCESSIONS. Can book any Attractions that does not conflict. VIG NORWITZ, 450 Franklin St., Detroit, Mich.

UNITED AMERICAN SHOWS NOW CONTRACTING What Have You? Address Box 17, North Little Rock, Ark.

DARE-DEVIL OLIVER World's Premier High Diver At 11000 ft. for 1939. This is an incredible act. Write for particulars near LOWES CAMP, St. Petersburg, Fla.

WANTED HIGH DIVER For summer season. State all first letter. A. FERRER Miami, Fla. 438 N. Miami Ave.

TANGLEY CALLIAPHONE Reconditioned and in first-class shape. With OMAHA PIPE ORGAN CO. 1715 Webster St., Omaha, Neb.

Send your correspondence to advertisers by utilizing The Billboard.

J. R. EDWARDS SHOWS OPENING WARFIELD, O., MAY 29. WANTED Cash Home, Corn Game, Ice Machine Concessions of all kinds. Reply to G. Woods or Conroy Showmen. RIDES: Pine-Apple, Roll-Over and Bu-Lo Parkhouse. SHOWS: Will furnish complete Outline for Free-See-You, Hill Billie, Circus, Pat Ghl, Monkey and Snake Shows to Inexpensive Parties. Party Attractions, Pop Corn and Caramel Corn sold. Concession Commission and Fair Merchandise with us. Free-class Equipment. All Ohio Locations. Address: All Mail and Wire to J. R. EDWARDS SHOWS, 233 N. Buckeye St., Wooster, O.

Johnny J. Jones

AUGUSTA, Ga., Feb. 4.—With the arrival of Joe McKennon and G. L. Hall in quarters, preparatory work was inaugurated to clear the way for the full building and rehabilitating program which begins February 13. A new entrance arch and several new show fronts are first on the list of quarters activity. Dave Sory, chief electrician, has taken advantage of the recent weather here to accomplish considerable work on his electrical fixtures. Owner E. Lawrence Phillips stopped over en route from the fair meetings to his home in Orlando, Fla., and announced he would return after the Tampa (Fla.) Fair to direct activities.

Manager Tommy Allen is vacationing after directing the Chattanooga Jumbo Indoor Circus. Morris Lipaky departed for the South after spending two weeks here. Mr. and Mrs. Harold Paddock and daughter, Frances Scott, are still vacationing in Florida but expect to be back soon. Chief artist Bob McAdoo has been getting his brushes in shape and lining up a crew of painters. Del Lamkin and wife are staying here and have been kept busy. Del looking after the equipment and Mrs. Lamkin looking after the children, who have entered a local school. Arthur Atherton is taking advantage of the bulky by resting and catching up on his reading. William M. Bruce is already at work attending various details about the city. Mel and O. Guy Dodson visited recently. Reported by Ralph Lockett.

New England

FORTY FORT, Pa., Feb. 4.—Quarters work has been progressing rapidly since Business Manager P. S. McLaughlin returned from New York after consulting

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

with General Manager W. J. (Billy) Giroud regarding the show's policy for next season. Trucks have been removed from quarters to make room for rebuilding and replenishing work, and canvas has been ordered for early delivery. All rigs and truck motors will be overhauled and transformers will be mounted on a new truck. Ducky Miller, ride superintendent, again will supervise the overhauling and decoration of the rides. Frank Pope, digger and bingo concessioner, reports from Miami, Fla., that the fishing there is swell. Max Gould, who will have the cookhouse, also is vacationing in Florida. New York headquarters opened last week, and many concessioners, including Morris Levy, Sam Cohen, Louis Lange, Bibe Melange, Jackie Owens and Jake Linderman, visited. Doc Cann, general agent of the World of Mirrh Shows, also visited, as did D. Stack Hubbard, girl and sex showman, who will have an exhibit at the New York World's Fair. Ross Manning has returned here from a brief booking tour. Reported by Ross Manning.



FRED WEBSTER, operator and billposter with Crowley's United Shows the past two seasons, started his career in show business 28 years ago with the Brundage & Fisher Shows, and since then has seen many shows come and go, he says. He's spending the winter as a salesman, working Kansas, Colorado and Missouri territory.

James E. Strates

SAVANNAH, Ga., Feb. 4.—Work goes under full way with the return of Owens-Strates to quarters here. Jim Yates has added several new painters, carpenters and a blacksmith. The modernistic idea will prevail throughout this year and much oak has arrived from the North for the building of new wagons. Owner Strates left last Monday for a visit to the Tampa (Fla.) Fair. Recent visitors included Mel and Guy Dodson, Oswald Lynch and wife and son, Jackie, and Max Gruber. Keith Buckingham writes that he will arrive about February 15. The Eastins are in St. Petersburg, Fla. Jack Baillie is a busy man overseeing the building of his concessions. Reported by S. J. Pulaan.

John H. Marks

RICHMOND, Va., Feb. 4.—Shows were well represented by the Virginia Fair meetings, with Owner John H. Marks and members of his staff, including Charles A. Abbott, general agent; Walter D. Nealand, press representative; Harry Hamblin, secretary; Tommy Rice, advertising agent; and Cash Miller, show manager, assisting in entertaining guests. Visitors included among Marks' guests were Mal Carlton Penn, John L. Godwin, J. B. Sydenstricker, C. E. Boone, W. L. Tabcoott and W. L. Sydnor. Many of the visiting secretaries visited the show's quarters here.

Bert Hill and wife arrived and Bert is engaged in overhauling electrical equipment and supervising installation of new transformers and marquee. Jimmy Zabracki, master of transportation, announces the truck and semi-trailer

fleet is being overhauled and the recently purchased trucks have been delivered. Cash Miller has completed plans for building a big midway attraction. All show fronts will be mounted on semi-trailer trucks and shows will inaugurate the season here about the middle of April. Jack Chisholm and wife, Virginia, left for a brief Florida vacation. G. Jack Shaffer, monkey show impresario, writes from Augusta, Ga., that he is anxiously awaiting opening of the season.

Harold McNeal is convalescing after a recent illness. Tommy Rice has his new advertising truck ready for a busy season. Reported by Walter D. Nealand.

Bantley's All-American

REYNOLDSVILLE, Pa., Feb. 4.—Mrs. Herman Bantley, Harry Copping and the writer arrived here on January 27 after attending the Raleigh, Richmond and Harrisburg fair meetings while en route north from Key West, Fla. Shows were awarded midway contracts for Montgomery County Fair, Hatfield, Pa.; Courier-Record Fair, Blackstone, Va.; Leo County Fair, Sanford, N. C.; Franklin County Fair, Louisa, N. C.; Five County Fair, Zebulon, N. C.; and Henry County Fair, Martinsville, Va., at the meetings. Several new shows, including Frances-Frances, with Mary Casey, and



ALLEN N. PINE, general representative of Zimmons Greater Shows, who has been active at some winter fair meetings in lining up a 1939 route for the organization. At the Winnipeg meetings he signed contracts for the shows to furnish the midway on the new loop of the Canadian Midwest Fairs Association. The headgear affected in the photo is not regular fine equipment, but was donned at a fair meeting at the insistence of a rollicking rodeo representative.

Dick Keller's Circle of Death, have been contracted, and Philip L. Brockwell has been signed as billposter. The rides now in Key West, Fla., will leave there soon and work will be started in earnest upon General Manager Bantley's arrival here.

New panel fronts will be built and a new Roll-o-Plane, which also will be on hand for opening, and a burlesque show will be among features. Dick Keller is expected here soon to supervise building of new fronts, while a scenic artist will be employed to handle the artistic work. Frank Sheppard has been re-engaged as chief electrician. The writer will hold down the same duties as last year. Reported by Harry E. Wilson.

Art Lewis

NORFOLK, Va., Feb. 4.—The writer, after attending the North Carolina and Virginia fair meetings, returned to quarters to find everything in full blast, with all hands putting the finishing touches to the new Venetian Front. New rig ready for opening. Superintendent Rogers returned from High Point, N. C., with the new Ferris Wheel, and a new front is being designed to grace the front of the schools. Art Henderson has virtually

completed overhauling his aerial rigging. General Manager Lewis, after attending the Pennsylvania fair meeting, will vacation in Florida sunshine for a short time. Now that all fair bookings have been completed, General Agent Kerr will make an extensive scouting tour.

While at the Raleigh meeting General Manager Lewis contracted Jim Hodger's new Circus Side Show. The writer has been cutting up some old-time jackpots with William Judkins Hewitt, a weekly visitor. New banners have been ordered for Speedy Palmer's Hell Drivers, and Capt. James O. McVay also has ordered a new banner for his Monkey Circus. Sweet Marie Kelly pens that she is enjoying her vacation with her folks at Altoona, Pa. Eddie Viera and wife info from Los Angeles that they are busy overhauling their new rig, which will be on the midway this season. Reported by P. Percy Moroney.

Keystone

TOCOGA, Ga., Feb. 4.—Bob Gruter in charge of quarters here, and work will begin soon. Show will present a new sound truck the coming season, according to Manager C. A. Harberg, who made a flying trip to quarters from Punta Gorda, Fla., before going to Charleston, N. C., on business. He was accompanied by General Agent Willen Cook, Lucey Cooper and Tamley conducted a palmistry stand here for several weeks to good business. Bob Levy and wife, who spent two weeks here, are now visiting Mrs. Myrtle White in her trailer home at Laurens, S. C. They will return in about a week, at which time Levy will begin overhauling all motors and electrical devices. Reported by Bob Gruber.

O. C. Buck

PORTSMOUTH, Va., Feb. 4.—Building operations have begun in earnest, and eye men have been added to the crew since Manager O. C. Buck returned here. The rides, already reconditioned, have been put aside with the exception of the Bidge-O, which is being erected on an adjoining lot. Work has been started on the main entrance, and Jack Wells, chief electrician, is building a new electrical system and is rapidly finishing the smaller details in order to be ready to take over the fronts as fast as they are finished. Billy Owens, advance advertising agent, rambled into quarters bringing a truckload of electrical equipment. Doc Freer is at home in Ithaca, N. Y., being called there on business. James Allen, Merry-Go-Round foreman, joined last week, as did Bob Cucca, of the Ferris Wheels.

Al Paultette, manager of the B'nai B'rith Street Museum, Philadelphia, has been contracted to operate the revues and posing shows. Ray Highsmith has contracted his cookhouse. Recent visitors were Ben Williams, of the Williams Standard Shows; John H. Marks and Harry Ramish, of the Marks Shows, and Art Lewis and Percy Moroney, of the Art Lewis Shows. Reported by R. P. McLaughlin.

B. & V.

GARFIELD, N. J., Feb. 4.—With quarters work scheduled to start on March 1, it won't be long until the help starts to come in. Among the many to book recently are Mrs. Marion McWothey, bang; Whitney Cerry, athletic show; Jack Douglas and Dean Wilson visited recently. The former will manage the Girl Revue, for which a new front will be built. A new athletic show front also will be built. Billy Outen and wife, Jerry, who had the diving act last season, visited and may be back again in 1939.

Floyd Worley also visited, as did Lou Riley, who will take out the Diamond Amusement Shows this season. Jap Felberg is preparing his grind store, while Manager Van Vleet is booking spring dates. Assistant Manager Mike Buck is handling details at quarters. Reported by Queenie Van Vleet.

Crowley's

CORPUS CHRISTI, Tex., Feb. 4.—Fred Rockless, high act, will not be among the free acts. Queen, performing elephant; Great Knoll, high act, and Capt. George Webb, high diver, will be free circus features. Shorty Data, artist, has all ticket boxes and show fronts finished and trucks are being lettered, as are the office wagon and transformer truck. Sammie Lowery is training two more lions. Major William Myler has booked

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Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$1.25; 50 cards, \$2.25; 75 cards, \$3.50; 100 cards, \$4.75; 150 cards, \$7.25; 200 cards, \$10.50; 250 cards, \$13.75; 300 cards, \$17.00; 350 cards, \$20.25; 400 cards, \$23.50; 450 cards, \$26.75; 500 cards, \$30.00. Remittance cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

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Made in 80 sets of 100 cards each. Played in 5 rows across the cards—put up and down. Lightweight cards. Put up in sets of 100 cards with markers. \$5.00.

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3 Marley's 5x10 Scotch Oriental Revolving Barriers suitable for Life, Half-and-Half, Up-down, Crime, Illusion, etc. A-1 condition, \$375.00, or trade for one Marley's.

2 Bolo Waz Dust Type Horses Heads, the new, suitable for Crime, etc. \$12.00, or trade for one Marley's.

A complete 100 Card Show, complete of One King Crown, Two-headed Baby, Exhibit Jar (No Liquid Required), Specially Designed 24x24 Exhibit Table for same, equipped with special-lined Neutral padded Shipping Case, for Baby and Jar, 24x24x24 Gold Plated Plush Trim Cover, 3 Flashy Script 6x8 Marley's and 2 Famous Lectures, A-1 condition, all for \$35.00, or trade for Marley's, P. O. S. Marley's. Want, the best, till all.

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WANT MORE REVENUE for YOUR ORGANIZATION? Road "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK AND EVERY WEEK

this Hawaiian Island Revue and All Nations Show.

Visitors included G. A. Barb, Myrtle Schirber, Glenn C. Wilson, Mable Williams, J. George Loos Show. Captain Webb was given a surprise party on January 21 in honor of his birthday anniversary. Owner George C. Crowley, Otis Vaughan and E. W. Wells, general agent, attended the Dallas fair meetings. Queen has been getting some swell publicity from local papers. Work on rides is finished and folk here will have about three weeks of fishing before the season opens. Tex Chambers has been signed as director of concessions. Reported by Doc Waddell.

Motor City

DETROIT, Feb. 4.—Quarters crew has been increased to 12 men since activities began on December 25. Manager Vic Herzitz is having all rides painted, and Joe Rocco, who has charge of quarters, has everyone hustling. Tex Jordan and his crew have been kept busy with the electrical equipment. Oolan Williams reports that he is getting his long-range gallery ready.

Ed Conley recently booked his two concessions, while E. A. Howard has signed his funhouse and penny arcade. L. J. Roser, with four concessions, has signed, and Ben Brasher, scenic artist, is putting the finishing touches on the new entrance. L. J. Berger has been busy booking the shows, and the writer will have three stock shows on the organization. Reported by Ed Cruspy.

Weyls

PAINESVILLE, O., Feb. 4.—Mrs. Gertrude A. Weyls is recovering from a tonsillotomy in a local hospital. Owner-Manager Ed Weyls is standing close by until assured of her recovery before beginning another booking tour. Harry and Frances Roberts visited here, while en route from Florida. They plan to drive to the West Coast some time in March. While driving on a mountain road near Spangler, Pa., recently Frank Graves narrowly escaped death or serious injury when another car crashed into his. Altho his car was badly damaged, he emerged from the wreckage without injury, but considerably shaken up. Quarters activities in Greensburg, Pa., are slated to get under way about March 1. Reported by R. L. Overstreet.

Dyers Greater

SHUQUALAK, Miss., Feb. 4.—Main show came to quarters here early in December and reconditioning work with Max Elmer in charge started immediately. Small unit continues on tour with fair business under direction of Frank C. Bush and J. D. Burks. It will continue until opening of main show in March. George L. Dyer is wintering at Phoenix, Ariz., while General Manager William E. Dyer and Mrs. Dyer are on a combined business and pleasure trip in the North. Improvements in lighting effects and general appearances will prevail this season and several new banners and zero canvas have been ordered. A new athletic show front will be built.

Staff remains the same as last year, with William R. Dyer, manager; George L. Dyer, general agent; Newt Knudson, secretary-treasurer; Frank Busch, superintendent of grounds, and Ellsworth McFee, ride superintendent. Reported by William Royd.

Oklahoma Ranch

TALOOKA, Okla., Feb. 4.—Work is progressing nicely at quarters here. Manager Jimmie Ellis recently returned from a booking trip into the Northwestern part of the State. A bucking-horse show has been contracted, and management plans to open about the first week in April. Jesse and Frank Ames again will have the cookhouse, making their fifth year with the organization. Reported by Mrs. Elizabeth O. Ellis.

Great Lakes Expo

TOLEDO, Feb. 4.—Painting and building work has been stepped up a bit in the past two weeks. Three more have been added to the working force and shows' motor equipment has been placed on interstate freight hauling for the remainder of the winter, giving employment to some of the idling boys. Managers C. D. Clark and Al Wagner returned here recently from a booking trip thru Ohio and Indiana and both will attend the Illinois fair meetings. Contracts have been signed with John T. Rea for six shows for the coming season. Rea also will have charge of all

shows on the midway. Glenn Malloy signed his cookhouse, and Howard stands, and Ralph C. Dolge contracted his penny arcade and pop corn stand. James Shymann has arrived to take over lot and electrical work. Numerous show-folk wintering here have visited. Reported by Charles E. Huntley.

Fuzzell's United

NORTH LITTLE ROCK, Ark., Feb. 4.—Work in quarters is progressing nicely. A free gate will prevail at all still dates. Manager T. A. Fuzzell has returned from a booking trip in the North, leaving General Agent Lee and his publicity agent to carry on advance work. Manager Fuzzell will supervise work at quarters. Trucks are being painted red and orange, and four new semi-trailers have been purchased. Mr. and Mrs. Harold Browning have booked their Loop-o-Plane and will arrive here soon. Mr. and Mrs. Frank Stone and family are wintering here and Frank again will manage Goldstone's silver store.

Leonard Hand and Bert Moss tendered W. J. Dunne a surprise party on his 53rd birthday anniversary. Many show-folk from here and Hot Springs, Ark., attended and Dunne received many gifts. A delicious repast was served by Chef Bert Moss in addition to the age-old vintage. Dunne has received a new top and will build a new side show. Mrs. T. A. Fuzzell has been busy showing visitors around the large farm and quarters here. The writer is still at Hot Springs taking the balls but will soon report for quarters to get his concessions ready. Reported by F. W. Pratt.

Winters

TAMPA, Fla., Feb. 4.—Several attempts have been made to open quarters here, but the unusual weather has kept the boys anchored to their fishing poles for a final few bites. Crew will leave for Clarksville, Va., quarters as soon as weather permits. All equipment will be painted, decorated and repaired, under direction of Mack Stark, scenic artist. A new tractor and trailer have been purchased and will be sent to quarters.

The writer has purchased a new tandem wheel, and the following have booked concessions with the organization for the coming season: Al Promador, cookhouse; Myrtle Craig, bingo; Carl D. Snyder, penny arcade, photo gallery and long-range shooting gallery; Mike Mutt, pop corn; Mr. and Mrs. William Mackey, ball game and country store; Mr. and Mrs. William Pratt, candy store; William Messler, pitch-till-you-win, dart gallery, bill game and duck-pin alley; and Mrs. Martha Demond, fish-pond. Harry Probes will present the free acts. Reported by Carl O. Bartels.

George F. Dorman

KEY WEST, Fla., Feb. 4.—Building space in Playland Park being too small, Manager Curtis L. Bookus has leased a cigar factory here with a ground-floor space of over 20,000 square feet. With only six weeks to go before opening, extra men will be put to work at once. Mr. and Mrs. L. Colvin have booked their pop corn, candy apples and snow-bell stands, and Mr. and Mrs. Kille have the "ex" on the photo privilege. New canvas has been ordered, and a shipment of paint is due soon. Electrical equipment and paper for the new show have been ordered. Manager Bookus left on a trip to North Carolina and Pennsylvania for early bookings. Negotiations are under way to purchase the two transformers now being used at Playland Park.

Work on a new office-wagon will start this week. Sam Applebaum left Saturday to attend the Tampa fair meeting, and Charles Cohen and George Hirschberg spent Sunday in Miami, Fla., as the guests of Mr. and Mrs. Chot Dunn. George Whitehead and A. Karpel motored down from Miami Sunday and were the guests of Mr. and Mrs. Coleman. Visitors included Sam Weintraub, Andy Devine, Carl Hopkins, Pauline Wigon, Harold Smith, Fred Le Clair and V. E. Tompkins. Bob St. Clair cards from Coeur d'Alene, Ida., that conditions in the West look very good. He left for San Francisco February 3. Reported by Bill Eaton.

E. L. Hanscom

LOS ANGELES, Feb. 4.—Quarters work was concluded here on January 28, with Owner Elmer L. Hanscom reporting he was pleased with progress made by Chief Mechanic Stoney Shimbaker and



Advertisement for 'Guess Your Height Scale'. It features the headline 'It's New GUESS YOUR HEIGHT SCALE Is Going Over Big SURE WINNER'. Below the headline, it says 'Your opportunity is here. No experience is necessary. In a few days you can become an expert operator. Over 400 of fifty persons know their height. Order yours today and go to town. Price \$80.00 F. O. B. Coldwater, Md. Cash. Balance C. O. D. Can Make Immediate Shipment. Write for Descriptive Circular.' At the bottom, it says 'Manufactured by D. BIERBRAUER, Sr., Coldwater, New York'.

Advertisement for 'Northwestern Shows'. The headline is 'NORTHWESTERN SHOWS SEASON OPENS APRIL 1ST, DETROIT DISTRICT'. Below the headline, it says 'CAN PLACE Strictly Legitimate Concessions of all kinds: Seated Popcorn, Lunch, Penny Pinch, Bingo, Devil's Alley, Fish Pond, String Game, Cane Rack and Candy (Floss). WANTED: Experienced Foreman for No. 12 Big Ell (Single Wheel). Must be well recommended. Also Electrician, Carpenter and several Operators for Office Concessions. Best of wages and every week in cash. Former employees wanting their old jobs back had better write me at once.' At the bottom, it says 'Address All Inquiries to F. L. FRACK, Sole Manager, General Offices, 36 E. Woodbridge St., Detroit Mich. Detroit Phone: Columbia 3200.'

Advertisement for 'Bantly's All American Shows'. The headline is 'BANTLY'S ALL AMERICAN SHOWS'. Below the headline, it says 'CAN PLACE for a long season of Fairs, Celebrations and Shows: Legitimate Concessions of all kinds: Wheels that roll for a buck. Will sell concessions to one person who can handle not less than 6 Weeks. Will handle any new and novel items for shows. CAN PLACE Seaside Art and Amusement Shows. Also Electrician, Carpenter and several Operators for Office Concessions. Best of wages and every week in cash. Former employees wanting their old jobs back had better write me at once.' At the bottom, it says 'Address: HERMAN BANTLY, Rockville, Md.'

Advertisement for 'Evangeline Shows Want'. The headline is 'EVANGELINE SHOWS WANT'. Below the headline, it says 'Colored Musicians and Performers for Minstrel Show. Have 20x30 Tents will furnish for Snake Show, Civil Show, or any good Single Attraction. Concessions open, no exclusive except Cook House and Corn Game. Berwick, La., week February 6; Jeanette, La., week February 13. C. R. LEGGETT, Manager.'

Advertisement for 'Reading's Shows'. The headline is 'RIDES WANTED READING'S SHOWS RIDES WANTED'. Below the headline, it says 'Want To Buy Snake-Car, Tea-Whirl, also Blue George Kieck ride. CONCESSIONS: Ball Game, American Bullfight, Moon-La, Clapnet Gallery, any good items that work for 100 to 150 days in Open Show. Have Cook House, Photo and Corn Game to lease to real Concession People. WANT Penny Arcade. SHOWS: West Coast, Hixton, Snake, Monkey Circus. Have Tents. Show People who are last year answer this ad. WANT Ride Haul on all Rides. Concession Agents and United People on all departments. W. J. WILLIAMS, Mgr. 802 Joseph, Nashville, Tenn.'

Allison (Blackie) Kraft, under supervision of Foreman M. H. (Hank) Arnold. All rides, shows and other equipment were repainted. Owner Hanson tendered the crew a chicken dinner in celebration of completion of the work. Guests included Blackie Kraft, Stoney Stonbraker, Mr. H. Mrs. Betty, Patricia, Sally and Milton Arnold; Mrs. George Hanson, Mr. and Mrs. Elmer L. Hanson, Mr. and Mrs. Phil H. Williams and Mr. and Mrs. Joe Egan. Reported by M. H. (Hank) Arnold.

World of Pleasure

DETROIT, Feb. 4.—The World of Pleasure Shows, which went out for their first season last year, under management of Frank Miller, will be enlarged for the coming season. John J. Quinn will manage the midway, with Frank Miller, general manager, and Harry Lewinger, general agent. Addition of Quinn and Lewinger gives the show a strong staff. Shows are being readied in quarters here and Lewinger reports an unusual number of Michigan fairs have been booked, in addition to celebrations and other dates.

Buckeye State

NATCHEZ, Miss., Feb. 4.—Shows will open the season here on March 11. Equipment is being repaired and the trucks and trailers are being repainted and remodeled under direction of Pat Brown. Headquarters here are a scene of much activity and almost all members have arrived. Recent visitors included Hockins L. (Dud) Deterly and Harold M. Cagg, Natchez correspondent of The Billboard, who has been pinhead-bitting for Ted Johnson, shows' press agent, while Ted was in Pensacola, Fla. The latter is expected back in a few days.

Goodman Wonder

LITTLE ROCK, Ark., Feb. 4.—Despite the fact that quarters here is a busy place, part of the show family still has time for parties and such. Manager Grant Chandler was tendered a birthday party recently and among those present were Mr. and Mrs. Dave Stock, Mr. and Mrs. James Dunlavy, Mr. and Mrs. Eddie Latham and Mr. and Mrs. Charles Zorn. Fair Park here is the scene of all night-long passing thru the gates of Ar-

Zimdars

NORTH LITTLE ROCK, Ark., Feb. 4.—Quarters work is progressing rapidly under direction of Saylor Harris. Several new frogs and light towers are being built and general repairs made. Mr. and Mrs. Harry Zimdars recently returned from Dallas. Combining business and pleasure, the Zimdars represented the show at the Minnesota fair meeting and also visited relatives at Winona. General Agent Al Jones reports continued success in contracting fairs.

North and Greater Little Rock seem to be a haven for showfolk. There have been more visitors this winter than at any other time. Recent ones include Mr. and Mrs. Adner K. Kluge, of the Betty Aircraft Corp., and many visits are exchanged with the United American and the McClellan shows. Mr. and Mrs. Cunningham have signed their cookhouse for the coming season. Reported by Buddy Munn.

Pacific Coast

SEATTLE, Feb. 4.—Shows are using the same quarters here as last year. Considerable work has been accomplished and a new office wagon built. Everything will be overhauled under supervision of Raymond Barber and Franklin Hoff. Mrs. Barber and daughter, Dolly, have returned and are busy preparing a traveling wardrobe. Owner-Manager James Barber has been attending the various fair meetings. Reported by Alice Rod.

Rose City

LEESBURG, Ga., Feb. 4.—Shows plan to open in Tallapoosa, Ga., about March 4. Concessions recently contracted include Harry Lamon, M. J. Western, Gus Stanley, George Western, Ray Harris, S. J. Western, Perry Madison and Bill

Buchman. Shorty Davis is manager with Harry Lamon, general agent. Sam Ooon will have charge of the Chairplane and Kiddle auto ride. Reported by S. J. Western.

Casino Amusement

CLEVELAND, Feb. 4.—The writer and two mechanics are repairing and building all equipment in quarters here. A Dodge truck is being fitted with a raillope and sound system. Five new concessions are being constructed and new canvas and frames will be added. A Circle Swing ride has been disposed of to W. H. DeMoney, Chicago. The writer will begin a booking tour about February 13, and management plans to play its regular Ohio spots in addition to a few Pennsylvania dates. Reported by Jack J. Carr.

Gold Medal Repeats at Fairs

ST. LOUIS, Feb. 4.—Oscar Bloom, general manager of the Gold Medal Shows, during a visit to The Billboard office here advised his organization had been contracted to play Walworth County Fair, Ekhorh, Wis., for the fifth consecutive year; Newton County Fair, Kentland, Ind., for the eighth consecutive year, and Northwood (Ia.) Fair for the second consecutive year.

Heart of America Showmen's Club

Reid Hotel Ladies' Auxiliary

Club held its regular social on January 27 with Ruth Martone, chairman of the entertainment committee, in charge. Tables were arranged for cards, and bridge, pinochle and rummy were played. A pineapple salad, crackers, tea and refreshments were served. Viola Fairly had left the city, while Lettie White was still in the hospital; Margaret Haney was attending the graduation of her son, Dennis, from school, and Jessie Nathan was ill at her home, but those attending included Myrtle Duncan, Bird Brainerd, Elizabeth Yearout, Helen Brainerd Smith, Freda Hydek, Mattie Hawk, Margaret Calhoun, Nina Adams, Rose Henniss, Ruth Ann Levitt, Boots Marr, Luella Hansen, Loretta Ryan, Mrs. O. W. Parker, Gertrude Parker Allen, Mollie Waterson, Mickey Ingersoll, Rose Lee Elliott, Ruth Martone and Peggy Landes. Evening's award went to Ruth Ann Levin.

Club recently received a new stock of letterheads which list the names of members of the various committees. They are as follows: Finance, Bird Brainerd, chairman; Mrs. O. W. Parker, Viola Fairly, Gertrude Parker Allen, Peggy Landes, Juanita Strubburg, Margaret Haney, Mattie Hawk, Myrtle Duncan, Maude Baysinger. Publicity, Jessie Nathan, chairman; Helen Brainerd Smith, Jackie Wilcox. Entertainment, Ruth Martone, chairman; Margaret Haney, Jessie Nathan, Elsie Brizendine.

Luella Parker Hemingway, Mickey Ingersoll, Helen B. Smith, Loretta Ryan, Gertrude Parker Allen, Harriet Calhoun, Peggy Landes.

Cemetery, Martha Walter, chairman; Mattie Hawk, Nellie Weber, Belle, Mattie Hawk, chairman; Elsie Brizendine, Freda Hydek, Alice McGoriskey, Jessie Mellor, Toots Riley, Tillie Johnson, Bird Brainerd. Membership, Virginia Laughlin, chairman; Marie Lefora, Grace Coon, Norma Lang, Nell Altan, Katie Little, Catherine Oliver, Mary Francis, Rosemary Ruback, Morn Bagby, Edith Buton, Peggy Landes, Georgia Brown, Ival Velare, Pearl Vaught, Ruby Velare, Marie Beckman, Irene Lackmann, Clara Zieger, Blanche Letto, Arlene Smith. House, Mattie Hawk, chairman; Lettie White, Mollie Waterson, Jackie Wilcox, Sally Stevens, Margaret Ansher, Boots Marr.

Favors Troupers' Home

Editor The Billboard: I read with interest an AP release of January 23 regarding erection of a home, for retired troupers in Florida. I am a newcomer in this game but can readily see the wisdom of erecting such a place. As we seem to be constantly flooded with unappreciated showmen supposedly hunting a job but actually hunting something to eat. If you will permit a suggestion, why not have all carnivals, shows and parks set aside one night when they would give a per cent for this cause, with the performers, etc., working for nothing of giving their portion? I for one would gladly do so and further suggest that the governors of California, New York and Florida be appointed treasurers, with one of your offices doing the actual work. DICK OLDHAM, Dulciland Park.

DEE LANG'S FAMOUS SHOWS

CAN PLACE for opening March 1, at Waco, Texas, with a good route of Still Dates and 24 Fairs and Celebrations already signed, with several more pending. Fairs starting June 22 and running through November 11, the following:

CONCESSIONS—Can place legitimate Concessions that operate for not more than 10c. No racket or grift wanted.

SHOWS—Can place several good Talkers and Grifters. Eddie Kelker, William Redwing and Raymond Bixler, write at once.

MINSTREL SHOW—Can place for colored Minstrel Show; Chorus Girs, Musicians, Comedians, Dancers and Novelty Acts. Dave Stratton, write or write at once.

RIDES—Can place a few good, sober and reliable Ride Men who can drive Big Eli Semi-Trailers.

Cecil Price can place for Hawaiian Shows; Mula Dancers and Girls for Wagon Shows. Write him or wire to 1095 Peabody Ave., Memphis, Tenn., until February 18. After February 18, in care of DEE LANG'S FAMOUS SHOWS.

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HUMAN ANIMAL Way to buy Freak Animals of all kinds. Large or small. Can use Good Novelty Acts that are NEW in the EAST. Feature Freaks that draw can expect two seasons' work with the Finest Side Show in America with the World of Mirth Shows. Candy Shelton write. Address THOMAS W. KELLEY, Box 864, Sarasota, Fla.

"LOOK AT LIFE" MIGHTY MONARCH OF THE MUSEUMS

Again we succeed in playing a very successful two weeks in Akron, the town that refused to issue a permit to a show last winter. We are now playing at New Castle, Pa., after two Agents had been turned down this winter. It's just in knowing how, that's all. While we are not in good of freaks or acts, we are always interested in hearing from Acts or Oddities that can fit in with the highest class museum in America. Read last issue of the Magazine "For Men Only." Like to hear from a real Freak Agent. Carleton Collins write. Also can place another Combination Biller and have a place for a Banner Salesman. All replies to "LOOK AT LIFE," 203 East Washington St., New Castle, Pa.

MUSEUMS

Address Communications to Cincinnati Office

Line-Up Changes Stimulate Kortez' New Orleans Biz

NEW ORLEANS, Feb. 4.—Personnel of the Pete Kortez World's Fair Museum here has changed materially since the opening on December 2. New attractions have been brought in from week to week to stimulate business. Unit has built up a steady clientele of weekly visitors. Line-up includes Eko and Iko, sheep-headed men; Athalia, monkey girl; Mona Prevau, nurse; Harry Laria, stone man; Alice From Dallas; Hopple, frog boy; Madme Olga, bearded woman; Waldron's Belgian glass blowers; Prince Buddha, Hindu fakir; Pop-Eye; Prince and Princess Buttons, midgets; Allen, rice wiper; Parent Sisters, albino twins; Tiny Klister, fat boy; Frank Julian, tattooed marvel; Vokall man with two mouths; Nator Pella, Indian sculptor; Dr. Ben Pardo, mentalist; Al Tomaline, Italian giant; Jeanne Weeks, half-girl; Punch and Judy; Lynch's Flea Circus; Alfred, alligator boy; Valerio, Polish mystery girl in charge of Victor Roper.

Billy Ellis and Blaine Young handle the floor, assisted by Irish Jack Lynch, while Joe Proveau and Swede Peterson are on the front door. S. E. Duffy and Louis Ingelheim are the ticket takers, while Tom O'Doyle has charge of the p.-a. systems. Show went into its ninth week here with a slight let-up in business because of a cold spell. Concessions include white stone, in charge of Pam Gibbons; Lucille Koven, novelist; Mr. and Mrs. Peterson, photo gallery; cold drinks, pop corn and ice cream; James Johnson, peeters, and Honky Hoffer, wire novelties. Reported by Roy B. Jones.

Anderson Stand Proving Winner for Schlossberg

ANDERSON, Ind., Feb. 4.—Aided by good weather, Bob Schlossberg's New Traveling Museum is clicking at its stand here, with an estimated 2,000 paid admissions daily. This being a maiden spot accounts for the big attendance. Schlossberg has taken over the helm and is featuring some modernistic ideas and plenty of neon. Mrs. Adele Schlossberg's palmistry stand is proving popular and Bob is conducting his Unborn Show in the annex. Ed Grace has been appointed to han-

dle the advance booking and act as general agent. Line-up includes Lulu Bell, glass dancer; Tony Moreno, iron tongue and fire eater; Leo, lobster boy; Ruth Dupcan, giantess; George Wolf, sword box; Billie Moreno, sword swallower; Geraldine Worl, knife thrower; Chist Millisoman, tattoo artist; Analo Hickey, anatomical wonder; Mr. and Mrs. Dickie, midgets; Agnes Smith, rubber girl. Reported by Bob White.

Pacific Whaling Begins Its '39 Tour This Week

SAN ANTONIO, Feb. 4.—A. E. Waltrip, general representative of the Hutton-Amlinger Mammoth Exposition Train, said this week the show will open its 1939 tour at Seguin, Tex., Sat. Saturday. A new exhibition car has been added and the unit will be one of the largest yet sent on tour by the organization. Several new animals including a zebu and a Philippine water buffalo have been added. As customary one, two and three-day stands will be played in the smaller cities and week stands in the big towns. Waltrip left here on Thursday for Houston and New Orleans to arrange the moves, newspaper tie-ups and radio contracts.

Philadelphia Houses

PHILADELPHIA, Feb. 4.—South Street Museum featured the following this week: Billy Cornell's Rhythm Club was on the stage, with Freddie, armless exhibition; Diablo, fire exhibition, and Prince Singh, mentalist, on the platform. Jack Leeper is now manager of the annex featuring dancing girls. Business continues fair. Eighth Street Museum has Harry Wilson, human enigma; Ernie McGill, comedy cartoonist; Tex Mahony and wife, whip-cracking; Poes Plastique and illusions. Dancing girls are in the annex. Business off because of cold weather.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Classified Advertisements

COMMERCIAL

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FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

AT LIBERTY

5c WORD (First Line Large Black Type)
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No Ad Type Than 2 1/2"
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ACTS, SONGS AND PARODIES

FOR SALE—SCRIPTS, ALL TYPES, ANY Cast. \$2.50; Script and Parts. V. WILLIAMS, 5511 Genevieve Ave., St. Louis, Mo.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—FASTEST SELLING AMUSEMENT Novelty. Dancing Samba. Top Dancing Dummy. Samples 5c. **SESLEN COMPANY**, 5730 Chesapeake Blvd., St. Louis, Mo. fe18

BEAUTIFUL BIRD PICTURES—HANDSOME and genuine feathers. Sell on sight! Large profits! Free particulars. Samples 10c stamps. **MARQUEZ-BAU**, Apartado 7176, Mexico City, Mexico. mh18

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Uniforms, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago. fe25x

BIG MONEY APPLYING INITIALS ON AUTO-mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. fe18

EVERY WORKER BUYS ON SIGHT—SEND your name and social security number. Will stamp them on bronze plate and include wallet for 25c coin. Fast 50c seller. Particulars free. **SECURITY SALES**, 313 Pembryn, Glenside, Pa. mh18

EXPERIENCED RURAL ROUTE SUBSCRIPTION Mgrs wanted for Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shaker Bldg., Kansas City, Mo. mh18

EXTRAORDINARY OPPORTUNITY—NEW contracts now being let. Hundred dollars week normal. Unlimited advertising and backing. Kentucky's best less than wholesale. You get two hundred per cent. Territories going fast. First come, first served. Write today. Particulars for stamp. With sample of **MUHLEBERG TOBACCO GROWERS' ASSOCIATION**, Route 3, Greenfield, Ky. x

JOB BIKES—"WEDDING RING PUZZLES," Samples 35c; gross \$18.00. Production machinery nearly finished. State wants. A. S. **TERHAAR**, Lemon Grove, Calif. fe25

GIRLS' DRESSES, \$2.00; BOYS' LADIES' SHOES, \$3.00 dozen, Men's Pants, \$4.00 dozen; Ladies' Dresses, \$2.50 dozen. Hundreds of other startling prices on reconditioned merchandise (wholesale only). Catalog free. **GLOBE RUMMAGE MART**, K-3238 State, Chicago, Ill. fe18x

HIGGOLD LAWN GOLF—39 PIECE AMUSEMENT Set. Entertainment for young and old. Agents wanted. Liberal commission. **ARIZONA AMUSEMENT MFG. CO.**, P. O. Box 3938, Phoenix, Ariz. fe18x

LORDS PRAYER, TEN COMMANDMENTS ON 1/2 S. Pennys—Carded, \$4.50 Gross; sample order 2 dozen, \$1.00. B. B. **PERKINS**, 1104 Lawrence, Chicago. fe18x

MAGAZINE AGENTS AND CREW MANAGERS—Sears or full time. Supplies and instructions free. Write **DAVIES COMPANY**, Box 119-B, Chesham, Wash. fe18

MAILORDER—BOOKS, ARTICLES, EXCEPT—Send by mail. Use our powerful literature—Big profits. Particulars free. **STAMFORD**, 3762-T Broadway, New York. fe18x

MAKE AND SELL YOUR OWN COSMETICS—Small cost and big profits. Ten formulas for one dollar bill. C. **WILSON**, 247 1/2 W. Hillman Bldg., Los Angeles, Calif. fe18x

LORDS PRAYER, TEN COMMANDMENTS ON 1/2 S. Pennys—Carded, \$4.50 Gross; sample order 2 dozen, \$1.00. **RAYMOND HALVORSEN**, 809 Race St., Philadelphia, Pa. fe18x

PERMANENT REPRESENTATIVE WANTED FOR Hoover Uniforms to call on restaurants, hotels, beauty parlors, doctors, nurses, others. Excellent immediate income. Leads furnished. Reliable equipment free. **HOOPER**, Dept. 81-8, 231 W. 19th, New York. x

PHOTOS—CARTOON BOOKS, \$3.00 HUNDRED. Sample assortment Books, Photos, Novelties, \$3.00. Catalog 25c. **KATZ**, Room 410, 1472 Broadway, New York. fe18x

RESURRECTION PLANT—UNIQUE NOVELTY. Miracle of nature. Costs below 2c; sells for 25c. C. E. **SOCKE**, 7 Rio St., Mesilla, New Mexico. x

SELL BY MAIL—FORMULAS, BOOKS, PICTURES, Novelties, Signs, Bargains, Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. mh18

SOCIAL SECURITY PLATES—BLANKS OR DESIGNED. 14 styles to choose from. Stamping equipment, Key Checks, etc. Best prices 1 or 1,000. Send 50c for actual samples 14 styles. For describing literature free. **THORPSON CO.**, Dept. F, Denver, Colo. fe18x

SELL SOCIAL SECURITY PLATES—SAMPLE 10c. Particulars free. **RELIABLE SALES CO.**, 6 W. 29th St., New York City. fe25x

WAGON JOBBERS ONLY—STANDARD ITEMS. Specialty Items, Drugs, Cosmetics. Beats all prices. Not shot repeaters, packaged rights. Ten leaders \$1 (Retail value \$3.00). Also write for confidential, low price list. **AMERICAN COMPANY (Manufacturers)**, Memphis, Tenn. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD PUBLISHERS**, 973 Broadway, New York. mh18x

107 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Full part. 10 leaders free. **ELITE**, 214 Grand St., New York. fe25x

ANIMALS, BIRDS AND PETS

ANIMALS, SNAKES, IGUANAS, GILA MONSTERS, Monkeys, Parrots, Parakeets and Mice for Pets and Shows. List free. **SMACK KING**, Brownsville, Tex. fe11

FOR SALE—DOG, PONY, MONKEY CIRCUS. Ready to go. Worth \$4,000. Sacrifice \$1,200. **ANDERSON & BORGMAN**, R. No. 3, Madison, Ind. fe18x

HUMAN SKIN BULL—YOUNG, EXCELLENT specimen. Pink skin, blood veins visible. **DUST EXHIBIT**, Tampa State Fair, Tampa, Fla. fe18x

WHISTLING MONKEYS, RINGTAIL MONKEYS, Woolly Monkeys, Macaws, Parrots, Chipmunks, Parakeets, Lovebirds. Write for price list. **BIRD EXCHANGE**, Box 7, Bell, Calif. mh18x

\$200.00 BUYS BEAUTIFUL SPOTTED SMALL Stallion—Educated, Pickout, Posting, Walking Pony and Props. Two years old. Stage broke, fast worker. **GEORGE HARRISON**, 3241 Harriet Ave., Minneapolis, Minn. fe18x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

FACIAL CONTORTION—A SPECIALTY, OR addition to your present act. Photographic facial muscle chart and full information, 25c coin. **LOCK BOX 164**, Aggen, O. fe18x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Thick Drawings and Rag Pictures. Catalog 10c. **BALDA ART SERVICE**, Oakbrook, Wis. fe25x

6TH AND 7TH BOOK MOSES—INCENSE Cream Book, Parchment. Free list. **ARCH BOOK CO.**, Dept. A, Camden, N. J. x

32 MONEY-MAKING SECRETS EXPOSED—Send 25c for information. **BAKER SALES**, 27 Irene St., Lawrence, Mass. fe18x

BUSINESS OPPORTUNITIES

BARCAIN BUYER'S GUIDE TO DIRECT SUPPLY Source—Lowest prices possible. \$1.00 postpaid. **HICKS**, Box 8, Brooklyn, N. Y. fe11x

BIG PROFITS—MEXICAN AND AMERICAN Cigs and Tamboles. For particulars, stamp. **BOX 955**, Springfield, Ill. fe18x

OPPORTUNITIES—HUNDREDS OF MONEY-Making Plans, Ideas, etc. Unusual offers. Send for free details. **LAWRENCE**, 608 Rogers Ave., Brooklyn, N. Y. fe18x

TEN CAREFULLY SELECTED PROFESSIONAL candy formulas; all fast sellers and easily made at home. \$1. **AL POIRIER**, Box 180, Dutton, Mont. fe11

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A REAL BARGAIN LIST—OVER 500 RECONDITIONED Machines, Payouts, Photographs Legal Machines. Write today and save money. **BADGER NOVELTY**, 2546 N. 30th St., Milwaukee, Wis. fe11x

AAA-1 RECONDITIONED—100 UP-TO-DATE Counter Machines, \$4.00 and up; 50 Shoe Ball Games, all types, in excellent condition, \$1 \$27.50 and up. Floor Samples, Novelty Games, Pay Tables and Counter Games at reduced prices. **GRAND NATIONAL SALES CO.**, 2300 W. Armitage Ave., Chicago, Ill. fe11x

ABY TARGET SKILLS, \$17.50; PANAMA Digging, \$12.50; Pin Games, \$3.75; Billiard \$5.00; \$4.75; Photocopies, \$4.50; Card Venders, \$1.50. **WILLIAMS**, Box 766, Wilmington, Del. fe11x

ALL LEGAL MACHINES—10 HERCULES ONE Way Penny Grip Testers, \$7.00 each; 5 A. B. T. Big Game Hunter Penny Pistol Targets, \$9.00 each; 25 Four Column Ever-Ready 1c Merchandisers, \$6.50 each. **ROBINSONS CO.**, 11418 Oakleaf Ave., Brooklyn, N. Y. fe11

BLUE FRONTS—COLD AWARD, DOUBLE J. P. 5c, \$25.00; 10c, \$27.50; 25c, \$30.00; series 300,000 to 400,000. **GENERAL SALES COMPANY**, Dubuque, Ia. fe11x

DIGGER TRAILER FOR CARNIVALS, \$150.00; Buckley, Eric, Charleston, Md.; Cuscosque, Iron Claws, cheap. Arcade Machines, Cigarette Machines, Mills, Weighing Scales. **NATIONAL**, 4242 Market, Philadelphia, Pa. fe11x

FOR SALE—5 JENNINGS, JR. SCALES, \$150! fine condition; 10 Norris Masters, \$40.00. Send 1/2 deposit. **L. R. PORTER**, Alexandria, Ind. fe11x

FREE—ASCO'S NEW 1939 LIST OF USED, Guaranteed Perfect Vending Machines now ready. Write **ASCO**, 383 Hawthorne Ave., Newark, N. J. mh18

GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. 0008- and 4565-30 mg., \$79.50 each. Guaranteed to be exceptional buys at these prices. All in A-1 mechanical condition ready for location. One-third deposit, balance C. O. D. **J. I. NOVELTY COMPANY**, Jack Abraham, Bristol, Okla. x

JENNINGS CIGARETTE MACHINES—5c PLAY, \$110.00 each; Jennings Cigarette Machines, 5c and 10c play, \$15.50 each; Winning Tickets, practically new, same as floor samples, \$110.00 each; Rock-Ola World Series, \$60.00; 5 Bally Grandstands, \$100.00 each; 5 Sport Pages, \$85.00 each. All these machines in perfect condition. One-third cash, balance C. O. D. **SOUTHERN VENDING MACHINE CO.**, 528 Graydon St., Danville, Va. fe18

LOWEST PRICES ALL TYPES EQUIPMENT—Jobbers and operators write for used equipment. Post card will bring latest price list. **MARION COMPANY**, Wichita, Kan. fe18

NO BETTER MACHINES OR CHEAPER PRICES Anywhere—5 Bally Reserves, late model, and 1 Double Track, single coin chute, \$15.00 each; 4 Colliery Biting Days, late model; 3 Golden Wheels, 1 Miss America, 1 Mills McGoy, 1 MG's Ten Grand, 1 Pop Finish, 2 Grand Prize and 1 Winner, \$12.50 each; 2 Ten Strikes, 3 Polys and 1 Mills Double Header, \$9.00 each; 2 Bally Derbys, 1 All Star, 1 Sunshine Baseball and 1 Hi-De-Ho, \$6.00 each; 3 Mills Counter Kings, \$6.50 each; 4 Deuces Wild, \$7.50 each; 1 Bally's Soda Pop, 1 Turf Special and 1 Pacific Domino, \$27.50 each; 1 Jennings Derby Day Console, \$37.50; 1 Exhibit's Race, 1 coin head, \$49.50; Evans Bang Tails and 1 Evans Galloping Dominoes, \$69.50 each; 1 Exhibit's Long Champ with 5 and 25c chutes, \$69.50; 1 Paces Races, black cabinet, No. 2926-30 pay, \$67.50; 2 Aces Race, light cabinet, Nos. 4360 and 4565-30 mg., \$79.50 each. Guaranteed to be exceptional buys at these prices. All in A-1 mechanical condition ready for location. One-third deposit, balance C. O. D. **J. I. NOVELTY COMPANY**, Jack Abraham, Bristol, Okla. x

NORRIS PENNY NOVELTY VENDERS—FORCE-lain, \$4.00; Alumsam, \$3.75; Tom Thumb Peanut Venders, \$1.50. Machines like new. **WHITT NOV. CO.**, Columbus, Kan. fe18

SACRIFICE—2 RAY-O-SITES, \$75.00 EACH; Tom Mix, \$90.00. Perfect condition, crated. Trade for Novelty Games. **MILLS AMUSEMENT**, 511 Stevenson, Flint, Mich. fe18x

SCALE—3 COLUMBIA IDEALS, 1 JENNINGS Modern, 1 National Automatic; all small junior size. Good shape, \$65.00 for lot. **IMPERIAL**, 2015 Market St., Philadelphia, Pa. fe18x

SPECIAL BARGAIN—SIX LOTION DISPENSERS, on location one month and 1 1/2 dozen Dottie's jiggers Lotion. Entire lot \$55.00 cash. **MISS E. L. ANDERSON**, 1115 Bragdon, Pueblo, Colo. fe18x

TALLY, \$18.50; SMOKE REELS, \$19.50; MI Balls, \$49.50; Hoops, \$19.50; Sparks, \$19.50; Penny Packs, \$7.50; Gum, \$12.50; 120 Pack Cigarette Venders, \$19.50; Coin Vendors, \$9.50. Consoles, Pin Games. Write us your needs. **LEHIGH SPECIALTY**, 2d and Green, Philadelphia, Pa. fe18x

USED CIGARETTE MACHINES OF EVERY DESCRIPTION. The most complete line in the country. Send for list. **X. L. COIN MACHINE COMPANY, Inc.**, 1253 Washington St., Boston, Mass. fe18x

W. BALL GUM FACTORY FRESH, 1 1/2 BOX 100, 2 1/2 Bunch Midgets, every Vending Gum. **AMERICAN CHEWING, Mfg. Co.**, Newark, N. J. mh18x

TOM MIX RADIO RIFLES, \$69.90; ROCK-O-Ball, 14 Ft., \$29.50; Kinka Jig Saw, \$29.90; or will trade for World Series, Western Baseball, Bang a Bobs, Hockey or Jennings Cigs Balls. Will pay cash differences. **STEWART'S RADIO**, 136 N. Pennsylvania, Indianapolis, Ind. fe18

ZETA, \$25.00; EXPOSITION, \$25.00; REVIEW, \$37.50; Regatta, \$42.50; Lightning, \$24.50; Oscar and Jitterbug Reserves, \$30.00; Tally Five 'Crew, clean, \$15.00; Conco Ragtime, Conco Triple Play Free Games, \$40.00 each; Pleats, \$35.00; Keeney's Free Races, \$50.00; Keeney's MAIN Free Races, \$60.00. **K C VENDING CO.**, 415 Market St., Philadelphia, Pa. x

5c CANDY BAR VENDING MACHINES—WITH enclosed metal stand having a locked storage compartment, like new or completely re-conditioned. 2 Column, 36-Bar Capacity, \$10.00; 1 Column 72-Bar Capacity, \$17.50; and 6 Column, 108-Bar Capacity, \$25.00. Write **NATIONAL FINANCE CO.**, 999 Second Ave., S. W., Cedar Rapids, Ia. fe11

32 PENNY MASTERS TOY VENDERS—CHROMIUM green finish. First condition. **BARTON SHIPLEY OPERATING CO.**, Roosevelt Hotel, Indianapolis, Ind. fe11

75 NATIONAL JERGENS 1c LOTION Dispensers—Latest model, practically new. Will trade. Make offer. **PAUL BURCH**, 1845 Grant, Denver, Colo. fe11

100 DIFFERENT KIND VENDING MACHINES—Always something different. Write for our low price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa. fe11

150 LATEST TYPE MASTER 1c NOVELTY VENDERS—Screw Type Locks, like new, \$4.95 each; 32 Superior Cigarette Reels with Ball Chain Venders, \$11.00 each. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O. x

COSTUMES, UNIFORMS, WARDROBE

A-1 WINTER COATS—FUR TRIMMED, \$3.50 up; Costumes, \$1.00; Hulas, \$3.50. New York. **C. CONLEY**, 310 W. 47th, New York City. fe18x

FORMULAS

EXPERIMENTAL ANALYSIS—RESEARCH, INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, Bldg. 1142 Sunnyside, Chicago. mh18

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ALL ELECTRICS, Giant Cared Popping, Critics, Long-Eakins Rotary, Caromatic equipment. **NORTHBIDE CO.**, 1925 10th, Des Moines, Ia. mh18x

DO YOU WANT A COMPLETE LONG-EAKINS Crispette and Caramel Crisp Outfit? Write **EDDIE POTTS**, Oklawaha, Fla. fe18x

FOR SALE—ONE AMPLIFIER, ONE MICRO-phone and two Speakers. All in good condition. If interested write to **ELMOR GRACE**, 544 W. 9th, Ramont, Neb. fe18x

POPCORN MACHINES—CRISPETTE, CARMEL, crisp, Cheezebell, French Fried, Potato Chip Machines. **LONG-EAKINS CO.**, 1976 High St., Springfield, O. fe25x

WHIRL-O-BALL ALLEYS—TWO, FULL SIZE, A-1 condition. No responsible offer refused. **H. M. KELLER**, Ship Bottom, N. J. fe18x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-B HEADLESS LADY PHENOMENON—GEN-uine Octopus, Crime Show, Levitation, Deep Sea Exhibition, Unicorn, Tenth. Barriers. **UKIN VERSAL**, 3238 S. State, Chicago. fe18x

ATTRACTIVE BALL THROWING GAMES—Bottles, Cabs, Dolls, Kids Tempis. Complete outfits. Tops, Frames, Racks. **LEMANCE**, 782 Marion, S. E., Atlanta, Ga. fe18x

CALLOPE, \$350.00—NOVO ENGINE FOR Blower, all mounted Dodge Truck, painted flesh red, excellent condition. Truck alone worth the money. **A. L. SMITH**, Troy, Ala. fe18x

GRAB JOINT—AUTOMATIC BREW SHOOTING Gallery, Large Root Beer Barrel, Orangeade Pump, Buzz Animal for What is It Show. **STEWART WACHNER**, R. D. 1, Berwick, Pa. fe18x

Additional Ads Under This Classification Will Be Found on the Next Page.

CIRCUS-PROPERTY—SET DOUBLE-DECK PIC- torial Side Show Barriers, including Poles and Rigging, \$150.00; 5xW Universal Light Plant, 110 volt, \$50.00; 2 Tractors and 5 Semi Trailers, complete, each \$125.00; 8 Lengths Star Back Reserved Seats, 8 Wiers High, \$200.00; Ticket Office Truck, \$150.00. GLOBE SALES, Box 547, Memphis, Tenn.

FLYING RETURN ACT SAFETY NET—12'x50'; Aprons 5'x13', with stretching tackle; 24' mesh, 5/16" cotton fiber construction. Used only in gymnasium. B. FERLIN, 1857 3d Ave., San Diego, Calif.

FOR SALE—CIRCUIT SHOW FRONT, ARCH BAN- ner, 15x30 Stage Proscenium for 20x40 Top, Wiring Switch Box, \$50.00. MAE KELLY, Thorntown, Ind.

FOR SALE CHEAP—12 DODGEM CARS (speedster type), newly painted, in good condition; also 8-Car Whip, Park Ride, real bargain. BOX 5969, Indianapolis, Ind.

SHOW EQUIPMENT—LIGHT PLANT, CAN- vas, Rigging, Poles, Stacks, Trucks, Trailers, 1,000 Blenders. Good condition, cheap. CARL WILLIAMS, General Delivery, Evansville, Ind.

SIXTEEN AND TWENTY-FOUR SEAT CHAIR- chairs—Motor, Fence, Ticket-Box. Sixteen- seat House Car. CALVIN GRUNER, Pleasureville, Ill. tel: 8

TRUNKS—H. & M. and TAYLOR THEATRICAL Trunks, slightly used. Also other makes. Big sacrifice, \$5.00 up. SAVOY, 60 East 99th, New York. tel: 12

8x8, 10x14, 11x12, 12 1/2x20 SHOOTING GAL- leries, Arcade Machines, Calliophone, 16MM, Pictures (5-cent slot), part time. WHITTAKER, 6718 Westworth, Chicago.

175 PAIRS CHICAGO SKATES AND WEBSTER Public Address System—Will sacrifice for quick sale. BOX C-97, Billboard, Cincinnati, O.

HELP WANTED

CATCHER AND LEAPER—RECOGNIZED FLY- ing Return Act. Guaranteed long career. State experience, etc. THE ARTIAS ROMAS, Box 899, Dakota City, Neb.

GIRLS WANTED—ENTERTAINING HOSTESS. HOLIDAY TAP ROOM, Calo., Ill. mh4

GIRLS FOR POSING ILLUSION SHOWS—NEAT, well formed. Write fully, give measurements. Long season. Send photos. BOX C-101, Billboard, Cincinnati.

ORCHESTRA AND ENTERTAINMENT SALES- man—Good proposition with growing agency. Must be experienced, live wire. State qualifica- tions. BOX 367, Billboard, Chicago.

WANTED—ENTRIES FOR WALKATHON opening February 15. Write stating full par- ticulars. HALLIDAY HOTEL, Calo., Ill. tel: 2

WANTED—FLYER AND THROWER FOR CAST- ing Act. State all first letter. Do not ex-aggerate. CASTING CAMPBELLS, Torrington, Conn.

WANTED—MAN PIANO, ACCORDION, Guitar Player. One connected with show or radio work. BOX 982, care Billboard, 1564 Broadway, New York.

LOCATIONS WANTED

WANTED—LOCATION FOR SIZABLE SUMMER Skating Rink. Have complete equipment, in- cluding a Hammond Organ. State all facts in first letter. Address mail to E. A. GODFREY, 2510 N. Saginaw St., Flint, Mich.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic Spirit Effects, Horoscope, Budtha and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Picked Palm Charts. Near com- plete line in the catalogue. 150 illustrated page catalogue 20c. NELSON ENTERPRISES, 158 South Third, Columbus, O. tel: 8

GIANT SURPRISE CATALOG OF JOKES, TRICKS, Magic, Puzzles, Novelty, 25c. Free Mystery Trick Included. LAWSON VICK CO., Dept. B3, Queens Village, N. Y. tel: 8

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. tel: 8

NEW AND OLD EFFECTS—ON MAGIC, Illu- sion, Mindreading, Dime brings list: GENOVES, Can. P. O. Box 217, New York City.

PINKY—STRICTLY PROFESSIONAL PUPPKTS, Ventrilocuist Figures, Punch and Judy and Marionettes. PINKY, 1261 N. Wally, Chicago, Ill. Illustrated folder free. tel: 1

"POWER'S POCKET RELEASE"—WILL FOOL Magicians, 25 cents. P. FOWLER, 210 Eye St., N. E., Washington, D. C.

PROFESSIONAL VENTRILOQUIST FIGURES— \$15.00, best offer. One only at this price. Photo 10c. TURNER VENTRILOQUIST FAC- TORY, 1214 N. 11th, St. Joseph, Mo.

VENTRILOQUIST FIGURES—24 PAGES ILLU- strated Catalog, 10c. FRANK MARSHALL, 3518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventrilocuists. tel: 8

VENTRILOQUIST, PUNCH FIGURES CARVED to order. Acts. Stamp classes. Also want Portable Talking Projector. FRASER, 3240 Col- umbus Ave., Minneapolis, Minn.

Show Family Album



MEMBERS of the Barnum & Bailey Greatest Show on Earth Advertising Car No. 2, season of 1913. On the platform, left to right, are Mike Bolling and "Babe" Mulvihill. "Doc" St. Clair, car manager, is standing on the steps. On the ground, standing, left to right, are a Mr. Ross, "Colonel" Librant, John Holland and John Ryan. "Gummie" Green is fourth from the right. Seated, left to right, are "Colonel" Schelleross, in recent years pastemaker with the Ringling-Barnum show, and "Mickey" Vernie. At the right is William Funk, now living in Kansas City, Mo. Names of others appearing in the picture are not remembered.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

MISCELLANEOUS

FOR A GOOD DEAL SEE RAYMOND BELLHORN at the trailer shows. New and used. No payments during winter months. TRAILER HEADQUARTERS, Sarasota, Fla., and East Lansing, Mich. tel: 8

M. P. ACCESSORIES & FILMS

ATTENTION, OPERATORS—MERCHANTS' Free Movies. Biggest thing outdoor amuse- ment world today. Talking Programs. Equip- ments rented. ROSHON, State Theater, Pitts- burgh, Pa. x

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantity. Universally, with Amplifiers, Speakers, Equip- ments fully guaranteed. At attractive low prices. Request Special Bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATRE SUPPLY CORP., 1600-B Broadway, New York. mh4x

SIMPLEX, POWER PROJECTORS, LAMP- houses, Soundings, Amplifiers, Lenses, Stereopticons, Portables Projectors and 16MM. Equipment bought and sold. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York. N. Y.

THE WORLD'S BEST PASSION PLAY—16 OR 35MM. Sound or Silent. SCREENART, 729 7th Ave., New York City. tel: 1

WHY WAIT?—GET YOUR NEXT CAMERA, Movie Outfit, Accessories now, on small monthly installments with no down payment. Bell & Howell, Eastman Kodak, Victor, Ampco, Leica, Rolleicord, Speed Graphic, Graflex, etc. makes. New or used. Trades accepted. Special, \$398.00 Soundfilm Projector, \$9.13 per month. Rent home movie. B 16MM. Silent or Sound, low rates. Write for bargain list. MOCULLS, 59 W. 46th, New York. x

35MM. TALKING SERIALS—PRODUCED TO thrill you and your customers. Kings of the Congo, daring, revealing, true, the "greatest inside picture" of secret lives ever bared to human eyes, 10 chapters, \$110.00; Lone De- fender, featuring Rin Tin Tin the wonder dog, 12 episodes, \$145.00; Mystery Mountain, fea- turing Ken Maynard and Tarzan, the wonder hero, 12 episodes, \$125.00; Kiddies Review of 1939, 35 and 16MM. New prints only. Passion Play, 35 and 16MM. new and used prints. Ride "Em Cowboy, featuring Tom Mix. Great talkie wild and woolly Western, full of action. Only have three 35MM. used prints. Act cheap. Price \$65.00 each. E. ABRAMSON, 7264 Sheri- dan Rd., Chicago. x

35 MIL. SOUND ON FILM—WESTERN, AC- tion, Drama, Sex, Gangsters. List. APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. tel: 1x

PARTNERS WANTED

PARTNER—\$275, PENNY FITCH, MOUSE Game, Duck Game, Jingle Board, Chuck- Lucks, Grocery Setup. Now operating. BOX 1974, Miami, Fla.

PERSONALS

EFFICIENT CONFIDENTIAL MAIL, PHONE Service. Excellent address, heart of New York. Exceptionally low rates. BOX 933, care Billboard, 1564 Broadway, New York.

NEWMAN—WANT ADDRESS OF DAVE NEW- man, Manager of "Tombourne-Crife" and "Moccasin Rouge" about 1919, or any member of such troupes. B. O. BOX 147, Chicago. x

PHOTO SUPPLIES AND DEVELOPING

ACT NOW—4-FOR-A-DIME OPERATORS. Send for free catalog; complete line of money-makers. MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. tel: 25x

ALL 4-FOR 10c OPERATORS—SURE WE HAVE the new Superseed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. WABASH PHOTO SUPPLY, Terre Haute, Ind. tel: 8

NEW! DIFFERENT!—EIGHT DICKEDLE EM- bossed Prints and one Professional Enlarge- ment, 25c (coin). Reprints, 3c. EAGLE STUDIOS, Dept. 25-1910 Farnam, Omaha, Neb. 18 years of quality work. mh4x

REGULAR \$275.00 STRIP PHOTO OUTFIT—1 Makes 4 for dime; also 3 for quarter size photos, \$125.00 complete. MASSAN, Box 971, Parkersburg, W. Va. tel: 1

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AT LIBERTY - YOUNG, FIRST-CLASS FIVE-Piece Band, featuring Vocals, Novelties, Special Arrangements. References go anywhere at once. Reliable booker or agent wire or write in care RAY SHANKS, 405 Trenton Ave., Wilkes-Barre, Pa.

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DRUMMER-VIBRAPHONE SOLOIST, EXPERIENCED, dependable. MUSICIAN, 107 Glenlake, Toronto, Can. fall

MILK KELLY'S World's Only Bicycle Riding Club Act. Riding down wooded foot chute from high tower. Crushing (bicycle) and solid wall launch on top foot chutes to everyone's amazement. W. W. H. K. KELLY, Camden, Ind. fall

FASHION SHOW OF MELODY - STYLED BY Cecil Krieger and his Orchestra. Nine men and featured Songstress. Modern arrangements, equipment. Style, youth, class. A "set-out" attraction any location which essentially requires smooth, smart, sophisticated music. Management: GERRY CARROLL ASSOCIATES, 1052 Camp St., New Orleans, La.

AT LIBERTY - (Colorful) Vaudeville. Musical. Blackbox. (Gaudy). Ring, dance, up in bits. Last acts. Fine best of class. Can get out of your club. BARRY (BARRY) WHITE, 628 Christian St., Philadelphia, Pa.

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PANAMA'S Panama Doc. Tony, Minton and Tropical Hill Clubs. Standard attraction. Management GEO. E. ROBERTS, Panamanian's Studio, 218 W. Erie Ave., Philadelphia, Pa. Tel. 543-3334

FOUR CLASS SISTERS-ALL GIRL NOVELTY Swing Band featured currently at Lindy's, Minneapolis. will be available for bookings in night clubs, hotels, etc., after March 1. Piano, Sax doubling Clarinet, Electric Guitar doubling Spanish Guitar, Drums. Two featured Vocals, Tap Dancer, Novelties and Hill-billy Numbers. This is a real attraction. Write HAN GLASS, 2915 Stevens S., Minneapolis, Minn. fall

AT LIBERTY DRAMATIC ARTISTS

TRUMPET - GOOD TONE, RANGE, READI-NG. First or third preferred. Write or wire PAUL COOPER, Russellville, Ark.

AT LIBERTY PIANO PLAYERS

GIRL VOCAL AND INSTRUMENTAL TRIO - Available on two weeks' notice. Prefer hotel or cocktail lounge. BOX C-99, care The Billboard, Cincinnati, O.

AT LIBERTY - JUVENILE AND LEADING MAN, Young Actor, 22 years, 5' 10", good looking. Seven years' experience on road and summer stock. Reliable, sober and hard worker. State salary and full particulars. Photo sent on request. RAYMOND MASON, 846 Third Ave., New York, N. Y.

VIOLINIST - UNION, SOBER, RELIABLE, 20 years' experience in theater, radio, dance, etc. go anywhere if steady. DAN SALAZAR, Hotel Palms, San Antonio, Tex. fall

DIXIELAND PIANO - ZURKE STYLE. ALL essentials. Desire change. Need two weeks notice. BOX C-100, Billboard, Cincinnati, fall

NOW ON WESTERN TOUR - EASTERN BAND with modern Dixieland style; use all special arrangements. Union 8 men can represent. Have modern, up-to-date wardrobe and equipment. Bus and trailer traveling distance unlimited. Prefer location or traveling engagements with reliable office. Cut all shows. Can furnish references from best hotels, night clubs and ballrooms in 19 States. All men young, clean cut and reliable. No habits. BOX 412, Sterling, Colo.

CHILDREN'S THEATRE DIRECTOR - GRAD. Actor Director, B.D.A. desires position children's theatre. Experience. Recommendations and references exchanged. MARY E. KOONTZ, Manhattan, O. fall

A ONE-WAN ORCHESTRA - Who plays good steady and features best Dixieland music since over 1,000 songs including some of the top modern, popular, and all dance rhythms. Has complete costumes and a top-looking outfit. A pleasing personality and never ceasing. Please call or write with attention and as similar. 534 West 10 Street, Newark, N. J. Details and photo sent upon receipt of ten dollar guarantee. Contact: 100 Ave. H., Sun Francisco, Calif.

MODERN RHYTHM PIANIST - ARRANGER - Wide experience, all essentials. Sober, reliable. References. Available immediately. ERNE HANNA, 1430 Quindar Ave., Annapolis, Md. fall

SIX-PIECE BAND - MODERN SWEET SWING Stylist. Available at once. Thoroughly experienced in shows, radio. Go anywhere. Wire ORCHESTRA, 1103 Jenny Lind St., McKeesport, Pa.

AT LIBERTY MAGICIANS

ALTO SAX, CLARINET AND TROMBONE - Good. Thorough, reliable. Prefer location. Post care Visa. MILT ALLEN, 1203 5th Ave., Columbus, Ga. fall

AT LIBERTY SINGERS

FOR 7-PIECE ORCHESTRA - WITH COMPLETE equipment. Extensive library for both hotel and night club work. Can cut any type work. Vocalist and male trio. Will locate anywhere and all offers considered. Address, stating full particulars, to MUSICIAN, 433 Halifax St., Raleigh, N. C.

MAGICIAN - FOR MID OR WHAT HAVE YOU. Change good Magic for two weeks. Acts and bits. Have car. SHRIMPLIN, Box 416, Alliance, O.

TROMBONIST - Good tone, reliable and range. All essential. Letter to me. JIMMY W. TROBONIST, Apt. 10, 108 W. 31st St., New York, N. Y.

BARITONE - Popular Vocals. Would like spot with band. Tall, young, good appearance. No previous. Perform and recording on record. JOHNNY BOGARD, care Billboard, 1564 Broadway, New York.

BALLROOM, Nite Clubs, Hotels - National Name Band of Liberty April 1. Go any place. Any reasonable proposition considered. Write OIL-HEATHER KRAPER, Apt. 3, 6002 Michigan Ave., Chicago, Ill.

AT LIBERTY MISCELLANEOUS

TRUMPET - Good tone, late-in, good range and good Union. WALTER ELMERT, 1203 6th Ave., Columbus, Ga.

AT LIBERTY VAUDEVILLE ARTISTS

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PURPLE SAGE RIDERS - FIVE-PIECE WESTERN Unit. Peppy comedy, singing, music and yodelling. Finest equipment, heavy wardrobe, car, trailer, P.A. system, union, strictly sober. Night club, agencies, bookers, tent theaters. Write. BOX 371, Toronto, O.

GALLERIES, Nite Clubs, Hotels - National Name Band of Liberty April 1. Go any place. Any reasonable proposition considered. Write OIL-HEATHER KRAPER, Apt. 3, 6002 Michigan Ave., Chicago, Ill.

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MODEL - Human Mechanical Doll. Young, has complete personality, color. Perfect face, hair or skin, modeling. Also tap-dancer, master ceremonies. Other proposition considered. Write LEE WILLIAMS, General Delivery, Williamsport, Pa.

OHAS, AUGUSTUS - High-Class Trapesse Artist. Ladies circus and other acts with specialty act for circus, variety and stage. In touch with M. K. KELLY, Toorburn, N. Y.

THE DALTONS - BLIND-FOLD ROPE SPIN-ning, something new and original. Also Fancy Rifle and Pistol Shooting. Work Bull-whips. Two people, dress Western style. Two complete acts. Slim, 16 years old, features complete Rope Spinning, Blindfold, including front jump through and side slip. Boy does all rifle shooting. Booked to March 25. Available after that date for circus, fairs, theaters. Address Centerville, R.

WINE BAND - Two Fine New York Musicians. Five soloists and orchestra. Finest musicians, two years at one of South's greatest hotels. Will accept any location in Hollywood. Now booking. Write BOX 684, Port Jefferson Sta., New York.

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PREO AND MARIE OUTHRIE - Your separate acts for bits of act. Double Tight Wire Act. Double Trapesse Act. Lady Diverter from Jew Act. Double Trapesse Act. Memorable. Write for details. Centerville, O. fall

PANAMA'S Panama Acting Orchestra - A feature standard attraction presented by The Panamanian Band. Management GEO. E. ROBERTS, Panamanian's Studio, 218 W. Erie Ave., Philadelphia, Pa. MA 6300-3334

RECOGNIZED 15-PIECE UNION BAND 5000+ Western 14th Annual National attraction. One of the Southwest's most prominent bands. Organized three years, and can furnish best of references. Combination includes three vocalists, string line, complete instrumental arrangement. Two men arranged, both vocal and instrumental. Complete library, music, complete transportation. Will go anywhere for reliable in hotels or travel. Finest musicians and best of their kind in the business. A guaranteed attraction at a price you can afford. Write or wire BOX C-20, Billboard, Cincinnati, fall

THEY STAY, THEY LOOK - Walter, The Mechanical Wonder. An attractive Grand Variety Act. A very effective advertising feature. MYRTLE WALSH-BISHWALD, 720 Spruce St., Philadelphia, Pa. They're satisfied. They're paid.

REN HEATH - America's Motorcycle Act with his own built-in push-over built above with spectacular stunts. Motorcycle and automobile in crash and explosion. Trick riding, motorcycle polo and a number of exciting events which are very spectacular at night shows. Write, America's Bicycle Show, 4225 Broadway, New York, N. Y. Write immediately for complete details and open time. All letters returned promptly. KIN HEATH, 1318 Francis St., Jackson, Miss. fall

SINGER - Female. My work was almost lost at the New York City. Can't have been. Great for hotel engagements. BOX 920, care Billboard, 1564 Broadway, New York.

ROY SANDER'S SYLVANIANS - 11 Men, union. Indiana location. Now playing first-class clubs. BOX 10444, 1017 N. 5th St., Reading, Pa.

AT LIBERTY M. P. OPERATORS

REO AND MARIE OUTHRIE - Your separate acts for bits of act. Double Tight Wire Act. Double Trapesse Act. Lady Diverter from Jew Act. Double Trapesse Act. Memorable. Write for details. Centerville, O. fall

AT LIBERTY - D. W. CHRISTOPHER, Trapesse Artist. Also Vocal and Trapesse. 181 North Lemo Ave., Columbus, Ill.

2-PIECE ALL GIRL entertaining Dance Orchestra. A-B and C. Attractive. Attractive. Available for summer locations. Write, stating full particulars in your first letter. BOX C-88, care The Billboard, Cincinnati, O.

AT LIBERTY - PROJECTIONIST, AGE 31, MAR-ried. Over ten years' experience on Simplex, Powers, Motograph, Baird and Holmes Portable. All around experience in theatre or on the road. Would like position in New England as projectionist or maintenance man. Have my own truck. Would consider any proposition. Can furnish good references. Have Massachusetts and Connecticut projectionist license. BOX C-98, Billboard, Cincinnati.

LETTER LIST (Continued from page 30)

PANAMA'S Panama Acting Orchestra - A feature standard attraction presented by The Panamanian Band. Management GEO. E. ROBERTS, Panamanian's Studio, 218 W. Erie Ave., Philadelphia, Pa. MA 6300-3334

AT LIBERTY CIRCUS AND CARNIVAL

PROJECTIONIST - 18 YEARS' EXPERIENCE. Capable of handling any type of equipment. Sober and dependable. Can anywhere. Write stating full details. JOHN MARCUM, Huntington, Pa. fall

AT LIBERTY - M. P. OPERATORS

AT LIBERTY - D. W. CHRISTOPHER, Trapesse Artist. Also Vocal and Trapesse. 181 North Lemo Ave., Columbus, Ill.

CARNIVAL ELECTRICIAN - WHO WIRED over 50 spots in the City of Chicago for Eddie Murphy in 1937. At liberty. JOHN FRANKLIN JONES, Billboard, Cincinnati, O. fall

CELLIST - EXPERIENCED, Union, references. Solo, orchestra. Will travel. EDER, 72-37 57th Ave., Maspeth, L. I. New York 9-2444. fall

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SINGER - Female. My work was almost lost at the New York City. Can't have been. Great for hotel engagements. BOX 920, care Billboard, 1564 Broadway, New York.

CATERPILLAR AND TRUCK DRIVER - AT Liberty for the coming season. Sober, reliable, young. Full particulars. Write JESSE MILLER, care Box 128, Toledo, Tex.

STRING BASS - DOUBLE Guitar and Banjo. Read, jam. Plenty of dance experience. Write proposition. NOOR, 908 Sixth, Panama, Okla.

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ELEPHANT MAN - AT LIBERTY FOR COMING season. Strictly temperate, reliable. Thirty years old. Strict all in replying. GEO. MYERS, R. 1, Box 128, Toledo, Tex.

ALTO SAX - SOLID TONE, HIGH-RANGE. Take-off. TRUMPET PLAYER, Minton Hotel, Flint, Mich. fall

AT LIBERTY - M. P. OPERATORS

AT LIBERTY - D. W. CHRISTOPHER, Trapesse Artist. Also Vocal and Trapesse. 181 North Lemo Ave., Columbus, Ill.

TRICOLORS TRIO - Three Singers 43 years, best of vocal and instrumental. Go anywhere. Address Billboard, Chicago.

ALTO SAX AND CLARINET MAN - CAN arrange, sing and do novelties take-off on clarinet. Union, young, sober, no habits. Twelve years' experience. Address or wire AT EDWARDS, 76-24 Stanford, University City, Mo.

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AT LIBERTY - D. W. CHRISTOPHER, Trapesse Artist. Also Vocal and Trapesse. 181 North Lemo Ave., Columbus, Ill.

TRICOLORS TRIO - Three Singers 43 years, best of vocal and instrumental. Go anywhere. Address Billboard, Chicago.

ALTO SAX - DOUBLING CLARINET, VIOLIN. Union. LEO JOHNSON, 506 N. Appleton St., Danan, Ala.

AT LIBERTY - M. P. OPERATORS

AT LIBERTY - D. W. CHRISTOPHER, Trapesse Artist. Also Vocal and Trapesse. 181 North Lemo Ave., Columbus, Ill.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Shrine Circus Troupe To Open Loop in Fargo

FARGO, N. D., Feb. 4.—A 25-act indoor circus troupe is being assembled here for a series of performances in North-west cities, beginning with a week's booking by Fargo Shriners. O. Gray is charged. Other dates, under Shrine auspices, are given as Aberdeen, S. D.; Winnipeg, Man., and Grand Forks, N. D., with others said to be pending.

Among acts are to be an aerial ballet, with Ruby Fisher, Louise Fisher, Helen Silverlake, Marrie Wallace, Louise Olson and Arthur Henry; Prince Echo, trapeze; Henry Tito, globe rollers; Four Satos, barrels; Harry's performing canaries; Silverlake Troupe, Roman rings; Joe Melvin, Australian hoop and boomerang; Three Texan's knife throwers; Toyama Troupe, foot jugglers; Tito and Yoshida troupes, high carrying perch act; Christensen's Great Dances, Aerial Arches; Louise Fisher and Marie Wallace, silver whirl, and clowns headed by Chester Sherman and Chris Cornelia.

Fargo business men are distributing 10,000 matinee tickets for city and rural school children, according to Harry Olson, El Zagal Shrine potentate. Acts have been booked independently and are said to be coming here from various sections of the country.

Acts Set for Elks' Circus

SIOUX FALLS, S. D., Feb. 4.—Attractions for the annual seven-day Elks' Indoor Circus and Stage Show in the Coliseum here have been booked thru the Art E. Thomas Shows, reports Oll Tavo. On the final night an automobile will be given away. Pope's Band will play for each performance and nightly dancing. On the program are Geraldine C. Butler's light chorus; Seven Crusonians; teeterboard; Gordon's Petz; Jo Jo, clown; LaTone Troupe; Heshl and Oaul, acrobats; Flying Willards, bars, and Gordon Smith, emcee.

Wis. Labor Day Bill Up

MADISON, Wis., Feb. 4.—Under the Bolens Bill introduced in the State Senate, any city council may appropriate money for observance and celebration of Labor Day. Measure provides that appropriations in any year shall not exceed \$5,000 in a first-class city; \$4,000 in a second-class city; \$3,000 in a third-class city and \$1,000 in a fourth-class city. Under the bill the money shall be expended for such purposes and thru such city officers or committees as council shall direct.

Acts Play Syracuse Event

SYRACUSE, Feb. 4.—Al Martin, booker, reports that J. C. Harlacher managed the six-day Shrine Circus and Industrial Fair ending here today and featuring Adele Nelson's Elephants; Flying LaMarre; Harry Rittley, tabler; Will Morrison and Bobby, comedy cyclists; Six Antiocha, aerialists, and a side show.

Buck in Keene, N. H., Again

PORTSMOUTH, Va., Feb. 4.—O. C. Buck Shows have again been awarded the annual celebration in Keene, N. H., under auspices of the American Legion under auspices of Oscar Buck. This will be the fourth consecutive year there for the Buck show. Competition was keen for the date.

Midway for Pennsboro Fete

PENNSBORO, W. Va., Feb. 4.—Winners Amusement Co. has been signed as midway attraction for a six-day celebration to be staged here under auspices of American Legion Post and Richie County Fair Association, reports Carl O. Hartels. There will be fireworks, free acts, jugglers and contests.

Figures Big for Aletheia Grotto Circus, Worcester

WORCESTER, Mass., Feb. 4.—Final reports show that the successful second annual circus of the Aletheia Grotto in Municipal Auditorium here on January 16-21 drew about 100,000 and grossed an estimated \$50,000, reports Al Martin, who booked attractions. Two shows were staged nightly, with a matinee on Saturday. J. C. Harlacher managed the show and operated concessions.

The side show did big business. On January 20 and 24 Paul Willeman's Orchestra was brought in under auspices of the Shrine, playing to capacity crowds both nights.

Detroit Shrine To Sponsor

DETROIT, Feb. 4.—Masonic Colored Shrine Temple will sponsor a seven-day fair and exposition in Forest Hall here, E. L. Wade having been engaged as manager, reports Harold D. Crosby, chairman. W. G. Wade Show will have five rides and three shows, including a minstrel troupe. Free acts have been booked. There will also be concessions and industrial exhibits.

Shorts

AMONG attractions at the 32-day festival Chemurgic Trek, in Laurel, Miss., will be auto and motorcycle racing on the fairgrounds, reports R. K. Booth.

RECENT two-day Evansville (Ind.) Boy Scout Circus drew 25,000, report Happy Kellens and Vag Wells, who directed the show.

H. GREER, chairman of the four-day Indian River Orange Jubilee, Cocoa, Fla., reports that the State Philharmonic Orchestra and concessions will be featured. There will be parades and contests.

FOURTH BI-ANNUAL INDOOR CIRCUS, Mantowoc, Wis., will be staged by Billy Lester, veteran circus performer, in the Vocational School gymnasium.

HEN H. VOORHEES, press agent the last two seasons with the Strates Shows, is promoting sponsored events in the vicinity of Canton, O. He reports he has three towns contracted for one and two-night programs in schools and auditoriums. J. E. Malloy's Circus unit will be used.

NATIONAL SHOWMEN'S

[Continued from page 42]

S. DePitta, February 12; Norval D. Jennings, Harry William Dunkel, February 13; Bull Smith, February 14; Lazarus E. Plink, George A. Perley, Fred A. Zechling, February 15.

Ladies' Auxiliary

Next big event scheduled for the auxiliary is the Hippo party on February 12. Secretary Anita Goldie announced she will be in the clubrooms all day February 10 to handle final returns on ticket sale. She urges all members to return tickets and money as soon as possible. No tickets will be accepted after February 10.

Committee handling installation dinner (February 27) is intensely active in an effort to make it an occasion to be long remembered. Sister Goldie is in charge of the event, and committee consists of Bea Cohen, Leah Greenbaum, Irene Greene and Vi Lawrence.

Club was grieved to learn that Leah Greenbaum's brother-in-law is in the hospital with blood poisoning. Sister Peggy Hoff is recovering from a heavy cold. Club extends its sympathy to Sister Lillian Tobias, who lost her niece recently.

Many at Burkhardt Funeral

TAMPA, Fla., Feb. 4.—Numerous show-folk attended the funeral services in Mount funeral chapel here this morning for Mrs. Doris Burkhardt, who died in a local hospital on February 2 after a week's

illness. A native of Bethel, Vt., she was the wife of Pete Burkhardt, veteran hign and bacon concessioner with the Royal American Shows for the past six years. She was 41 years old. Elaborate floral pieces represented all departments of the Royal American Shows and numerous personal friends of other shows. Burial was in Myrtle Hill Cemetery.

Byers Bros. Together Again

ST. LOUIS, Feb. 4.—Carl W. Byers, past two seasons operator of the Byers & Beach Shows with Harry Beach, and James W. Byers, who has been operating the Byers Bros. Shows, have entered into a partnership again and will go out this season under their old title of Byers Bros. Shows. Harry Beach sold his interest in the Byers & Beach Shows to James W. Byers, and equipment of both shows will be combined this season. Carl Byers was at the Illinois fair meeting, Springfield, Ill., and reported he was successful in obtaining several fair contracts. James is vacationing in Aransas Pass, Tex. Harry Beach, at present in Lake Charles, La., has not announced his connections for the coming season.

Meeker To Undergo Knife

PORT WATNE, Ind., Feb. 4.—Frank Meeker, band master, has been in Lutheran Hospital here since January 31 and will undergo an operation as soon as his condition permits, reports Mrs. Florence Meeker. Meeker, according to Dr. Paul P. Bailey, will be forced to remain in the hospital for about six weeks more. Mrs. Meeker and son, Frankie, were to leave this week for San Francisco to open, with one of Jack Schaller's units on February 18, but Meeker's illness prevented the move, she said.

Rice Still in St. Louis

ST. LOUIS, Feb. 4.—W. H. (Bill) Rice is still at the Maryland Hotel here, "getting along as well as can be expected," to use his own words. His son, Warren, is due in St. Louis early next week, at which time "Bill" will decide where he will go for a rest of two or three months.

Los Angeles

LOS ANGELES, Feb. 4.—Crafts' 20 Big Shows left Wednesday for their opening stand at Indio, Calif. Archie S. Clark returned from Oilman Springs, Calif., to begin quarter activities. O. H. Hilderbrand, owner Hilderbrand's United Shows, after extended visit returned to get ready for the show's opening stand. Pierre Ouellette, general agent of the Hilderbrand Shows, arrived for a conference with Manager George Coe and O. H. Hilderbrand. Ted Corey and Arthur Hockwald, of the White City Shows, are here getting equipment ready. Joe Krug will have the cookhouse on that organization.

Abraham Lincoln Morris, associated with The Billboard's St. Louis office for many years, rambled into town this week. He's working sheet and will remain here for two weeks before heading for San Francisco.

Ted Levette will be with Hugh Bowen on the Joyland Shows again. J. H. Christensen, after extended trip to the East, visited here for a few days while en route to his home in Lodi, Calif. He will be with the Mike Krekon West Coast Amusement Co. Reports indicate W. C. (Spike) Higgins will drop the West Coast Shows' title this season and probably go out under the W. C. (Spike) Higgins Shows. Frank R. Conklin, of the Conklin Shows, visited and says he's much improved in health. Jack Biglow, who has the pop-earm privileges at California Zoopark, is reported to be ill, as is John B. Lyons. William Hobdny, who will operate the Ten-in-One on the Crafts Golden State Shows, has been contracting acts for the organization.

Joe Steinberg came in for a few days and reported that his winter trouping had proved pleasant and profitable. Eddie Tait purchased a trailer here and had it sent to Singapore. Louis Wald

located in the Beach district, says he'll be with an Eastern show this year. C. G. Gooding left for San Francisco, where he is interested in Midjet Village at the Golden Gate Exposition.

Victor Heisler is manager of the new balloon factory here. Mr. and Mrs. Fred Schmagar, after several weeks on the Coast, returned to Chicago.

Truck and Trailer Legislation

BIRMINGHAM, N. D., Feb. 4.—Motorists, circuses and carnivals playing in North Dakota the coming two years will find no weight and load limitations that will cause them trouble under ordinary circumstances if legislation now before the State Assembly is passed.

Under present regulations the maximum gross length of trucking units is 40 feet. Under the proposed law any combination of vehicles could have a maximum length of 50 feet.

Altho the proposed act specifies that trucking unit combinations may not exceed a licensed gross weight in excess of 500 pounds for each inch of tire width, special temporary permits can be obtained from the State highway department to exceed the load limitation so long as the trucker does not damage the highways.

The measure has the endorsement of all organized trucking groups of the State and has been passed upon favorably by the State highway department.

LANSING, Mich.—Mr. and Mrs. Barry Gray left here on Thursday for San Francisco, where he will again be with a Dufour & Rogers Life Show at the Golden Gate International Exposition.



DO YOU KNOW?
—FLORESQUE unit has been open bookings for 1939 and you may have the opportunity to book these TWO HIGHLY ARTISTIC ACTS which do not need any introduction?
—FLORESQUE says and all the SHOWBRO would agree that NO CIRCUS, NO FAIR, NO PARKS, NO CARNIVAL SHOWS has a complete THRILL SHOW without THE EARTH'S No. 1 AERIALIST!
—FLORESQUE has invented and created a NEW ACT for your consideration. This act is guaranteed FAIR! SUPER THRILL also. NOW watch him "GO TO TOWN" with two of the World's most hazardous acts and has the most brilliant lighting equipment traveling on the road today!
—FLORESQUE has written the year American units for FOUR YEARS and is still EUROPE's newest importation. One of THE BILLBOARD, Cincinnati, Ohio.

WANTED
ICE SKATING ACTS AND ANY OTHER KIND THAT WILL FIT IN WITH A SNOW FESTIVAL
JULY 22, 1939.
Sponsored successfully for the past three years by the American Legion. Send full information to R. C. BLESER, Snow Festival Chairman, 7520 234th St., Two Rivers, Wis.

WANTED
SHOWS, RIDES AND CONCESSIONS.
Friendship Fire Company and Band 44th Anniversary
"ANNUAL JUBILEST" JUNE 11 TO 17, INCLUSIVE.
MEL SOBER, Concession Mgr., Sycamore, Pa.

CARNIVAL WANTED
BY EMPIRE FIRE DEPT., EMPIRE, ONE, 1TH OF JULY CELEBRATION AND RODEO FOUR DAYS
ORANAH, Mich., Box 67, Escanaba, Ont.

WANTED
ACTS AND CONCESSIONS for Merchants' & Manufacturers' Expo.
WEEK APRIL 30, 1939
White P. A. BIRD, Box 177, Henderson, Ky.

WANTED FOR OLNEY, ILLINOIS
In the Heart of the Hock Oll Field.
WEEK MAY 14 OR WEEK MAY 21
A CLEAN MODERN CARNIVAL
Must Have 10 Shows and Rides with 30 Concessions.
ALSO ONE OR TWO GOOD HIGH FIVE ACTS
40,000 People to Draw from in This Area.
Write, Call or Wire PHIL H. HEYDE, Olney, Illinois.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Millions From Razor Blades

Industry Progresses, Developing New Outlets and Methods of Sale

Injection of new blood in field brings needed aggressiveness—sales boom due to appearance of blades in carded merchandise and premium fields

NEW YORK, Feb. 11.—Looking back over the history of the razor-blade business during the past decade, one cannot help being impressed by the giant strides this industry has made. During some of the worst years in the economic history of our country the razor-blade industry constantly and steadily has forged forward. New manufacturers have entered the field. New outlets for

sales have been created. Consumption has steadily increased. Competition both in the form of new-type blade razors, as well as those of the electric type, has made its appearance, yet more blades are being sold today than ever before.

What has been responsible for this progress? While there are many contributing factors, the paramount reason undoubtedly was the shot in the arm which the industry experienced less than a decade ago when several new manufacturers of blades entered the field. Prior to their coming a more handful of firms dominated the industry. They marketed their products at a rather high price and waxed contented with the steady sales they enjoyed. Possessing in the early days of the depression that there was a decided need for a less expensive razor blade, these new firms entered the business intent on supplying that demand. This injection of new blood soon had the old guard reeling on the ropes.

These newcomers brought to the business a long-needed spirit of aggressiveness. They found new ways of selling blades. They created new outlets for their sale. They inaugurated sales methods never used before. They enlisted the aid of the direct salesmen and tapped the premium market. They made merchandising experts conscious of the sales promotional value of the razor blade. In general they imparted a needed vigor to the industry that propelled it forward at a faster clip than ever before.

Difficulties Overcome

Of course, their progress was not a bed of roses. Nettles arose in the form of trouble within their own ranks as well as without. Their first job was to convince the average shaver that their less expensive blades could do just as good a job of dewhiskering his face as the blades he had been purchasing. The pinch of the depression, of course, made this job comparatively easy, together with the fact that they put real quality into their blades. The difficulties within the ranks were not so easily solved, however. Obvious is the fact that whereas competition is the life of business, unfair competition is its death. Some firms initiated a price war which resulted in many manufacturers so cheapening their product that the public soon stopped buying their blades.

It has taken much hard work on the part of all manufacturers of the less expensive type of blade during the past few years to live down that bitter experience, but now the battle appears to have been won. Most blades on the market are of a quality commensurate with their price. From all indications

(See MILLIONS FROM on page 56)

Keep the Quality High!

Not long ago the razor blade business ran aground and foundered there for some time. It appeared for a while that it might not make a comeback. Many conscientious men in the field pondered on what caused the industry to receive such a violent setback. Some attributed it to increased sales of electric shavers, but that belief was later shown to be unfounded. Over three-fourths of our male population still used safety razors.

With this fact established, the next conclusion was obviously that not as many blades were being used.

A casual survey of the razor blade business over the last decade shows that:

1. Until the advent of the depression in 1929 a few manufacturers supplied the entire market with a quality blade selling at a comparatively high price. There was little competition.

2. The depression created a sharp demand for a cheaper blade. A number of new companies sprang up to meet this demand. They succeeded both to the satisfaction of the public and to their own profit.

3. It was not long, however, before violent competition among these new companies resulted in a drop in quality as well as in price. In many cases inferior materials were used, inspections were abandoned and all energy was devoted to high-pressure sales promotion.

This folly soon caused a devastating slump in business. Smarting under a badly nicked chin, J. Q. Public revolted. He quietly resorted to his most deadly weapon—not buying. Instead of continuing the widely advertised policy of "a new blade with every shave," he found renewed hope in his former habit of using a quality blade and making it last a long time. Meanwhile the makers of inexpensive blades were taking it on the chin.

This was an expensive lesson to blade manufacturers. The ones who survived realized that their future success depended upon strict adherence to quality standards. We are pleased to see that this policy has been the keynote in the present revival of the razor blade business. Judging from misfortunes in the past, it can only follow that the real basis for continued success lies in keeping quality high.

Let's keep this fact firmly in mind now that business is taking such an encouraging turn for the better. Let the slogan be "Keep the Quality High."

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

This issue of *The Billboard* being devoted to the exploitation of razor blades, we wonder how many operators have used or are contemplating using razor blades in conjunction with their deals. When the small 20-item cards were going strong a healthy percentage of them offered a razor and blades combination as one of the items. It would seem to us that blades could also be used profitably in other ways—as consolation awards, for example. As blades are inexpensive, good-sized packages could be offered to find ready acceptance with men. And tied up with a razor, cartons of blades may go well as the major item on one of those quick-turning deals that take in less than \$5.

Little John, of Seattle, reports: "The salesboard business was exceptionally good in Seattle at many spots during pre-Christmas shopping, and circulation of considerable small cash is still in evidence. But a sword of Democles is pending over a large group of Puget Sound candy manufacturers who largely depend on this method to sell packaged candy.

"Five Seattle and Tacoma firms under a 'cease and desist' order of the trade commission, like a 'cease firing' order of the army, are Canterbury Candy Makers, Inc.; Imperial Candy Co.; Rogers Candy Co.; Helen Ardell, Inc., and Brown & Haley. Federal commissioners have ordered all to cease shipping boxes of candy to retailers as salescard prizes—boxes that glitter on shelves and lure customers to play boards.

"Their brief in legal proceedings now pending is to the effect that 'the fancy package-candy industry of the Pacific Coast has been built on the salesboard method of distribution. . . . This method has been in effect over 25 years, and today about 60 to 65 per cent of the fancy output of Northwestern manufacturers is distributed by this method.' "Judges of the U. S. Circuit Court of Appeals are pondering the distribution

(See DEALS on page 57)

BINGO BUSINESS

By JOHN CARY

SINCE BINGO'S earliest days ops, churches and organizations have benighted the rather inexplicable fact that women constitute from 75 to 90 per cent of any bingo's attendance. Not that the boys don't welcome the women, but there is always the knowledge that somehow, somewhere bingo has failed to make itself attractive and interesting enough to draw male players. Thus the potential draw is sliced in half.

READERS will note that this week the Wholesale Merchandise Department is devoted, in a good measure, to razor blades and the razor-blade industry. This makes us wonder whether it wouldn't be possible for operators to draw more male players by offering more prizes appealing to men, razor blades, being inexpensive and something which every man must use daily, seem to us to offer great possibilities as a consolation award, particularly if ops will choose the

Lower Tariff Ups Can. Blade Sales

NEW YORK, Feb. 4.—While the new reciprocal trade agreement with Canada has only been in effect since January 1, blade manufacturers already are experiencing an increase in orders from across the border, it is reported. Tariff on blades was shaved from 30 to 25 per cent of the declared value.

Manufacturers claim an increasing number of our Canadian brethren will be scraping their chin with American-made blades during the coming year. Sales increases of the past month are destined to jump still more when the present 3 per cent excise tax on all Canadian imports is removed as soon as the Canadian Legislature meets.

kind of blades which will give a smooth, clean, fast shave.

PERHAPS if the lady of the house comes home of an evening with a package of blades she has won at the bingo and presents them to friend husband and he gets a number of good shaves out of them he'll get interested in bingo. Maybe it will work and maybe it won't. (See BINGO BUSINESS on page 57)

NEW PRICES

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ONLY **\$1.10** EACH

- 16 Pictures from Roll of Film
- Super Speed Lens
- Fixed Focus
- Eyelevel View Finder
- Shutter Stops for Time or Snapshots

The ELGIN

KWIK-SHAFT



A. Q. ONLY.

Life-Time Motor. No rattling parts. Receives no oiling. Goes as close a shave as a Blade-Razor.

ONLY **65c** Each

Be Sure To Include Shipping Charge With Order.

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2030 Commerce St., Dallas, Texas

627 Woodward Ave., Detroit, Mich.

704 Franklin Ave., Houston, Texas

1025 Main Ave., Philadelphia, Pa.

112 N. Broadway, St. Louis, Mo.

ELGIN & WALTHAM

RENEWED POCKET WATCHES

NEW YELLOW CASES

25% Deposit. Balance C. O. D. **\$2.25** SEND FOR CATALOG

GABRIEL-IEZZI

2115 E. 12th St., PHILADELPHIA, PA.

Sell VALENTINES

Share in the Profits.

Comics are in BIG demand

23498 - Comic Valentines, 144 Designs. 7 1/2" x 10" embossed, printed in colors on parchment. 1 complete assortment in the deluxe envelope. Packed 1 dozen to each. 100-gram lots. Gross (Postage Paid) **35c**

PER CARDS (Postpaid), 30c.

Illustrated Photos List of All Valentines Upon Request.

Deposit 10 Received on All C. O. D. Orders.

LEVIN BROTHERS

TERRE HAUTE, INDIANA

BULOVA - GRUEN

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WRIST AND POCKET WATCHES FOR LADIES AND GENTS.

Renowned and Guaranteed Like New.

1939 STYLES NOW AVAILABLE

WRITE FOR OUR NEW CATALOGUE.

NORMAN ROSEN

Wholesale Jeweler

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HOT VALENTINE CARDS

No. 1 Postcards, 30 diff., per 100 **75**

No. 2 Baroque in colors, per 100 **1.50**

No. 3 Folded with Purse, per 100 **1.50**

No. 4 Folded with Purse, per 100 **1.50**

No. 5 New Baroque, per 100 **1.00**

No. 6 New Series Folded, per 100 **2.00**

PHONEY PURRY DIPLOMAS FOR VALENTINES, 30 diff., in colors, Gros. 2.00, Lops. 1.50

Comic Outlets and Folders in 100 of colors, 50 diff., at 30, 40, 50 and 75c gross. Retail up to 1.00.

50, 60, 70, NEW HOT DECALS for Whiskey or Alcohol glasses, 8 diff., on strip, 100 pieces, 40c. 100, 150, 200, 250, 300, 400, 500, 600, 700, 800, 900, 1000, 1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000, 15000, 20000, 30000, 40000, 50000, 60000, 70000, 80000, 90000, 100000, 150000, 200000, 300000, 400000, 500000, 600000, 700000, 800000, 900000, 1000000, 1500000, 2000000, 3000000, 4000000, 5000000, 6000000, 7000000, 8000000, 9000000, 10000000, 15000000, 20000000, 30000000, 40000000, 50000000, 60000000, 70000000, 80000000, 90000000, 100000000, 150000000, 200000000, 300000000, 400000000, 500000000, 600000000, 700000000, 800000000, 900000000, 1000000000, 1500000000, 2000000000, 3000000000, 4000000000, 5000000000, 6000000000, 7000000000, 8000000000, 9000000000, 10000000000, 15000000000, 20000000000, 30000000000, 40000000000, 50000000000, 60000000000, 70000000000, 80000000000, 90000000000, 100000000000, 150000000000, 200000000000, 300000000000, 400000000000, 500000000000, 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PIPES

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

OAK-HYTEX FERDINAND TOSS UP BALLOON



Here's your chance to cash in on the newest Wall Dimes hit. Offered in bulk and in an attractive package. 20¢ high. Furnished with cardboard "boots".

Sold by Leading Jobbers.

White City, Lockport, Campsville, Rockaway, Ohio

MRS. W. H. (BILL) BURNS . . . wife of W. H. (Bill) Burns, med. pitchman, is reported seriously ill in Matty Hersee Hospital, Meridian, Miss. Friends are asked to write her.

IF PRESENT indications are a criterion there should be plenty of celebrations to mark this year.

J. H. McCASKET . . . scribes from Hampton, Va.: "Readings of the business barometer seem to indicate a slight improvement here. I visited the juke purveyors' convention, an annual affair in these parts, the 26th and 27th, and met several boys of the leaf. Attendance was good but lucre was scarce. I am much improved in health since my sojourn here but will not go on the road again until I'm entirely well. As usual, the peninsular territory is good for nearly any commodity, so give it a look, boys, on your way north; it may pay dividends."

KID CARRIGAN . . . recently left Chicago and is now working Southern Indiana to fair biz.

THE BLUEBIRDS' singing is sweet music to pitchmen's ears.

CHRISTINE BAYLOR . . . who started her life on the road operating a med show in Ontario, Can., pipes in for her first time from Harrisburg, Pa. "She writes: 'Today I have my own jewelry concession and book independently. I work a few H. L. Green stores, but mostly department stores. I work some stores over and over and always leave with an invitation to return. The past summer I worked out of doors to good business at community markets in Pennsylvania. I make Harrisburg my joaling headquarters, and I am here now for a month's rest. There are two demonstrators in Murphy's here, and curiers in Kreege and in P. & W. Grand, so there is always someone to visit. I would like to see pipes from Nina Benson, Doc Fady, Doc Miranda Benson, Doc Page and Earl Crumley."

TRIPD OPININGS: "A pitchman's good traits far overshadow all reticent and business antagonism."

MR. AND MRS. JACK HENDRIX . . . stopped off at Macon, Ga., on their way to Florida after an extended holiday vacation, which they say was the first in seven years. They are working a chain store in Macon with rug needles and are working pullab on the streets to good business. They would like to see pipes from George Sanders, Herbert Hall, Eddie Thornton, George Baile and E. A. Fine.

A GAY TIME . . . was had at the Robert Treat Hotel, Newark, N. J., of which Bob Velling, ex-pitchman, is manager, when pitchmen and leafies whooped it-up in celebration of the birth of a boy to Miz and Mrs. Joe Hess, writes Al Sears from Newark. Baby was named Joe Penner Hess Jr., as Joe is an old pen worker. Pitchmen present included Joe Morris, Mike Kelly and Joe Webster.

A NUMBER OF THE BOYS are sending their communications to the pipes desk too late in the week. They should be here by Friday of each week. When they come in later we are forced to publish them in the following issue. Get 'em in earlier, boys and girls.

W. C. WILSON . . . appears to be making rapid success in New York as the root and herb man from the West, says J. O'Shea. "Wilson is the sole heir of the medicine man and is demonstrating his ability as bulgee of specialty salesman on the Qny' White Way. He is taking the specialty field of selling from the hands of the 'ha-beens' by working clean," writes O'Shea.

AL (POP) ADAMS . . . pens from Tampa, Fla.: "Florida is a shade rough for the boys this year, as there are more workers and fewer four-

legs this year, stiff spots are hard to get and do not yield much folding money. Pairs have been blanks so far. We need three more juicer workers to make it an even 100, so come on down, boys; give plenty of salt and pepper to put on this Florida sunshine."

ARE YOU CONTINUALLY on the outlook for business?

"HAD IT . . . all to myself last week in Columbus, Ga.," writes Stanley Naldrett. "but am working Macon, Ga. this week and will open in Augusta, Ga., February 6. Am working chain dollar stores only. Pipe in, West Coast."

RAY PIEGE . . . former veteran med man, who is now in Cleveland doing advance advertising and scenic work, was given quite a bit of news space in The Cleveland News in Howard Beaufait's column recently. Piege was with Bob Clark's famous medicine show.

IT WOULD hardly be worth doing if it didn't cost you something.

J. EARL . . . reports that snow and cold weather the past two weeks in Detroit have damaged outdoor pitching but says there are plenty of pitchmen working in stores there.

JOE KENNER . . . (The Count) was seen pitching gummy in Detroit January 28 to good business.

M. BUSH . . . of dream-book fame, is set in a chain store in Columbus, Ga., indefinitely.

SOME FOLK, like an unruly horse, must be broke before they will work.

MR. AND MRS. WILLIAM STROEHLIN . . . and Miss Laura, Stroehlin's sister, after several weeks in Cincinnati, are now in Houston working to good takes; Bill with sharpeners and Miss Laura flowers.

THE IRVINS . . . recently opened in Newbury's, Providence, with cleaner.

DOC NEWMAN'S . . . boys are reported collecting valves in Nelaue's, Boston, with herbs.

MAKE USE of the small opportunities and you'll have little difficulty taking care of the big ones when they come along.

DR. ROBERT M. SMITH . . . is shoots from Dothan, Ala., that he is slipping around over his route of 20 years ago thru the drug trade in Southern Alabama and West Florida. He says business is fair but that few pitchmen are around.

PHILIP CULLEMAN . . . informs that the rings are no good in New York, but says if you have a stamp, okay. He asks how is Hannover street, Boston.

THERE'S NOTHING that keeps a pitchman more fit than enthusiasm, energy and grit.

NORRIS KAHNTROFF . . . pens from West Palm Beach, Fla.: "Jumped from Houston to New Orleans, Doubled up with Joe Morris and drove to St. Petersburg. Am still working Florida to good takes. Worked here January 28, as did Charles Kasher with med."

AMONG WELCOME . . . visitors to the pipes desk last week were Charley Courteaux and a friend, Mr. Elias. The boys blew into the Queen City from Florida, where they worked juicers to fair business. After spending a few days in Cincinnati, Charley plans to head east.

MEMORIES: Remember when Irish Reynolds was working a small town in North Carolina and an old man with long whiskers came walking down the street? Thinking out loud, Irish said: "Here comes a derb," and approached the old fellow, stuck out his hand

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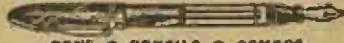
THE IDENTIFICATION CO. (World's Largest Distributors of Social Security Plates and Machines) Dept. B, 1560 Broadway, New York City.

ELGIN & WALTHAM WRIST WATCHES \$2.95

In New Cases. Send for Circular, showing the biggest bargains in Elgin, Waltham and other famous brands in the country.

H. SPARBER & CO. 104 North 7th Street, St. Louis, Mo.

UNDERWOOD



PENS • PENCILS • COMBOS Buy Direct From Manufacturer.

FOR BETTER GRADE PENS SEE GRODIN PEN CO., 603 Broadway, New York City.

FUR COATS \$11.50

Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real flesh for saleboards, blake operators, agents, salesmen at stockpilers. Other Coats from \$3.00.

WAYNE FUR CO. 3761 Linwood Ave., Detroit, Mich.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.




SOUTHERN PEN CO. Manufacturer Since 1913. 16 N. Union St., Dept. "F", Petersburg, Va. Send \$1.00 for Samples. Prompt Shipments.

Big Profits!



Own your own business, stamping 1000's of Social Security Plates, Name Plates, Tags, with name and address, 25 cents.

HART MFG. CO. 311 Dover Street, Hrooklyn, New York.



\$18.00 Per GROSS for BETTER PLUNGERS

3 Assorted Samples, Postpaid 50c. ASBTD PEN, Mrs. 187 Lafayette, N. Y. C.

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New Attendance Mark of 236,114 For Tampa Fair

TAMPA, Fla., Feb. 6.—Florida Fair and Pan American Hernandez De Soto Exposition, January 31-February 18, closed the first week on Saturday with record attendance of 236,114, topping the first week last year by more than 30,000. Perfect weather on all five days and nights put officials and showfolk in good humor, and records in all departments exceeded expectations.

New all-time high for one-day attendance was set on Children's Day, Friday, with 119,814, the former record being 103,236 in 1937, rain having caused a drop in attendance for the day last year. Usual procedure was followed, school children and teachers being admitted thru gates free and to a special grandstand program.

Thursday was Thrill Day with attendance of 25,201. Lucky Teter and his Hell Drivers lured a good crowd to the grand stand in the afternoon. On Saturday, Future Farmers' Day, attendance was 41,173. More than 4,000 Future Farmers of America from all over the State admitted free, with a special program including a live-stock show in front of the grand stand.

On the neon-lighted midway of the Royal American Shows, finest and largest ever seen here, new attractions are improving popular, excellent weather giving shows, rides and concessions a good break. De Soto Pageant, night grandstand show during the first week, drew fair crowds on four nights and capacity on Saturday.

Officials expected to break more records today, Gasparilla Day, always the biggest of the fair from the standpoint of gates, grand-stand and midway receipts, as good weather is predicted. Many showfolk and fair officials of the States and Canada are already here and more are expected.

New Rides Are Popular

TAMPA, Fla., Feb. 4.—On the Royal American Shows' midway at the Tampa Fair crowds appear especially enthusiastic over the Spillman Engineering Corp.'s new Silver Streak ride and the local Dipsey Doodle, both making their debut at the fair, reported Roland W. Richards, RAS publicity director. His greatest interest also is being taken in the Eyerly Bioplane, Children's Day on Friday was big on the midway, with perfect weather until closing hour, when sudden rain cooled the air for a pleasant and much-needed rest for weary RAS employees.

ACA Officials To Meet

TAMPA, Fla., Feb. 4.—A veritable convention of outstanding outdoor showmen and fair officials was in session at the Tampa Fair over the week-end, reported Jack Dadswell, free-lance photo journalist, widely known in the outdoor field.

J. C. McCaffery, president of the Showmen's League of America; Rubin and Anna Gruberg, Rubin & Cherry Exposition; E. Lawrence Phillips, Johnny J. Jones, Exposition, and Barney S. Gerety, Beckmann & Gerety Shows, arrived Friday night to witness the largest Children's Day in the history of the annual.

Among visitors were Mr. and Mrs. William Kemp, Bennies Bros. Shows; Motordroms; Lorow brothers, oddities and illusion show operators; of Bennies; Floyd Newell, publicist of the Mighty Screamers Midway; Nancy and Dave Miller, girl show impresarios; of Beckmann & Gerety; Rube Nixon, monkey show operator; of Jones Exposition; and Lillian Sheppard, who produced the Rubin & Cherry posing show in 1937. Scores of others are en route to Tampa for Gasparilla Day on Monday.

A special meeting of executives of the Amusement Corp. of America is scheduled for next week. All officials, including Carl Sedlmayr, president; Fred Beckmann, chairman; J. C. McCaffery, general manager; Elmer G. Velare, treasurer; Barney S. Gerety, secretary; and Anna Gruberg, Rubin Gruberg and Curtis Velare, directors, will be in attendance.

This year's fair has exceptional publicity representation. Russell Kay, fair secretary, and Jim Malone have charge of fair publicity; Ed Squibb handles radio broadcasts; Irish Moran, Lucky Teter's thrill performances; and Roland

W. Richards, newspapers for the Royal American Shows.

Cincy Coney Meets High Water Threat

CINCINNATI, Feb. 6.—Management of Coney Island here is making preparations to combat flood waters, which at the predicted 50-foot stage will cause considerable damage.

Present water level is more than 35 feet, covering the lower portion of the park and swimming pool. All movable equipment, including 75 motors and cables and benches, was taken to higher ground on Saturday.

Should the 50-foot level be reached, all buildings except Moonlight Gardens will have water in them. Floor of the dance hall will be covered at 62 feet.

Baltimore "Resort" As Amusement Park

BALTIMORE, Md., Feb. 4.—Jimmy Hartmore has again taken over the Thompson Sea Ostr House and is having it converted into an amusement park like the old River View, with rides for land and water and concessions of all kinds. Free acts will also be presented. It will have a boardwalk over three city blocks long and a bathing beach. In addition there will be a playground on the beach for children and grown-ups.

John T. McCallin has been engaged as concession manager of the park, which will be known as the Thompson Sea Ostr House, "the Coney Island of Baltimore." It is the only one left of the old-time family resorts around Baltimore, most of which were on the water front and known as "shore." For about 85 years it has been run as a family resort. Its first proprietor was Dick Paine, who was followed by the Thompson family, Hartmore and the late Gus Hennegan.

MORE NAMES

(Continued from page 31) been worked out, one a point-to-point trip around grounds and two other sight-seeing tours. Vincent Hidalgo, chief mahout of the tours, is busy studying expo, geography.

Eye Out for Nepotism
Julius Charbonneau, a walking exposition in himself, has been signed to display his collection of tiny objects.

An outbreak of "relativity" is drawing fire towards some departments. In fact, there's a campaign on against any system of putting relatives first on the job list.

Footers are still out for Sonja Henie to head an ice carnival.

Instead of a gate charge of 25 cents at Streets of All Nations, visitors will be admitted free. With this change of policy there will be no shift in general character of the "restroom," but there will be a 25-cent charge to each of the nine villages.

ROSE AND FAIR

(Continued from page 31) of construction of a canvas roof to the amphitheater, insuring patrons protection from sun and rain. Canvas will be spread over a steel frame. Four shows will be given daily, possibly more on big days, and admission will be priced at 40 cents with reserved section going for 81.

Stage and Pool
Mechanical equipment will consist of a stage 200 feet deep and 311 feet wide, separated from the amphitheater by the pool, which will be 275 feet long, 35 feet wide and 9 feet deep. Settings will be built around three revolving sub-stages; two diving covers 75 feet high and a water curtain 40 feet in the air.

Previously Rose had contemplated a pageant with a historical motif. The change in type of production, decided two months ago, was prompted chiefly by the fair's desire to have at least one girl show of spectacular size and content in the amusement area. Amphitheater is located at the upper end of the amusement section and borders on Fountain Lake. Stage and pool will jut out into the lake in the proximity of the fireworks display base.

ON FLUSHING FRONT

(Continued from page 31) call, anyway you look at it. (Now don't boycott me, Mr. Whelan.)

They say Ralph Hies is becoming lukewarm on his tie-up with Music Corp.

of America and the fair in operation of the theater-restaurant project in the already constructed Music Hall. Deal is still on, tho, and, provided certain details can be worked out, will probably become a reality. . . . And there is some talk, tho, most certainly anything but official, that Center Theater's current hit-occupant, The American Way, is being considered as an attraction for the same location.

Harry C. Baker, ride and show operator with Harry G. Traver at New York and San Francisco this year, off for the western city by plane, will remain there until after the Golden Gate opening. . . . Milt Hinkle, the rodeo operator, in town and huddling with Dick Edwards and Ray E. (Pop) Dunlap, holder of the curd and cheese-weight scales concession. . . . H. M. Goodhue, of Fountain of Youth note, still negotiating for a spot near Dunour & Rogers' "Strange as It Seems." . . . Jimmy Lynch, the death-dodger, conferring with the Goodrich people concerning his thrill exhibit for the company this summer. . . . They say Lucky Teter still has a chance of landing Plot T—which would make two auto dare-devils at the same fair, one as an exhibit and the other a concession. . . . Harry Witt, who controls the popular Boomerang ride, looking for financial backing. . . . Theatrical unions are preparing a stand on fair attractions and will be ready to present it to officials in the Administration building shortly. . . . Lincoln G. Diekey, general manager of Billy Rose's Aquaslide, says his project has plans for a publicity campaign that will make show history—and plenty of coin for all concerned.

Jottings . . . Expo confidently expects half a million people from foreign shores, with about half that number from Europe (provided there are that many people left over there come next summer). . . . Has the American Express raised \$3,000,000 in its tourist campaign, some of which it may use to finance rosy-looking items in the amusement zone? . . . One Jim Moran drew ribbing yards in local dailies—it seems he wants to exhibit a live whale at the Gotham Gargantuan. . . . Night clubs are busy lining up big parties to be held during the W. F. . . . Culture Note: California Olive Association will have a robot dressed as a Frankish friar who will deliver a speech on the history of the olive. Please remind us not to listen. . . . The Independent Hotel Association announces a \$18.50 tab for three nights' lodging, two admissions and sightseeing trips around the city. About 50 hotels are included in the scheme. . . . Will Standard Oil have an animal show as part of its exhibit? . . . Sally Keith, the tease dancer, is said to be down for a spot in one of the shows. Everyone keeping mum on the point so far. . . . U. S. fleet will arrive day before the big bow (which is April 30) and stay until May 17. City is heaping more warnings that the vice fraternity better stay away from N. Y. . . . Even the Chinese section of the city is anticipating fat returns during the fair, and on this basis is doling up and adding restaurants, etc.

GLEANINGS

(Continued from page 31) are taking final tests under Mrs. Alice Tapley, chief of personnel. It's a tough job, but she is handling it with smiling thoroughness. These misses will create a sensation when tagged out in new uniforms, doing their daily dozen on the parade grounds before taking their places for the day.

William Russell and wife arrived from Scotland and be immediately began rusing the building of the Scotch Village, An Clachan. The bonnie lassies and the braw pipers, who will arrive soon, are to be met by most of the Scotch societies of metropolitan San Francisco and Mayor Rossi had a police escort.

To bingo or not to bingo? Behind this question extreme pressure has been brought to bear by politicians, brass hats, fixers and others with entering wedges, but up to now the question is still moot. Men who should know have estimated that \$1,000,000 can be grossed in the 41 weeks of the fair with a number of games in selected locations on the grounds, playing for do, re, mi.

Boardman Co., San Francisco, has the pleasure boat concession on the lagoons. Different types of boats will be used, artistically decorated to conform to the expo color scheme.

Clyde Beatty and wife, Bennett, in town from the North to sign contracts, Arthur Hoffman and the writer drove to the zoo where Fred Chapman, head animal man,

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escorted the party around one of the finest zoos in the world. Clyde was much interested in the Bengal tiger, of which this zoo is said to have the greatest collection in captivity. Clyde and Harriet flew from here to Los Angeles and then to Chi to oversee loading of his animals and equipment for Trossius Island, where he is scheduled to arrive not later than February 10.

Tex Cameron's mammoth barbecue palace is plating hundreds of patrons daily, 3,000 pounds of savory meat on spits at one time.

Ten thousand is the number of passes that must be issued to concessioners, exhibitors and others connected with the fair. Ruth McKay, in charge of this department, and 25 girls have been moved to 200' Bush street, where the department will now function. Administration building foyer was so cluttered with pass-seekers that the move was necessary.

Buck Jones and his trick horse, Silver, may be attractions on the Gayway. Jones' representative having started negotiations with the concession department.

Intramural bus trains, now carrying passengers thruout the grounds, are giving excellent service with a minimum of road blocking. It looks as tho this type of bus is to be a great success for world's fairs. Weddleton did it.

Entire Court of Honor is surrounded by orange trees bearing fruit. I am wondering how long this fruit will stay on the trees after customers begin to arrive.

France has the largest and finest building of all countries participating, having spent upwards of \$1,000,000 for the great structure. Seventy-one monstrous cases of priceless art arrived the other day on a steamer, which was received by French consulate officials and a delegation of fair officials, headed by Major Keatinge, chief of foreign participation. Who is highly gratified over the French showing, as at times it looked as tho it might fall thru because of conditions in Europe.

Hadi Delgarian; nephew of the late Baba Delgarian, dropped in and said he would like to be a participant. After viewing the set-up, Hadi declared he did not want to return to Chicago, so it looks as tho he may be with some kind of an attraction.

Don Nicholson, Oakland contractor, who is building most of the Gayway structures, grabbed off the contract for the Scotch Village, which will cover about 50,000 square feet.

MIDWAY CONFAB

(Continued from page 45)
ara, Del Dougherty, Maynard Pope, Turk McKinney, Blackie DeRose, J. Seabawk, Art Scowal, E. B. Barnes, Jack Beatty and Mr. and Mrs. George Zooley.

Out in the Open



Leonard Traube

Definitions

RAILROAD SHOW: To be the owner of one makes you one of nature's noblemen and an asset to the trunk line. It also gives you an edge on mileage books, a fact which makes you the prey of practically everyone you know.

Promoter: Anyone with a suitcase (preferably of the secondhand variety) is eligible. In fact, it's the only asset he has to start with. (Sometimes that's what he ends with, too.)

Director of Publicity: A promoter agent with a fancy handle.

Director of Public Relations: A promoter agent with a fancy handle.

Press Agent: A promoter agent.

Making an Opening: The principle behind this art is to memorize a spiel with pronunciation and punctuation exactly like that of the original, which was created a few days after the Battle of Gettysburg.

Independent Showman: The man behind the eight ball.

Eight Ball: The object which is always in front of the above.

To Put the Bite On: To ask for money in such a way that the prospective lender knows you do not intend to pay him back. This makes it honest all around, so much so that you generally do not get the scratch you are after, which is probably just as well.

Special Agent: He is called special rather than just agent because his special gift is persuading the Old Man to hire him in the first place.

Old Man: The person who runs the outfit. Because he came up from the ranks he is the most maligned man on

the lot. The man with the walking privilege always thinks he can operate the show much better. Maybe he can. Who can tell? (He'd rather leave the headaches to the current operator, however.)

TIP: A crowd of people driven away from instead of into the show by the talker.

The Nut: It's what keeps you down with the miseries as it goes up. When it goes up, you're down. When it goes down you feel so elated that your enthusiasm is largely responsible for creating more overhead than you can stand. In that case you become very adept at cutting out paper dolls.

C-note: A rare commodity which you often hear tell about but never see, except in the office wagon, where you can't get to it.

Exclusive: This is what you pay extra for to discover that what you have bought is about as exclusive as Night Court.

Juice: What you get when the show electrician cuts you in. But before you can get that distinguished gentleman to perform that function you go thru a series of conversations with yourself that sounds like \$10, \$20 or a reasonable facsimile of the same even if you do not ordinarily go in for incentive.

The Ghost Walk: This is pay day, a practically unheard of department of operation unless you have fall, in which case you are given the honor of working strictly for meal tickets.

DRIBBLES: . . . H. H. Anderson, of theater operating chain in Carolinas bearing his tag around town with Sammy Lawrence, of midway bearing his tag. . . Art Lewis, of Art Lewis Shows, busy in Norfolk (Va.) quarters completely rebuilding the show and adding new fronts, he writes. . . Bob Matthews, trainer of King Tully, the famous lion, sends programs and newspaper clippings from Berlin raving about the wire-walking beast. . . We hear that A. L. Vollman, producer of the Carnival of the Golden West, big spec of the San Francisco Exposition, is receiving \$250 per week plus 25 per cent of the net, and maybe the inside privileges. Very nice money, but not nice enough for

the producer of the Carnival of Texas at the Dallas Exposition in 1936 and Carnival of America at the same spot in '37. It looks like Hollywood will be back to Vollman after his prison spec. . . Fred Panzer sends a miniature bag of sand from Florida just to remind us how poor we are, the tease. . . It was and to learn that our good friend, Joshua B. Bailey of Boothwyn, Pa. had passed on. He was a real friend of showfolk. . . Arnold (Doc) Beebe, the weight-guesser, doubling with a recording company. . . Also the Alligator Boy in town for a few days after a spell with Herman Singer's Museum. Sister, Alice the Alligator Girl, in Syracuse with her husband. . . While working at Hubert's Museum Jimmy Stone was rushed to City Hospital for an operation on his appendix. . . Clem Schmitt, the insurance broker, left for the South on a two-week business-pleasure trip. . . Luna Park, Coney Island, is in new hands, Prudence Bonds Corp.

best interests of all clubs to "get under one tent." We wouldn't want any club to feel later that it had not been invited to participate in the movement or that it had been slighted.

The "Iron" is hot if there is to be any "juggling" done by the clubs yet to be heard from.

Notes From the Crossroads

By NAT GREEN

A NEW set of by-laws has just been formulated for the national organization, the Harry A. Atwell Luncheon Club, which numbers among its members many of the leading outdoor showmen of the country, as well as noted men in other fields, as, for instance, Robert L. (Bellevue or Not) Ripley; Col. Roscoe Turner, noted aviator; Karl K. Knecht, cartoonist; Dr. Tom Tormey, surgeon, and many others. Including, of course, Atwell, "the old folog," who has shot thousands of celebs with his camera—in his long and colorful career.

The by-laws are as unique as the organization itself. Here they are: 1. Every member pays his own check. 2. Members are forbidden to tell the same story more than nine times. 3. Mileage books cannot be traded to traveling salesman for telephone numbers. 4. Winners of more than three duckie books at the 20 game in one day must buy champagne. 5. Members must rise on approach of anyone of the rank of fifth vice-president (or higher) of a carnival company. 6. Fines of \$5 will be assessed for the following reasons: (a) Predicting that a truck show is going on falls next year. (b) Saying, "If I owned that show—". (c) Telling a circus owner or agent what towns he should have played. (d) Saying, "The Big Show ain't what she used to be." (e) Saying, "When I was a boy circus clowns were funnier."

Billy Blencoe, who five days a week turns out show paper and on Saturday forgothers with the boys on the Magic Carpet, has just delivered the 1938-40 membership cards.

Tampa Tid-Bits: One of our Northern scouts having warned that a six-inch snow was on the way to Chicago, we high-tailed it for Tampa, where Mother Nature is smiling, and so is Pete Strieder, for he's got a fair this year that he and the State of Florida may well be proud of. . . Frank Winchell, Collier Hotel publicity man, resident in white flannels, welcomed us, and in the lobby who should pop up but Earl Newberry and the misers, who have become native Tampaans, if that's what you call 'em.

Found a note awaiting us from S. T. Jessup, of U. S. Tent and Awning Co. when a little later we found hard at work on the fairgrounds. First familiar face on the grounds was that of Julius Cahn, "Count of Lutenburg" (Wah), here for his 11th year. . . A tour of the exhibition buildings with Julius revealed some of the finest county exhibits of vegetables and fruits we have ever seen at any fair. . . Over on the midway the "Velare" boys were smiling over the excellent start made by the Royal American Shows. . . Peazy Hoffman, hurrying along, paused long enough to point out the "finest cook-house on any midway." . . Ida Cohen, little big business woman, busy as usual and radiating the Cohen personality. . . Over at the grand stand Pop Teter and his crew readying things for the Thrill Day program, while Lucky busted himself downtown getting the latest info on how his nags were running at Hialeah.

Florida is going to have an outstanding exhibit at the New York World's Fair due primarily to the indefatigable efforts of Max W. Brown, a tireless worker, who knows how to get things done. Some of the remarkable dioramas to be shown at New York are on exhibition at the Tampa fair. We toured the exhibit with J. E. Wallace, who is too modest to admit that much if not most of the designing and building of the dioramas is his work. He took us back of the scenes and showed how some of the remarkably lifelike effects are attained by astonishingly simple means. Earl Brown, who had charge of the Florida exhibit at A Century of Progress, deserves the fullest support of Florida business men, for the work he has done and is still doing is responsible for bringing thousands of tourists to the land of Sunshine and is a showman par excellence.

Hartmann's Broadcast

STRIKE while the iron is hot! That old saying is just as true today as it ever was.

There is no iron hotter today than is the subject of the proposed Home for old and indigent troupers. Everywhere showfolk are discussing it, some being for it, some against it and still others in favor of making provision for those unable to troupe any longer, but not in the form of a Home.

One reason for bringing up the subject here is to ascertain if the showmen's clubs outside of the ones which have declared themselves have given serious thought to extending their co-operation and joining in the movement.

The suggestion to join in was made in an editorial in our issue of January 21, but the only clubs heard from since then have been those which have already declared themselves. We will quote the suggestion referred to, as follows:

"We now consider the suggestion made in various quarters, that the various organizations merge their interests in such a way that if a home were established all would share in its benefits. This side argues that the combined strength of the Showmen's League of America, National Showmen's Association, Circus Saints and Sinners' Club, Heart of America Showmen's Club, Pacific Coast Showmen's Association, International Association of Showmen and Michigan Showmen's Association would be sufficient to support a home without putting an undue burden on any one organization."

Since the editorial in question appeared a conference of delegates of the S.L.A., N.S.A. and C.S.S.A. was held in Richmond, Va., to discuss the various plans for constructing a home, and it culminated in a decision to survey, thru the three separate committees representing the clubs, the feasibility of establishing such an institution. These committees are to gather data concerning the cost of building and maintaining a home in different parts of the country and the results are to be submitted to another joint meeting in New York.

Since the suggestion that other clubs participate in the movement was made J. O. McCaffery, president of the S.L.A., officially announced a willingness of the League to co-operate with those interested in the Home.

This announcement and the activities of the committees at Richmond are a nice answer to the closing question of the editorial in our issue of January 21, which read as follows:

"Which club is going to be the first to start the ball rolling toward harmony and a united drive?"

But what has us wondering now is whether the Heart of America Showmen's Club, Pacific Coast Showmen's Association, International Association of Showmen and Michigan Showmen's Association are interested in the movement and will appoint committees to investigate the cost of building and maintaining a home, these to participate in the joint meeting of the others in New York.

If the P.C.S.A., H.A.S.C., I.A.S. and M.S.A. have not yet discussed this movement at their meetings we urge them to do so and let us know the outcome. There is still time to join in the movement if the desire to do so is there. No matter what the final decision is for taking care of the old and indigent, we think it would be to the

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WILL PLACE Legitimate Concessions. Shows not conflicting. This Week, Flamingo Park, Miami Beach, the Sunshine Spot. Address FUNLAND PARK, Miami, Fla.

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DEMOCRACY

Those who hope for the continuance of democracy in those nations where it still exists should give more careful attention to the defects of democratic forms of government. There are defects in our own form of government which are causing many people to wonder if democracy can be made to work. These defects have the effect of boring from within to undermine the liberties which we hold dear.

The course of events abroad serves to make us all the more anxious about our country and our relations to other nations on this side of the globe. England and France, upon whom we depend so much to maintain democratic forms of government, are hard put, and they have internal weaknesses just as we do.

There are decided differences in democracy in the United States and as it exists in France and England. The development of democracy in France and England has always kept a more distinct division of classes, with the lowest group kept within the limits of what is known as the servant class. It may be compared somewhat to the social position in which our Southerners keep the colored race.

Careful students of the changing times know that much of the bitterness in our political battles since 1929 has been because of the strong trend in America to reduce the lower group to something like a servant class. Except for government aid those who are now jobless would eventually be reduced to a servant status. There is a large group in America who feel that this is the best way out. On the other hand, the pioneer spirit of America has always been against the idea of a servant class—no matter how poor people may be.

This struggle about a servant class is causing plenty of trouble in all democratic countries. It promises to be a serious issue for many years—or until there is no such thing as an army of jobless people.

The dictators have met this problem of a servant class by making everybody, except the government officials, servants of the state. The idea at least provides bread for the jobless without any of the stigma that attaches to relief, doles and the WPA in democratic countries. So we who love democracy have a lot of thinking to do.

In the midst of a world crisis the democratic ideal of a free press has broken down and hence cannot be relied on as a guide to the masses of the people. No greater calamity has happened to democratic nations than the degradation of the press into propaganda machines representing in so many cases the selfish ideas of wealthy publishers. The masses of the people have slowly come to the realization they cannot depend upon the press to keep them correctly informed, and the faith of democracy is gone when the people cannot trust their sources of information.

In our system of government our legislative bodies have also lost the spirit of democracy. Even in Congress a man elected by a few thousand votes can defeat the will of the majority of the nation. Democracy cannot continue permanently on such a basis. In the United States today there is only one legislative body where a proposal has perhaps a good chance of being considered on its merits. The State of Nebraska has a Legislature of one house and, strange as it

may seem, that body with a Republican majority recently elected a Democratic chairman.

The only national official whom the people really vote for today is the President. With Hoover and Roosevelt it has been clearly demonstrated that the propaganda machine, including the divinely appointed opposition, can undermine and destroy any official whom a majority may elect. Democracy cannot function long under such a set-up. Congress has become so much a group of representatives of special interests that it is nothing more than a stumbling block to slow down democratic progress. The people have no real control over Congress. When the people vote for electors to choose a President those electors vote the wishes of the people. But members of Congress cannot be held to any definite responsibility to represent the whole people. If democracy is to survive it must speed up its work, but it cannot become more efficient with the dead load of the average legislative body today.

In the United States the candidate for office must spend from five to a hundred times as much to get elected as the office pays. Now regardless of how much we pretend to love democracy we cannot expect candidates to spend so much and then not get it back in some way. The elected official either gets his money back by appointing friends to jobs, by taking money from special interests or by filching the treasury.

In former days many officials recovered campaign costs by accepting money from petty gambling interests. Slot machines often helped in this respect. But the divinely appointed opposition press has in the last few years developed a technique for embarrassing candidates and officeholders with petty gambling scandals. It never occurs to the papers, of course, that they profit immensely from such gambling businesses as racing, sports, etc.

The realistic taxpayer who thinks things thru knows that elected officials will get their money back in some way. The realistic taxpayer would much rather see the successful candidate recover his money thru petty gambling than to filch it from the treasury or load the public pay rolls with his friends or sell himself out to special interests. Or maybe the taxpayer had rather see petty gambling legalized so that it will help carry the tax load.

Thus it can be seen that we who pretend to love democracy so much had better do some straight, realistic thinking—or we may some day not have any democracy. There are certain timeworn weaknesses in our system. It is not Communism or Fascism or any other ism so much as it is weaknesses built into our local, State and national governments. These weaknesses slow up the efficiency of government when times are changing so fast. Look, we get things done, say the dictators.

If we want to save democracy we had better find jobs for the jobless. Petty morals in some cases need to give way to the need for jobs. The work of democracy must be relieved of those legislative and judicial handicaps that slow up things so much. A little modernizing of statutes and constitutions will help a lot. The press must be made a reliable source of information for the people since they pay such a heavy advertising bill to support the press. The divine right of opposition, too, needs to be shelved, like the divine right of kings.

Minnesota Assn. Starts Move for Regional Shows

First annual show is hailed as a real success—distributors put on a vast machine display—manufacturers' representatives praise the show as a huge success

ST. PAUL, Feb. 4.—A strong move toward regional coin machine shows was started here in the holding of the first Northwest Coin Machine Show at the Midway Club on February 3. In the background was seen a protest against the holding of two shows in Chicago recently and also the attitude of the city of Chicago against the industry in general. Over 200 operators registered during the day and evening. The meeting was held under the auspices of the Minnesota Amusement Games Association, one of the few organizations of operators that look back to a history of activity extending over a long period. Present at the show were a number of representatives of Chicago manufacturers who had co-operated in helping to arrange displays of machines.

On the third floor of the spacious Midway Club a big display of the leading machines on the market had been arranged. These machines were placed by eight distributors in the Twin City area. A total of 102 pieces of coin-operated equipment was on the display floor, which made a real convention in its proportions.

A unique plan had been decided upon after considerable discussion among the distributors who furnished the machines. Instead of each distributor displaying the machines he handled, it was decided to arrange the machines in groups according to type, such as vending machines, scales, consoles and so on. Hence, when the visitors came into the display hall they saw an attractive grouping of high-grade machines according to type. The entire display taken as a whole was a remarkable showing of what may be called the very best machines on the market today. As many said, the machines on display are actually being produced in the factories and have already been tried. There was no dead stock.

Variety in Machines

Some idea of the bigness of the display may be gained by the fact that there were on the floor six models of the latest types of cigaret and candy vending machines; five models of bulk vending machines; 14 modern bell machines; 16 counter models of stimulators; 10 models of phonographs and also a number of wall boxes, remote control ideas, etc.; five models of penny scales; 14 models of the latest console machines; seven models of payout table games; and 20 models of novelty pinball games, and so on.

Distributing firms that had co-operated with the association in arranging the display included Game Novelty Co.; Amusement Games, Inc.; E. T. Barron & Co.; Hy-C Games Co.; LaBeau Novelty Co.; Mayflower Novelty Co.; Midwest Novelty Co. and Slight Sales Co. All of the distributors are in the Twin Cities area. The Filben Mfg. Co., maker of a new phonograph, had also worked with the distributors.

Annual Meeting

In the evening the annual meeting of the Minnesota organization was held and directors for 1939 were elected. At this meeting manufacturers, distributors and operators were invited to express their opinions about the show. Opinions from all were emphatic that the Minnesota group had truly started a move for regional shows by demonstrating how successful they can be made. The organization voted unanimously to hold a show at its next annual meeting.

There was some discussion of legislation at the meeting and also many expressions of thanks to the officers of the association for their good work. Food was served to all visitors at all hours in the exhibit hall. A drawing for door prizes was also held at the close of the evening.

Editor's Note: Walter W. Hurd, coin machine editor of The Billboard, was present at the Northwest meeting and will write a complete editorial review of the meeting, display and its probable meaning to the coin machine industry for the February 18 issue of The Billboard.

Western's Games Getting Big Play

CHICAGO, Feb. 4.—For reasons that are self-apparent, games bearing the Western Products Label are becoming more and more sought after," declares Don Anderson, Western's sales manager.

"Many operators are turning to the games we make for greater and more certain revenue," he said. "They have found in our games, especially in our Derby Clock and our Baseball, a surprising ability to make money. Baseball, the console-type game that offers all the action and excitement of actual baseball play, has been a money-maker for many months.

"Derby Clock, a recent release in one-ball payout tables, has jumped into leadership among such games, thanks to the unusual features that attract play. I refer especially to the twin jackpots, each of which builds up to a \$50 top. Back of the exceptional playing ideas in all of Western's games there is, of course, a mechanical merit that makes the games doubly acceptable to operators."

Just Imagine...
Buying Mills Vest Pocket Bell for only \$34.50



That's actually been the case of many, many operators who have already purchased Mills Vest Pocket Bells from Joe Calcuff! Because ON HAND—you get OVERNIGHT DELIVERY in almost every case! The one-on location EARNs YOU an extra \$5.00 to ease to only \$34.50. Why lose money while waiting for delivery? WIRE Joe Calcuff for Mills Vest Pocket Bells TODAY and start operating them tomorrow!

\$49.50
1/2 Deposit with Order, We ship Balance C. O. D.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. (Table Address COINISTS)

WE GUARANTEE
To Meet or Beat Any Advertised Price on Payoffs or Consoles.

CONSOLES	Ray's Trick (1000 serials)	Grand Stand
1938 Track Times \$120.00	all 30.00	Fairgrounds 37.50
1938 Kentucky Globes 108.00	Bally Payoffs 35.00	Fairgrounds 37.50
Jennings Derby Days 35.00	De Lutz Bells 22.50	Billy Entry 26.00
Amalgam Liberty Bells 35.00	Teasers 10.00	Quella 33.50
Longchamp 48.00	Turf Opales 28.50	Al-Sar-Ben 33.50
Terrence 32.50	Callahan Bonanzas 30.00	Padden 34.50
Derby Horse 35.00	Wang Tills 29.50	Weyler 35.00
Longchamp 58.00	Spaca Rides 45.00	Stoker's Chance 48.50
Red Head Track Times 75.00		1-2-3 (overload) 10.00
Grey Head Track Times 48.00		Preakness 16.00
1937 Billiards 48.50		Arlington 32.50
1938 Billiards 50.80		Derby Days 74.00
Exhibit Races (mult.) 34.50		Crown 14.00
Exhibit Jersey Club (mult.) 34.50		Miss America 14.00
		Acres Board 35.00

ONE BALL

Kearney Derby Clock 59.50	Upper Page 55.00
Wang Tills (White down) 110.00	

Half Deposit, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE 2390-B Prospect Ave. Cleveland, O.

GUARANTEED USED GAMES!

Alta 50.00	Bobbing 54.00
Bambino 13.50	Zephyr 2.00
Bally Reserve 12.00	Smiley 12.00
Caro 10.00	Robin Hood 25.00
Hi-Lo 20.00	Review 20.00
Wing 20.00	St. Worth 32.50
Odd Ball 38.50	Wheel 22.00
Prize Spinner 25.50	Johnny Free Races 25.00
Revela 44.50	Multi-Free Races 37.50
Scissors 34.50	

1/2 With Order, Bal. C. O. D., P. O. B. N. Y.

SPECIAL CLOSEOUT WHILE THEY LAST BRAND NEW IN ORIGINAL CASES

Paramount (Model A) Reserve 59.50
Paramount (Model B) Plain 59.50
Paramount (Model C) Free Play 59.50
World's Fair 39.00
Paramount Floor Stand 49.50

JOHN A. FITZGIBBONS, 453 W. 47th St., NEW YORK

Coinmen Praise Chi Coin Games

CHICAGO, Feb. 4.—Praises for the regularity with which the Chicago Coin Machine Mfg. Co. releases hit games are being heaped upon the heads of the organization by distributors and jobbers in all sections of the country, according to reports emanating from the company's headquarters.

"From Phil Robinson, our West Coast representative, we hear that jobbers and operators are remarking about the almost 'uncanny' foresight our designers display in the production of games that hit the public at just the right time and carry such enduring appeal.

"In the East George Ponsor and his staff are evidently using the dictionary to find words that describe their enthusiasm and that of their clients for Majors. If we are to judge by the adjectives they've been bombarding us with, as is always the case with a Chicago Coin game, the playing idea brings out the boy in every man, and friendly rivalry boosts competitive play to the point where an operator risks life and limb when he tries to remove a Chicago Coin game."

Gilmore Invites Assn. Office Use

CHICAGO, Feb. 4.—James Gilmore, secretary-manager of the CMMMA, recently commented that the association offices could well be used more often by visiting

coinmen. Said he, "It seems we have not sufficiently stressed our invitation to operators, distributors, jobbers and manufacturers thruout the country to make our association offices, Suite 323-324 in the Hotel Sherman, their headquarters when they are in Chicago.

"We maintain our office in Hotel Sherman because it is a well-known fact that it is 'home' to coin machine men whenever they come to Chicago. It has always been our desire and intention to make our office 'home' to visiting coin machine men.

"We renew our invitation in all sincerity to everyone in the industry to visit our office whenever in Chicago. If we can be of help to you in any way we will be very glad indeed to do what we can to make you feel at home.

"We will write any letters for you that you want written—you may make any local telephone calls you wish to make—we will give you directions how to go to any place you wish to go in the city most quickly and economically—and we always have available daily papers and current numbers of all coin machine trade journals.

"This invitation is made in the genuine hope that it will be accepted in the same spirit that it is extended, namely, to be helpful to the industry as a whole."

Laminoff Not With Modern

NEW YORK, Feb. 4.—Nat Cohn, of Modern Vending Co., this city, announced today that Marty Laminoff, formerly connected with the firm in the capacity of salesman, is no longer with them.

YOU CAN'T BEAT MARKEPP RECONDITIONED BARGAINS CONSOLES

20 REDHEAD TRACK TIME	\$75.00
7 EVANS GALLOPING DOMINOES	64.50
4 PAMCO DE LUXE	22.50
7 JENNINGS LIBERTY BELLS	35.50
3 EXHIBIT RACES	39.50
3 EXHIBIT SILVER BELLS	39.50
1 JOCKEY CLUB	34.50
2 LONGCHAMPS	54.50
2 TANFORAN	32.50
1 CLUBHOUSE	29.50
1 FLASHER	32.50
1 '38 SKILL FIELD	49.50

ONE-BALL PAYOUTS

3 AK-SAR-BEN (Multiple)	\$36.50
7 PREAKNESS	19.50
5 GOLDEN WHEEL	12.50
10 SPORT PAGE	86.50
12 GRANDSTAND	114.50
10 FAIRGROUNDS	36.50
2 FLEETWOOD	34.50
1 RACING FORM	17.50

1/3 Cash With Order
Balance C. O. D.

THE MARKEPP CO.
3328 CARNEGIE AVE.
CLEVELAND OHIO

"WHERE YOU BUY is just as important as WHAT YOU BUY! That's why our slogan is YOU CAN BUY (FROM US) WITH CONFIDENCE - AND BUY RIGHT!"



GEORGE PONSER.

Chicoin's MAJORS Straight Novelty or Free Play. Daval's Brand New Double Reserve DOUBLE TREASURE Exhibit's CHIEF Straight Novelty or Free Play. Keeney's POT SHOT 1 Ball Free Play Model or 2 Ball Multi-Free Play Model. ALSO SPINNER - WINNER

GEORGE PONSER ORGANIZATION 33 WEST 60th ST. NEW YORK CITY 11-15 East Ruyven St., NEWARK, N. J. 1435 Bedford Ave., BROOKLYN, N. Y. 900 North Franklin, PHILADELPHIA, PA.

GRANDSTANDS \$125.00

- Artillery \$20.00, Air Derby 15.00, Air Parade 15.00, Fairgrounds 45.00, Football 12.50, Girls 5-2-2 30.50, Big Race 29.50, Derby Champ 29.50, Paddis \$22.50, Padlock 18.00, Peaches 5.00, Place Pick 18.50, Premiums 22.50, Quizzes 65.00, Racing Form 12.50, Ritz 42.50, Sportsman 20.00, Zoo 22.00

WRITE FOR SPECIAL PRICES ON SLOTS AND CONSOLE MODELS

SAM MAY & COMPANY, 2011-13 Maryland Ave. Balto., Md.

COIN MACHINE BARGAINS

- HILLS WAR EAGLE SLOTS \$25.00, SHORT RANGE SHOOTING GALLERY 15.00, SIX-SLOT PALOOKA 25.00, POP-MATIO POPCORN MACHINES 35.00, SELECTOR'S DICE MACHINE 8.00, WAGON WHEELS 4.50, PENNY PAKS 7.50, ZEPHYRUS Like New 10.50, S. R. T. MODEL 9 TARGETS 13.50

L. H. HOOKER NOVELTY COMPANY, Arnold Park, Iowa.

New Orleans

NEW ORLEANS, Feb. 4.—It's hard to get delegates to the last Chicago show to talk anything but about the show three days. The score on more Louisiana representatives at the show agree to the man that the Windy City manufacturers go all in their power to make the trip worth while and there is a wide distribution of candid camera snapshots to prove that smiles were rampant. Here and there delegates are expressing the hope that this winter will see the end of two shows and that next winter all will again be under one roof and at one time.

Most encouraging thus far this winter has been the almost ideal weather enjoyed in New Orleans. Although December and January are none-too-wet months in normal years, rains have been scarce and the temperatures moderate enough to permit good patronage at all downtown pleasure spots. As a result of this factor plus probably the heaviest influx of Northern and Eastern carnival visitors in the history of the ancient festival, operators of all kinds of coin machines are getting a grand break. Intermingled among good reports are some few that are dissatisfied with results, but such cases are rarer than usual.

J. W. Soulat, coin machine operator of Port Sulphur, a community that has risen out of a swamp into a town of several thousand souls within a couple of years, reports an equal upland in

License Bill Is Up in N. D.

Operators write measure as counteragent to "confiscatory" legislation

BISMARCK, N. D., Feb. 4.—To counteract what they term "confiscatory legislation," North Dakota coin machine operators have introduced a measure in the State Assembly that would place an annual license and tax on coin machines. Previously an act had been introduced in the State Senate that would have taxed every coin machine from \$15 to \$200 per unit depending upon the size.

The operators' bill was introduced by Reps. Robert T. Gray and Gus A. Schaus (Morton County) and, according to Scott Cameron, Bismarck attorney and counsel for the operators, "probably will be passed."

The operators' measure provides that all operators in the State must obtain an annual license of \$200. Each mechanical device other than those exceptions hereafter noted must be licensed at a unit cost of \$10 per year. Each counter device must be licensed at \$5, and machines operated by insertion of a cent, including scales, must be licensed at \$2 per unit per year. The inspection fee now placed on penny weighing machines would be abolished. U. S. postage vending machines and slot machines are the only exceptions. Although the measure provides for the licensing of slot machines, Cameron points out that the North Dakota Supreme Court has ruled that slot machines are lotteries and lotteries are banned specifically in the State's constitution.

Operators are defined as bona fide residents of North Dakota who have been residents for a period of one year prior to the application for the license. Licensing of operators and machines would be handled by the State tax commission. All revenue obtained over and above administrative expenses would revert to the State's general fund. The proposed law carries an emergency clause which would make the law effective upon its passage and approval by the governor.

Emil Iacoponelli, head of the Bell Distributing Co., and George Brennan, United Music Association proxy, went hunting last month and shot a large deer. They placed the rewards in storage and last week put on a real wintson barbecue at the Brennan lake-side resort at Little Woods. Brennan barbecued and Iacoponelli put on a chef's apron and served in real outdoor fashion.

With practically everybody in the town working for the big Freeport Sulphur Co., which is running full capacity, Soulat finds a good play for his machines.

Loud praise for the new Bally novelty games is being heaped out by Julius Pao, territory Bally distributor, and Louis Bossberg, head of the New Orleans Novelty Co., one of the city's largest ops. So enthused is Bossberg over the Hawthorne that he is giving a big barbecue at his estate in adjoining Jefferson Parish next Sunday to do honor to this latest hit of the Bally line. With Mark Bossberg, better known to sport fans of America as Jack Sheehan, he will be in charge of the affair and is planning to cook a 200-pound hog, with beer on tap to bait the occasion.

With business holding well at the Sport Center on St. Charles street, Ralph Bosworth, assistant manager, reports a good play on the Stoner's Chubbie. The Sport Center management has found Stoner games well constructed. Bosworth said, and difficulty with the mechanism has not been experienced despite heavy playing.

Visiting here this week, Sterling Stanley, Memphis, who sales manager for Bally, reports a scarcity of Eureka in his district. "I am up against asking the Bally officials to push extra efforts to get me more Eureka to meet the demand in the Gulf area," Stanley said.

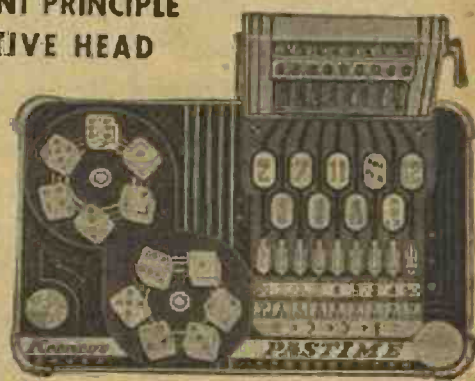
Doing its stuff

Keeney's PASTIME Console Game

"Repeat" orders are pouring in from all those who have had samples NEW, MATCH-POINT PRINCIPLE 9-COIN SELECTIVE HEAD

Changing Odds From 1 to 3 winners on each play "Double" Life Doubles Odds

Also made in Skilltime models, with Dice or Number top glass. Also Repeating: SPINNER-WINNER Console Action Counter Game with 8-Coin Head taking 1c, 5c, 10c and 25c pieces



J. H. KEENEY & COMPANY, Not Inc. "The House That Jack Built" 2001 CALUMET AVENUE • CHICAGO, ILLINOIS

He conferred here with Julius Pao, area Bally distributor, after a trip thru Texas, where he called on M. R. James and W. D. Willett, of the Navigation Amusement Co. at Houston, and Helen Savage, of the Automatic Amusement Co., Dallas, both Bally sellers in their sections.

10 Little Chiselers

- 10 little chiselers, cuttin' all the time, 1 cut a little more, then there were 9; 9 little chiselers, feeling kinda great, 1 forgot overhead, then there were 8; 8 little chiselers, looking up to heaven, 1 took a credit risk, then there were 7; 7 little chiselers thought they wouldn't mix, 1 quit the business, then there were 6; 6 little chiselers, all still alive, 1 cut the price again, then there were 5; 5 little chiselers, cryin' for more, 1 couldn't pay his bills, then there were 4; 4 little chiselers, all so full of gloe, 1 forgot the freight rates, leaving only 3; 3 little chiselers, didn't know what to do, 1 met a lower price, now there's only 2; 2 little chiselers, a-cuttin' by gum, 1 cut the other's throat, leaving only 1; 1 little chiseler, left without a penny, found himself in bankruptcy—now we haven't any; So listen, other chiselers, and get yourselves in trim. Forget the claim of lower prices and keep your! have to swim To stay in business nowadays and must co-operate Or else you, too, will be soon the up a similar fate.

—From 12th December, 1938, issue of the National Confectioners' Association Bulletin.

When My Ship Comes In!

How often have you heard that? Yet how foolish it is to expect to stumble on a pot of gold (which is the philosophy of "Quick Money") operators who keep looking for that elusive "killing") when really, the easiest way is to set up a sound, route of PHOTOMATICS, and let the dimes pile up.

INVESTIGATE International Microscope Reel Co., Inc. 518 West 34th St., New York.

WANTED

Playboys, Sport Pages, Grandstands, Thirtiedowns, Eureka. Wire quantity, condition, price. UNITED AMUSEMENT CO. 310 S. Adams, San Antonio, Tex.

Advertisement for GUESSER SCALE featuring a star graphic and text: GET MARKS GUESSER SCALE ANY BACK IF YOU ARE RIGHT WITH THE "Watch your heart beat" PLAY THE GREATEST LEGAL MONEY MAKER EVER BUILT! all mechanical operation C. R. HARK & CO. 2020 WASHINGTON BLVD CHICAGO, ILLINOIS

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

TOPPER!



Designed to satisfy operators with maximum service and sales appeal at a LOW PRICE. Vends everything—garden, penicillin, attaché, charms, etc. Capacity 5 lbs.

\$6.75

Special introductory offer:
1 Topper
10 lb. Candy
1 gr. Toys
All for \$3.75.

PEANUT & GUM VENDING MACHINES.

New, direct from factory.

Only **\$2.40** and up.

Over 50,000 sold.
1/3 Deposit With Order. Balance C. O. D.
Good for circular and easy terms.
Order Now
Factory Distributor

TORR 2047A-SO. 68 PHILA., PA.

EXPERIENCED OPERATORS WILL TELL YOU TO BUY

Northwestern BULK VENDING EQUIPMENT



Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

DELUXE

THE NORTHWESTERN CORPORATION
315 E. ARMSTRONG ST., MORRIS, ILLINOIS.

HURRY! HURRY! HURRY!
The Brand New, Sensational

SILVER COMET To CIGARETTE VENDOR WITH SLUG EJECTOR



\$5.75 Best to Cigarette Vendor Ever Built
A Great Bargain!
1 of 100

THE HUB ENTERPRISES
43 S. LIBERTY ST., BALTIMORE, MD.

PROVEN Money Makers!



Be an independent operator. Place Ten Thumb Vendors in stores, waiting rooms, taverns, restaurants, clubs—where you know best. They furnish candy, peanuts, gum, cigars, beer, coffee, cigarettes, lighter and pens, etc. Many Ten Thumb operators now independent. Start small, grow big, have a chain of your own. Ten Thumb works while you're away. You keep collecting your profits daily. Handmade, compact Ten Thumb gets in shops, candy operators are shut out. Single coin "venditor." Vals. Thumbers. **John A. Justine**—you get the profit. **Proven machine:** 50 lbs. candy. Money-back guarantee. **Proven profit:** you while you prove the profit. Write today for inside story of chain operation. Full details of your own business opportunity. Many good locations now open. Don't wait. Write today. **FIELDING BFG. CO., Dept. 7, Jackson, Mich.**



Boom in Beverage Field, Says Moloney

CHICAGO, Feb. 8.—Discussing the Bally Beverage Vender, which vends nickel cups of cold carbonated beverage, Ray Moloney, president of Bally Mfg. Co., stated that first announcements in The Billboard have resulted in a deluge of inquiries from operators in every section of the country.

"Not since the early days of marble games," Moloney said, "have we seen such a terrific response. It is obvious from the volume and tone of inquiries we are receiving daily that operators are keenly alive to the opportunity offered and are rushing to get in on the ground floor. Jim Buckley and his sales staff are working day and night closing up franchise deals and I am not exaggerating when I say that we are going into the biggest boom this industry has ever seen."

"Moreover, the beverage boom is founded not on the shifting sands of novelty and fad but on the bed-rock of a product in constant daily demand. For example, Coca-Cola sales in 1937, ac-

Shoeshine Machine

"To the Editor: I understand that an automatic coin-operated electric shoe-shining machine is manufactured by a certain firm or firms located either in Chicago or Lexington, Ky.

"As I do not know either the name or the mailing address of the manufacturers in question, I would deem it a very great favor if you could take the trouble to locate the names and addresses of the firms manufacturing the aforementioned machine.—S. S. Winnipeg, January 27, 1939."

ording to published reports, totaled \$283,000,000. The sales curve is trending upward, and 1938 sales will probably top 1937. Altho it is reported that 5,500,000,000 drinks of Coca-Cola were served in 1937, authentic surveys prove that the market has barely been touched. Today the patron must go to the drink; the Bally Beverage Vender brings the drink to the patron—and operators reap the profit."

cigarette merchandisers' association

Next to the mayor, Matthew Forbes, manager of the CMA of New York, appears to be the busiest man in Manhattan these days. It seems that all the duties concurrent with the coming banquet and dance heaped atop his regular responsibilities are forcing him to keep the midnight oil burning into the wee hours. Forbes reports that the committees have adopted the slogan, "Join the Big Parade," as the tag line for all their promotion being issued to acquaint ops, manufacturers and others with the various features that will be part of the third annual dinner and dance being sponsored by the organization, at the Hotel Pennsylvania on Saturday, March 11.

More than 200 reservations have already been received and Forbes suggests that all ops get their reservations in early to assure themselves choice tables. Final plans aimed to make Saturday an all-day affair are being completed. Spontaneous arrangements call for a free "preview tour" of the World's Fair for all those attending. Forbes all reports that cigarette vending machine manufacturers located in New York plan to hold open house that afternoon for all ops. Final line-up of the floor show, orchestra, menu will be announced in this column shortly.

The Lucky Strike exhibit building at the World's Fair is all finished and ready to open, it is reported. Luckies will be the only cigarette firm to have its own building at the fair. Special exhibits inside the building will include two standard-size cigarette manufacturing machines and one packaging machine in continuous operation. Moving pictures will show the toasting process and will depict the story of cigs from the planting of the tobacco until the production of the package. Another mechanical device will be a smoking machine with four jets in which cigs are automatically smoked by a device which simulates the action of the lungs. This mechanical lung leads the inhaled smoke thru a flask where the smoke properties are trapped for analysis. Lucky Strike Building occupies 11,000 square feet and is designed in keeping with the modernistic styling of "the world of tomorrow."

Have you ever stopped to consider the time, trouble, and expense that goes into the making of a package of cigarettes? Here are a few facts we ran across the other day which should be of interest. About two to four years elapse from the time tobacco seeds are planted until a package of cigs are ready to pop out of the of your machines upon the insertion of 15 cents.

The chief concerns in the preliminary stages are the tending of tobacco in the fields, the length of time devoted to curing and finally the precision with which it is blended.

After it's bought at auction the tobacco is stored in hogsheds from two to four years. Then the leaves are placed in redryers called thermo-vactors. This process moistens the tobacco before it is run thru an ordering machine for further cleaning. Next the stemming machine separates the leaves from the stems and it's ready for blending. Cutting machines shred the tobacco and feed it into the cigarette-making machines together with the paper. This is the final operation and the cigarettes drop out, are packed, placed in cartons and shipped to all corners of the world.

NEW YORK CMA NOTES: New members continue to be added to the roster. Latest firms to be inducted are Superior Cigarette Sales Co. of Yonkers, N. Y., represented by Carl Schobohm and N. Alberio, and Automatic Sales of the Bronx, represented by Ray Harrison. Several other firms have tendered their applications for membership and will be voted on at the next meeting. — Nat Finkelstein is no more—it's Nat Franklin now! Head of Franklin Cigarette Service

reports that he's been operating under the name of Franklin Cigarette Service for so long that everyone calls him "Franklin." Consequently, he thought it best to legalize his use of that name. All formalities are not completed and February 8 marks the day when Nat Finkelstein becomes Nat Franklin forevermore. — Edward Goldstone, CPA, accountant for CMA of New York and several of its members, passed out the cigars last week to celebrate the birth of a brand-new son. This is child No. 2 for the Goldstones and both are boys. For the slug epidemic which broke out in New York last week was speedily arrested, Matthew Forbes reports. Cigarette have been caught, tried and sentenced already. . . . The boys report an increasing number of Philip Morris cigs are being used in their machines as demand for the brand steadily soars upward.

It's a toss-up between war and women as to which is responsible for the most radical and sudden changes in the country's smoking habits. The effect of the war was to establish cigarettes as the most popular form of tobacco. As late as 1916 cigarette consumption amounted to only 0.9 of a pound per person. Last year this total jumped to 3.59 pounds—a considerable rise from the 2.32 pound level of 1932. Miamis facturers attribute a good portion of the rise to increased use of cigs among the fair sex. Not only have the ladies increased consumption by smoking cigs themselves, but they've made many converts among the men folk by discouraging their use of chewing tobacco, etc.

December withdrawals of cigarettes are in themselves proof of the stability of the cigarette merchandising industry. John Q. Public does not regulate his smoking habits by the financial status of the country. In spite of the fact that 1938 is regarded as a poor year, withdrawals totaled 163,058,506,313—an increase of .64 per cent over 1937. December withdrawals chalked up a .36 per cent gain over the preceding December.

In announcing the results of the election to the members, LeRoy Stein, manager of the CMA of New Jersey, waxed a bit philosophical in pointing out that in a world where totalitarianism is on the rampage, here in America associations still conduct their elections free from any pressure or outside influence. Stein pointed out that the democratic spirit of the New Jersey CMA is forcefully evidenced by the fact that the newly elected officers number among them men who operate a few machines as well as those whose operations run into hundreds. "It should be with glad hearts that we are able in this golden land of unlimited opportunity to celebrate our second annual exhibit and second anniversary banquet at the Hotel Robert Treat on Sunday, February 19," Stein declared. "Only in this land is it possible to gather the delegates of an interstate association, without restriction and without permit from any so-called 'authority.'"

UNIVERSAL VENDOR



America's Finest Bulk Vendor of Its Kind.
\$6.95 in quantity Vends Everything
FREE
5 lb. candy or 500 ball game and basket with each.
LUCKY B'DY VENDOR \$5.95
Write for quantity prices of new and used machines. Penny King Ball Game Machine, capacity 200, Leads 25 or more, \$1.00 each. Sample \$2.00

RAKE, 5438 Woodland Ave. Philadelphia, Pa.

READY FOR DELIVERY! **CRISS CROSS and BINGO**
Lead to Drill Game with Ball Game Vendor. \$2.00 to \$5.00 Weekly Profit for investment of ONLY **\$17.50**
D. ROBBINS & CO. 11418 DEKALB AVE. BROOKLYN, N.Y.

Pinball Okeh In Tennessee

State's Supreme Court rules that non-payment games are legal

CHATTANOOGA, Feb. 4.—Pinball machines are not gambling devices and do not violate the law so long as they do not pay off in cash, the Tennessee Supreme Court ruled in an opinion handed down recently.

The ruling was on a case sent up from Nashville. An appeal has been made from the decision of Chattanooga judges, both in police and criminal courts, that so long as the machines do not pay off in money they are not in violation of law which is now before the Tennessee Supreme Court. The opinion in the Nashville case will cover similar type machines of which the local case is based.

The case before the Supreme Court was not labeled a test case, but immediately after the decision the Nashville police department issued notice that operators of pinball machines would not be prosecuted "unless there is evidence of gambling."

The machine before the Tennessee Supreme Court was the property of a Nashville barber shop. It was labeled "for amusement only," and the arresting officer admitted that he saw no evidence of gambling.

The decision, it was learned, does not refer to machines in which one ball is spun for an immediate pay-off nor to bell machines which pay off in cash as the coin is inserted and the reels spin.

The devices used in both Nashville and Chattanooga involve a degree of skill and permit five shots for 5 cents.

The Nashville Barber, which supported the "anti-gambling" crusade, declared that the case was not made to provide a general test and further commented on the ruling as follows:

"The case is not regarded as a test case of the general pinball issue. The case applied to the type of pinball machines by which the proprietor of the establishment made awards on winning scores and does not apply to the automatic pay-off machine that deposits coins in a drawer."

Chattanooga owners and lessors of

MODEL "E" SEL-MOR

\$6.25 SAMPLE

(CHEAPER IN QUANTITIES)

GUARANTEED 5 YEARS!

Vends all Candies, Toys, and Ball Gum. Brings BIGGER PROFITS!

Ask Any Smart Operator!

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STOCK TAKING SALE
Prices Slashed to the Bone

Cigarette Machines of Every Description. Send for List.

All Orders Must be Accompanied by Certified Check or Money Order in Full.

X L COIN MACHINE CO., Inc.
1923 WASHINGTON ST., BOSTON, MASS.

C-COL Gorretta
150 Pack Only. **\$12.50** EACH.



Milk Dispenser

"To the Editor: I am interested in a vending machine dispensing uncarbonated beverages, including milk and milk drinks. A machine possibly similar to or the same as used by Horn & Hardart (Automats), where they dispense milk and coffee. I have read your review of the convention in Chicago and understand the two bulk machines mentioned in your article are being made by Bally and Stewart and McGuire or possibly Mills, Novelty Co. The Stewart and McGuire and Mills machines are strictly Coca-Cola machines.

"I have written to Bally Mfg. Co. and have not yet heard from them. I am writing to enquire if you know where I may obtain such a coin control for the vending machine. If you could help me I would appreciate the address of companies manufacturing such a control. I have not as yet communicated with Horn & Hardart to find out if their coin-control dispenser is strictly limited to use in Automats.—D. T. Rhode Island, January 30, 1939."

pinball machines sold machines used here are novelty game devices which come entirely within the scope of the case on which the Supreme Court ruled.

Questionnaire on Cigaret Venders

The subject of mechanical merchandising was discussed at the recent tobacco distributors' convention, the Palmer House, Chicago, January 18 to 21, following an outline which had been distributed among those present at a round-table conference. The points in this outline were as follows:

"1. Consideration of this subject must be premised on the fact that the sale of merchandise by vending machines is increasing on a rapid and tremendous scale. This applies to machines made for vending cigarettes, cigars, candy, mint, gum, nuts and the other products commonly handled by the wholesale tobacco trade. Mechanical defects in vending machines have been generally overcome by invention, and improved models are constantly being offered by an increasing number of manufacturers. It is an accepted fact that every year a larger percentage of the total of all merchandise sold is reaching the consumer via the vending machine. This is particularly true of the tobacco trade, from which a sizable portion of business is being diverted from regular tobacco outlets to such types of establishments as lunchrooms, bars and grills, motion picture and legitimate theaters, beauty parlors, barber shops and a score or more other types of locations which formerly did not sell tobacco products but which have been constantly increasing since the advent of the cigaret machine.

"2. A second premise is that some tobacco jobbers have found it extremely wise and profitable to operate routes of cigaret and other machines where other tobacco jobbers have had a somewhat disappointing experience with the operation of machines. The reasons for success and the causes for failure should be carefully analyzed.

"3. What return on investment should the operation of vending machines yield to the average tobacco distributor?

"4. Should the servicing of vending machines be operated independently of the normal business of the wholesaler or can the servicing be efficiently managed by the regular delivery men or salesmen?

"5. Approximately how many machines must be placed on location before the operation becomes profitable?

"6. What are the best and most approved methods of securing new locations?

"7. What are the standard percentages of profit allowed to the location owner? And are they fair?

"8. What allowances if any may be obtained from manufacturers for including their brands in the machines?

"9. A number of established service distributors refrain from adding vending machine departments for fear it may antagonize their retail customers. Many claim that the adding of a vending machine department by service distributors is incompatible with the interests of their customers. While some

contend that the vending machines divert trade from legitimate tobacco outlets, others maintain that in view of the rapidly increasing consumption of cigarettes such machines aid in stabilizing price competition, because the consumers pay more thru the machine than the prevailing price among retailers."

Soft Drink Ads Total \$5,000,000

BOSTON, Feb. 4.—In view of the development in recent years of the coin-operated beverage vending machines, it is interesting to note that the soft drink industry spent more than \$5,000,000 last year in advertising its products and now looks forward to one of the best years in its history. These facts came to light in a recent convention of soft drink merchandisers.

"The soft drink industry," declared one convention speaker, "is one which defies to a larger extent than any other, except food, the fluctuation of business activity. It is an industry which made a net profit last year on 4,000,000,000 transactions, on which retailers probably realized \$50,000,000 of gross margin."

Facts which were revealed were that there are about 100 national brands in the field (brands advertised in more than three communities) and that an analysis of the industry's advertising budgets of last year showed newspapers getting 47 per cent; magazines, 36 per cent, and radio, 15 per cent. This breakdown of advertising did not include the admittedly high expenditures for posters, car cards, painted signs, counter displays and other dealer help.

Wichita Falls

WICHITA FALLS, TEX., Feb. 4.—H. W. (Pop) Newell, owner and manager of the Wichita Novelty Co., has been adding a lot of new phonographs to his already large string which covers almost every town of Western Texas and the Panhandle country. The firm has branch headquarters in Lubbock and is now planning on opening another branch shortly. Pop is no doubt one of the largest phonograph operators in the Southwest. He is an ex-carnival man and baseball manager, having at one time owned the Wichita Falls Club of the Texas League.

Herb Brown, well-known op of this section, was a visitor to the recent CMAA coin machine show in Chicago. Brown has not missed a show for six or seven years.

M. W. Carpenter has moved his Lone Star Vending Co. from Eighth street to 709 Austin, where the firm has better operating facilities. Carpenter is one of the oldtimers in this territory, having been operating for a number of years.

Operators in this section are anticipating a good year of operating during 1939. Every indication at the present time points to a good year.



SPUDS Now \$6.25

PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. Cork or Plain.

The Axton-Fisher Tobacco Company, Louisville, Ky.



PAY LESS—GET MORE!

Get more with these latest and finest SPECIAL VENDERS.

Factory Direct • Better Churn • Wipe Out Special Offer, your money or factory.

AUTOMAT

2425 Fisher St., Chicago. (547 Only Original Genuine SILVER KING.)



ATTENTION: VENDING MACHINE OPERATORS

WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW PEANUT-SHAPED CHEWING GUM

And Better Ball Gum
People Buy It Because They Like It

U. G. GRANDBOIS CO. Kalamazoo, Michigan

ROWE 6-Column Slug Proof

STEADY Brand New money-makers

Stewart-McGuire Peanut Venders

Most Beautiful Machine Ever Built.

24 or More \$7.45 Each



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D. ROBBINS & COMPANY - 11418 De Kalb Ave., Brooklyn, N.Y.

Advertise in The Billboard—You'll Be Satisfied With Results.

MUSIC MERCHANDISING

Marionette Phono Idea

A. J. Stephens to offer
three models — play ap-
peal of four shows cited

KANSAS CITY, Mo., Feb. 4.—An inventive genius applies itself to finding new ways to pep up the phonograph operating business, one of the interesting developments has been the capture of the marionette show idea for the phonograph operator. A. J. Stephens & Co. here announce an idea which provides the patron of an automatic phonograph with a real marionette show while the record is playing. In the theatrical world the marionette idea is growing more popular and now the phonograph operator can cash in on it, said Mr. Stephens, head of the firm.

According to Stephens, a de luxe model was built recently for the Italian Village, a night spot in Dallas, Tex. This was a custom-built model in which a beautiful cabinet housing the marionettes was built especially for the place. A modern phonograph is placed just in front of the stage, and when a patron drops a nickel in the phonograph realistic curtains are drawn and two marionettes perform during the playing of the record. In this special model the two marionettes are likenesses of the two owners of the night club. The attention-getting value of the marionette show is said to be unusually high.

The Stephens firm plans to place three models of the phonograph attachment on the market. One will be a marionette show in its own stage cabinet, which is placed on top of the phonograph cabinet itself. The electrical connection is then made so that the marionettes perform with each record.

A play-inducing feature is that the device offers a variety of four marionette shows. This leads the patron to deposit more nickels in order to see each of the four shows. The device automatically changes each showing. The marionettes are about 18 inches high and give a good performance.

Another model to be offered to the trade is a standard phonograph cabinet with the marionette show built in. Operators may install mechanisms from older cabinets in this new cabinet and have a modern illuminated cabinet plus the marionette show.

A de luxe model will also be offered which will be built to order for high-class spots that demand the very best. Full announcements to the coin machine trade will be made shortly, it is stated by the firm.

300 Operators At Boyle's Prevue

OKLAHOMA CITY, Feb. 4.—Three hundred Oklahoma music operators recently were guests of Jim Boyle, owner of the Boyle Amusement Co., according to reports from the firm. Operators were entertained at a lunch prelude party at Blossom Health. The occasion was the showing of the new Rock-Ola 1939 Luxury Lightup phonographs for which Boyle is distributor.

Boyle reports, "The most important part of the party was, of course, the elaborate display of new phonographs. The operators were interested in the new Rock-Olas to such an extent that there was never a time in the whole evening that there was a vacant place around any of the phonographs."

"A number of prizes were given away during the evening. The capital prize, a de luxe cocktail bar, manufactured by Rock-Ola, was won by G. T. Webb, of Chickasha. Other prizes were won by Carl Klensig, of Oklahoma City; Henry Bohne, El Reno; Dan Koltson, Clinton; J. E. Estes, of Ponca City, and F. A. Wylgandhner, of Ponca City.

Record Buying Guide

An Analysis of Current Songs and Recordings From the
Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Deep Purple. Reports from several leading operators this week have borne out the prediction made in this corner last week that this revamped version of Peter De Rose's instrumental number is on its way to becoming the country's next No. 1 hit. Within seven days it's turned into a big thing in some locations, and the excitement over it is bound to spread to every single spot that houses a machine. It's another *My Reverie*, not only in itself but as Larry Clinton does it on his superb disc, with Bea Wain handling the lyric as only she can do this type of thing. Don't delay on this one; get it, and get it now.

Jeebers Creepers. Still up there on top and showing no signs of easing off is this *Going Places* picture hit. Sheet music sales and air plugs are as big as they have been for several weeks past, due partly—as is always the case with movie numbers—to the general showing around of the film. Al Donahue's is still the version for the phonos.

Umbrella Man. More and more hearings of this novelty waltz on the air-lands and elsewhere have not dimmed its tremendous popularity with Johnny Public, and the nickels are still dropping merrily into the machines on its behalf. Guy Lombardo and Kay Kyser have two of the better waxings for operators' purposes.

They Say. The current season's leading ballad is still leading the field in its particular category, so don't be hasty in taking it out even tho' you may think you've seen it around long enough. A strong reason for its continued popularity is Artie Shaw's waxed version.

Sweet Little Headache. This *Paris Honeycomb* hit slipped a little the past week, at least in locations in the East, so it might be advisable to watch it closely and take it out if it shows definite indications of dying completely. It is possible, however, that while it's weakening along the Atlantic seaboard it's as strong as ever in locations in other spots over the country. Crosby and Goodman are the recordings.

Thanks for Everything. Also easing off a bit is this success from the picture of the same name. If the movie has passed your locality you can start to think of taking it out; if not, hang on to the Artie Shaw disc a while longer.

COMING UP—BETTER STOCK THEM

The Funny Old Hills. As Bing Crosby sings this it's a good bet for the phonos regardless of what it does in the way of sheet music sales or radio performances. Especially is this true after the populace hears him warble it in *Paris Honeycomb*.

This Can't Be Love. Technically, this is past the stage of "coming up." The song has been an air favorite for some weeks now and has been selling plenty of copies, but as far as the machines are concerned it has never been a front runner. Lacking the strength to give it the above designation of "Going Strong," the number still means enough for it not to be ignored entirely by ops. Thus it has lingered in this classification. Eddy Duchin's recording of it ought to attract some customers, tho'.

The Masquerade Is Over. A lovely ballad that has what it takes to lift it to a high place among the newer crop of tunes being released by the publishers. Larry Clinton and Bea Wain come thru again with a fine version, artistically and financially.

Little Sir Echo. This is something that presently has all Broadway and Tin Pan Alley talking, and may soon have the nation in the same state. It's a dressed-up version of the Boy Scout anthem, with plenty of appealing novelty and originality. Horace Heidt is featuring it and has a recording coming out in another week or so. Remembering that Heidt was more or less responsible for the tremendous success of *Ti-Pi-Tin* serves as a subtle hint to pick this new one up pronto.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

Hold Tight. This wacky bit of five has worked itself into the No. 1 spot as regards phono popularity, and a new record has been added to the list to give the number further impetus as a really profitable item. Pat Walker knocks it out in his inimitable style for the added starter, and for contrast there is the Andrews Sisters' disc that began the whole thing. Both are great machine fodder.

Lonesome Road. Bing Crosby is in again (as when isn't he?) with another sure-fire bet for the needles. He does a fine job on this old *Show Boat* (picture version) spiritual and for variety the other side of the record offers the contemporary *Just a Kid Named Joe*, which really sounds great emanating from the Crosby larynx.

I Cried for You. Glen Gray's Casa Loma Band's dishing of this has brought about a revival of sheet music sales to the point where its publishers are getting ready to give the 15-year-old ditty a real ride with a view to pushing it up among the top hits of the day. The Crosby waxing will be out soon to help them toward that end.

Begin the Beguine. Another case of a popular used bringing about renewed interest in a song given up for dead by its copyright owners some time ago. Artie Shaw took this grand Cole Porter number out of its mothballs and is doing his best to make it a hit all over again. Result—the song is selling 3,000 copies a week now.

What Is This Thing Called Love? This Artie Shaw again with another of Porter's best known and best numbers. The torch tune is about a decade old now, but it suits Artie's style perfectly. On the reverse is a Jerome Kern oldie, *Yesterdays*, from the show *Roberta* of several years ago. Also a swell bet.

GOING DOWN—NOT WORTH PUSHING

My Reverie. All Ashore, You Must Have Been a Beautiful Baby, Two Sleepy People, Lambeth Walk, I Won't Tell a Soul, Mexicali Rose.

Portraits of Record Artists

One of a series of thumbnail biographical sketches of band leaders and other artists whose recordings are enjoying widespread popularity in phonograph machines.

CHICK WEBB

Chick Webb has successfully overcome a handicap which would have floored anyone with less intestinal fortitude in his climb to the position of one of America's ace swing band leaders. Born in a small town in the South, Chick was dropped on his back accidentally when he was only 2 years old; the combination of several broken bones and inadequate medical treatment at the time resulted in the child's being discharged from the hospital a hopeless hunch-backed cripple.

But Chick's spirit wasn't broken, and after hobbling around for years until he developed full use of his physical powers he turned to the drums because they held a certain fascination for him and because he realized that a drummer is always seated and that would lessen embarrassment if a cripple. His first set of drums was purchased with \$10 saved from hustling papers.

Webb played club dates for many years in Baltimore until he met Duke Ellington in 1926, both broke and both looking for a job. Duke managed to land two contracts, insisted that Chick form a band and take one of the jobs, and thus was born Chick Webb, band leader. A year later Webb invaded New York and went to work in the then famous Black Bottom Club with a six-piece band, during which engagement he attracted the attention of Moe Gale, owner of Harlem's renowned Savoy Ballroom; a short time after Gale signed him into a personal management contract.

Chick enlarged his band and was an overnight sensation with *Harmonies*. Building up a radio following, the band was booked into *Leola's State*, New York, in 1932, and so successful was the engagement that the captain aggregation was brought back for a repeat date three weeks later, the first time a return was played so soon in the history of club shows.

For this point the Webb stock rose rapidly in point of fame and money. He has toured the country, played in countless ballrooms, theaters and other spots, and with the aid of his exceedingly popular vocalist, Ella Fitzgerald—whose biography will appear in this corner next week—has assumed an enviable place among contemporary swing maestros, and even if he had done nothing else he would be immortal in swing annals for his association with *A-Tisket A-Tasket*.

Young Stages Rock-Ola Showing

BOSTON, Feb. 4.—George Young, Rock-Ola distributor for New England, invited 1,100 operators to his showing of 1939 Rock-Ola Luxury Lightup phonographs at the J. V. Fitzpatrick Co. office, January 21, 22 and 23.

Said Young in comment on Rock-Ola's new 1939 models, "Never before have I had such a sensational product to sell. We have already sold so many that New England is certainly becoming Rock-Ola conscious. We expect a wonderful year with Rock-Olas."

David G. Rockola, president of Rock-Ola Mfg. Corp., sent a message of congratulation to Young on the opening night of the prelude. The wire read, "Wish you much success in 1939 with the new Luxury Lightup models. Know you will do excellent job thru your fine organization. We are behind you 100 per cent. David G. Rockola."

A well-known designer decorated the display rooms. Special lighting effects and backgrounds were used to set off the new models with a dramatic play of animated lights and colors. A huge bank of floral contributions was included in the display. It was the gift of the Chicago phonograph sales department.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to
**WHAT THE RECORDS ARE DOING FOR ME,
THE BILLBOARD PUBLISHING COMPANY,
1564 Broadway, New York City.**

New York

January 28, 1939.

To the Editors:

As far as I can observe there are two types of ops. One class select tunes for their machines because they feel they are destined to become hits and aim to have them on their machines before they make the "hit parade." The other waits until the tunes have "arrived" before taking a chance on them. Personally, I find the first method the best. I bought *Begin the Beguine* by Art Shaw, for instance, the day it was released and look in many an extra nickel on this tune before most ops even thought of putting it on their machines.

The current crop of tunes available is frankly not so hot in my opinion. My heart belongs to *Daddy* by both Eddie De

Lange and Larry Clinton, together with Bing Crosby's *Sweet Little Headache*, are leading the pack for me. Guy Lombardo's *Umbrella Man* is also clicking well, as is *Get Out of Town* by Jimmy Sims and ork.

Art Shaw is the leader who has come up like a skyrocket in the past few months. My spots go for his numbers stronger every day. At the present time his *Day After Day*, *They Say* and *Jungle Dreams* are ace and his *Begin the Beguine* is still going strong.

An oldie for which I've been getting plenty of calls of late is Glen Gray's *I Cried for You*. Looks like this number is definitely on the comeback trail. A good ballad type number which goes well in all my spots is *You Tell Me Your Dream* and *I'll Tell You Mine* by Jimmy Davis. A number definitely on the way up is *Hold Tight* by the Andrews Sisters. It's the best number they've disked since *Bei Mir*. A tune which hasn't created much of a ripple through this section is really clicking in a big way for me. This one is Larry Clinton's *After Looking at You*. I don't know why this one isn't one of the leaders right now for all ops, but it surely occupies a rung high up on my ladder of hit tunes.

JOE VENERI

Sutton Phonograph Co., New York.

New Orleans

January 21, 1939.

To the Editors:

When Mr. Giesl, head of our firm, wrote an of November 19 that Bing Crosby was "the godfather of New Orleans music ops" he struck home a note that still rings true in the Crescent City two months later. But other disc entertainers have generally altered their

standing in the meantime. There is, for instance, the recent rapid sweep to the top rung to share Crosby's top honors of Louis Prima, Batts's son, following his splendid recording of *Show Me the Way To Go Home*.

I would not give Prima's New Orleans birth as the best reason for his local success at present, for there are others who give the Crescent City credit for their nativity and who have not been so well received in our midst of late. There is Louis Armstrong from our own Rampart street section and Wingy Manone, Connie Beaswell, Jerry Cooper and a few others who have clicked, at other times but all of whom now seem to suffer for want of good tunes. Dorothy Lamour is an exception, for with a sudden change of style of pipes this beautiful daughter of New Orleans is suddenly demanded by location owners. Lamour's rendition of *This Can't Be Love* is close to the best of the present crop of numbers.

Ella Fitzgerald has given us two straight lemons in *I Found My Yellow Sucker* and *Sincerely From Dixie*, although there is a fair call for her *Got a Pebble in My Shoe*.

But more of Crosby. His latest dust of money makers are *Funny Old Hills* and *You're a Sweet Little Headache*. *My Reverie* has begun to really slip after holding ground for a number of weeks. Bob Crosby and his ork are doing right well by themselves, with *Loopin' the Loop* replacing his *March of the Bob Cats* for a good rating in both white and Negro neighborhoods.

Count Basie, with *Jumpin' at the Woodside* Artie Shaw, with *They Say*; Jimmie Lunceford's *Cheatin' on Me*; Al Donahue's *Mus! See Annie Tonight*; Frances Langford's *Hurry Home*; Tommy Dorsey's *Between Kiss and a Sigh* and three by Guy Lombardo, *I Use to Her*, *Umbrella Man* and *Mus! See Annie Tonight*, are all rating very high on our locations with the capital holiday season getting under way.

Out in the Negro sections Count Basie and Bob Crosby still rank at the top, with high ratings for Olin Sheppard for his *Pee Wee Pee Wee*; Leo Brown with *Little Girl*, *Little Girl*; Slim and Slam with their latest hit, *Suck Dance Rhythm*; Lulu Barker's *That Made Him Mad*; and Jimmie Lunceford's discs.

Russ Morgan needs new recordings, and would suggest the same for Will Osborne, the Andrew Sisters, Ted Weems, Milt Herth, Jimmie Grier and Ozzie Nelson, although the latter's *Who Stee Outy the Flame* was a recent hit in this area. While natives are not generally rating high, I have found that listeners of our section go for distinctly Southern style of swing or ballad. Southerners are doing best.

Music operators of New Orleans may now look forward to a busy 30 days with the carnival season growing more and more tense each day as February 21 (Mardi Gras Day) nears. After that its sackcloth and ashes.

DEK DEE WILMORE

Great Southern Nov. and Music Co., New Orleans.

San Francisco

January 26, 1939.

To the Editor:

Operators throughout the country agree that each location must be treated individually if the play meters are going to be kept active. Generally speaking, however, in our locations in San Francisco we find each week that there are three top-ranking tunes scored which appear on the various hit parades of the nation. Frequently they are not the country's first three choices of the week. In addition to these, there are some records which remain big money makers long after they have been dropped from the "march of the hits." This is true in taverns, cocktail lounges or soda fountains no matter what the location.

A number like *El Rancho Grande* has received a big play here week after week with no choice as to orchestra or vocalist. In other cases a singer becomes a favorite. We can put on any record with

WANTED Used Phonograph Records

State Quality Available—Price Asked—Condition, Which Company, and Title of Recording.
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Make Your OLD Phonograph Pay NEW Profits!

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Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX, One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 investment.

The More A Phonograph Plays — The More It Is Played

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have, YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE. "PLAY 1 to 20 NICKELS!"

NATIONALLY PRICED

Streamline Wall Box, \$6.75 Streamline Bar Box, \$7.50
Cable 5c Per Foot Instrument Casting, 35c "T" Joint Boxes, 45c

Now Also Available With National Slug Ejector

SHYVERS MANUFACTURING COMPANY

2315 W. HURON STREET CHICAGO, ILLINOIS
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LOWEST PRICES EVER OFFERED!

ON ALL RECONDITIONED PHONOGRAPHS
WURLITZER — ROCK-OLA — MILLS — EVERY MODEL
WIRE OR WRITE

BABE KAUFMAN

MUSIC CIRCLE CORP. (1-1627) 250 W. 54th St., N. Y. C.

SPECIAL

WURLITZER P12's AT \$39.50

All in A-1 Condition, Ready for Location, Immediate Delivery.
These will not last long at this price. Write your order today with 1/3 deposit, or \$10.00 for full cash with proof.

SOUTHERN AUTOMATIC MUSIC CO.
"THE HOUSE THAT CONFIDENCE BUILT!"

602 Massachusetts Avenue, INDIANAPOLIS, IND. 242 S. Second Street, LOUISVILLE, KY. 312 W. 7th Street, CINCINNATI, O.

RECORD MONEY MAKERS WINNERS OF THE WEEK

SLAP HAPPY

Duke Ellington—The Aristocrat of Jazz—offers another exciting swing session for your machines.

THE PLYMOUTH ROCK

Another outstanding achievement for Paul Langford's triumph for coin machines.

THE BOYS FROM HARLEM

Charles Williams' Rag Cutters cut a new novelty groove for the swing stars.

Irving Mills

Send your correspondence to advertisers by mail using The Billboard.



COLUMBIA CHECK SEPARATOR

ANOTHER OF GROETCHEN'S GRAND GAMES

Columbia Check Separator Bell (or Side Vender) is another mechanical marvel by Groetchen Engineers—a worthy companion to thousands of Standard Columbia now on location.

Same Exciter coin chute handles Pennies, Nickels, Dimes and Quarters, which are separated from their equivalent checks by the new check separator which is almost human in its uncanny precision.

As sluggish } Standard
As reliable } as Columbia
As profitable } Bell

Write at once for full details and confidential new operating plan for opening new territory.

READY SOON—MERCURY TOKEN AWARD SKILL JUMP GAME.

GROETCHEN Tool COMPANY
124-130 N. UNION ST. • CHICAGO, ILLINOIS

WURLITZERS

20 MODEL 616....	\$119.50
16 MODEL 416....	119.50
18 MODEL 412....	69.50
8 MODEL 312....	69.50

▶▶ 40 MODERN CABLES, 12 Record Selective.....\$29.50 ◀◀

1/3 Deposit With Order, Balance C. O. D.

McCORMICK MACHINE CO., GREENVILLE, N. C.

WANTED FOR EXPORT TRADE 200 MILLS DANCE MASTERS AND ROCKOLA 12 RECORDS

We will at this time allow high discounts on above equipment on New Seaboard to operators in Kentucky, Indiana and Southern Ohio.

Write, Phone or Visit One of Our Showrooms.

SOUTHERN AUTOMATIC MUSIC COMPANY
BEAUBURG DISTRIBUTORS.

620 Massachusetts Avenue, INDIANAPOLIS, IND. 312 W. 7th Street, LOUISVILLE, KY. 312 W. 7th Street, CINCINNATI, O.

Carlo Butti and know beforehand that it will be a hit. Mama Jax, by Henry King's Orchestra, is another perennial favorite.

The three best numbers from the late hit list this week prove to be *You Must Have Been a Beautiful Baby*, *My Reberie*, with Larry Clinton's Orchestra, and *Two Sleepy People*. We are anticipating an interesting play this coming month when the opening of the Golden Gate International Exposition brings outside phonograph patrons to our location. The chances are that it will be a mad scramble to play the hits from the home-town airwaves.

E. T. MAPE,
San Francisco.

offer great possibilities and will soon be on top—if my predictions hold good. The *Thumper* number by Tommy Dorsey is also sweeping the shore.

Kay Kyser's *Umbrella Man* is enjoying moderate popularity but its nickel-getting ability is consistent. *Jeebers Creepers* is also a tune that is attracting attention of the cash customers. Because a number of Monmouth County people are patrons of the New York show, *This Can't Be Love*, from the *Boys From Syracuse* is proving an outstanding number. It is popular in the better spots.

Yours very truly,
REUBEN LEWIS,
J. & A. Music Co., Asbury Park, N. J.

Asbury Park, N. J.

January 21, 1939

To the Editor:

My list of topnotchers has taken a peculiar twist this past week. However, the numbers leading are excellent tunes and that, I think, accounts for the popularity of *Deep in a Dream* and *You Must Have Been a Beautiful Baby*.

For my next numbers I place two of Arlie Shaw's numbers. *They Say* and *Thanks for Everything* are discs which

New Orleans

NEW ORLEANS, Feb. 4.—Only high praise has been heard over local Medical Association President George Brennan's request to rule out amphetamine discs in the Crescent City area. 100 per cent co-operation finds such music as scarce as hen's teeth as thousands jammed the city from out of town for the carnival festivities.

Distributors of nationally known coin phonographs are all reporting a very

good demand for the latest models. All distributors, the Jules Peres Novelty Co., Louisiana Amusement Co., and Dixie Music Co., are overbooked and are at present waiting for more shipments to meet the demand that suddenly sprang up with the ending of the December show.

Al Mendez, territory factory representative of Wurlitzer, returned this week from a vacation trip to Miami and a boat ride and short stay in Nassau. Accompanied by his wife, Mendez saw several prominent music operators vacationing down in the Florida winter resort city, including Mr. and Mrs. Dave Margolis, of the Penn Coinomatic Co., Philadelphia. While in Florida the Mendezes and the Margolis were guests of Mr. and Mrs. Nat Cohn, of the Modern Vending Co., Wurlitzer agent at Miami Beach.

Al Mendez has announced the recent appointment of Buster Williams as Wurlitzer representative in Northeast Louisiana with headquarters recently opened at 508 Desiard street in Monroe. Williams firm is known as the Service Novelty Co.

Patricia (Patsy) Chastant has joined the record-selling department of Schirmer's of Louisiana. The Schirmer company reports a steady increase in demand for discs since the first of the year.

Visitors to the Paris office this week to purchase new Wurlitzers for increasing needed equipment were Leland Delaney, of Natchez, Miss.; Joe Belko, Hammond, La., and W. J. Tortorich, of P. & T. Coin Machine Co., Baton Rouge. All report heavier playing of phonographs in their sections.

A continued heavy demand for phonograph records is reported by R. N. McCormick, district sales manager for Decca Distributing Corp. Also credits increasing play on phonographs and Decca's turn to big-time bands for the expansion in business throught the Deep South.

Sam Gentilich and Joseph Pipitone, co-operators of the Dixie Music Co., J. P. Seeburg phonographs say they enjoyed the January show as much as the first and again Gentilich found it difficult to keep up with his older partner. Uncle Joe, he says, got around faster than a two-year-old and always turned up at the most unexpected places.

OFF THE RECORDS—
(Continued from page 15)

From the same show, Eddy Duchin leads his smart syncos for a Brunswick double with *The Shortest Day of the Year* and *Fallin' in Love With Love*. And while we prefer the more tender treatment for our musical comedy fare, Count Basie gives a rock-in-rhythm setting on Decca for *Sing for Your Supper* with the flip-over making for similar digging with *My Heart Belongs to Daddy*, from Cole Porter's *Leave It to Me*. Helen Hume digs into the lyrics quite well, and the Count makes it acceptable jitterbug fodder.

We still carry the torch for *Desi Vain's* torchy teasing of the *Duddy* disc by Larry Clinton on Victor. And even more so after landing an ear to *Mary Martin*, whose only excuse for being on the Brunswick label is the fact that she

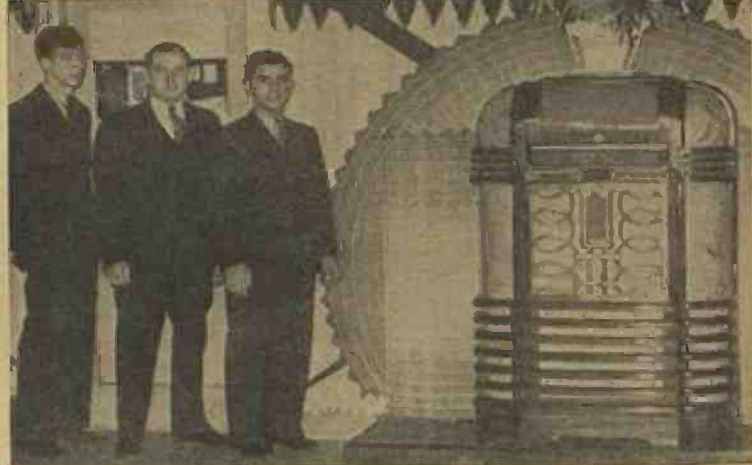
sings the song in the show. Eddy Duchin covers up swell with his band, but the gal's singing is hard to take. After all, the critical raves were handed out for her strip-teasing. Platelmate is *Most Gentlemen Don't Like Love*, and again it's *Miss Vain Who*, makes you wanna play it over and over again. And for a *Daddy* disc that will never be missed, we trump Eddy DeLange's *Bluebird* blunder. And Elsie Cooper for that song selling was never meant to be. Mr. Porter will undoubtedly disown authorship on this rendition. Disk is rated *With Three Little Kittens*, novelty fare that sounds swell. Band goes great on the nursery rhyme as long as they sing 'em and don't play. For *Get Outta Town* and *From Now On*, Frances Langford makes the beaut ballad bowling on Decca with Harry Soskin's silky strings matching the musical mood.

Social Significance
As a singer, Walter Huston is undoubtedly a much better actor. Maybe he was only paying off a bet to Brunswick for his recitative attempts, with *September Song*, and the class-conscious marching song, *The Stars*, both from his starring *Knickerbocker Holiday* production. Tho the songs lack in popular appeal, *September Song* and *It Never Was You* make acceptable dance fare for pseudo-intellects as played by Eddy Duchin on Brunswick and Ray Herbeck on Vocalion.

Harold J. Rome, responsible for the song structure in the recently shuttered *Sing Out the News*, pipes to his own phonology in, parlor fashion for two smartly dressed songs from that show. His *Plaza 6-9433* follows the pattern of his *Chain Store Datsy*, which he penned for *Play and Needles*, this time telling the tale of the college-bred personal escort. Mated with a cowboy song to end all cowboy songs, *Yip-Ahoy* sings gun-toting Boms as he longs for his flat in Manhattan. The double is on the Decca Personality Series and recommended for those who seek social significance in songs. The w.-k. F. D. R. Jones from the same show makes for danceable music as rhythmically dished out by Van Alexander on Bluebird, tho the vocal treatment in the keeping of Jayne Dover's thin pipes is a weakie. Ella Fitzgerald (Decca) or Cab Calloway (Vocalion) make better use of the wordage. Alexander doubles the disk with toe-tapping tootling for *The Old Friend of the Whirling Dervish*.

Now that Noel Coward's *Set to Music* has hit the boards, Victor has dug up the *Older Mad About the Boy* as recorded some years back by Ray Noble, since it is being used in the show. Song caused little excitement then and hasn't any greater possibilities today, altho Noble's class arrangement makes this past time sound just as sweet now. Couplet is completed with an English recording of *The Statly Homes of England* from the same score. An un billed male quartet, very British, digs out the skeletons from the family castle closets, *Very British*.

For musical comedy faves of a yester-year, Van Alexander cuts it clean and rhythmic on Bluebird for *Night and Day*, coupled with the classic *On the Road to Mandalay*, and Clyde McCoy sports a nice arrangement of *Oh! Man River* for a Decca side, saving most of his wab-wabs for the mated nursery rhyme, *Tom, Tom, the Piper's Son*.



THIS WELCOMING COMMITTEE, officiating at a recent Boston three-day showing of Rock-Ola's 1939 Luxury Lightup Phonographs are, left to right, George Young Jr., George Young, and George Scarfo, general manager. Young Jr. is Rock-Ola's New England distributor. The display was set up in the Boston offices of the J. V. Fitzpatrick Co.

INVENTORY SALE

The machines listed below are slightly used and like new. They are all offered subject to prior sale

- 10 MILLS MELON BELLS or Ven. serial 430000, 250 Mills ea. & bill control if desired \$57.50
- 10 MILLS MELON BELLS or Ven. 10c. serial 420000, 250 Mills ea. & bill control if desired \$57.50
- 8 MILLS Brown Fr. GA. 5, Cherry Vendors, Ga. ser. over 420000 \$49.50
- 11 MILLS FUTURITY, no GA. 5c. ser. over 385000 \$22.50
- 10 MILLS EXTRAORDINARY 5c. no GA. ser. over 423000 \$25.00
- 8 MELON VENDERS, Ga. 7c. 430000 \$22.50
- 1 MILLS FUTURITY, 5c. G. 23.00
- 1 MILLS CHERRY BELLS, 5c. 49.50
- 8 MILLS Blue Fr. GA. 5c. 37.50
- 9 MILLS Regular GA. 5c. 22.50
- 6 MILLS Red Fr. GA. 5c. ser. over 300000 29.50
- 4 MILLS Red Fr. GA. 5c. ser. over 300000 29.50
- 2 MILLS SILENT 17.50
- 2 MILLS WAR EAGLES, 10c. 22.50
- 2 MILLS CHERRY BELLS, 10c. ser. over 300000 22.50
- 1 MILLS Blue Fr. GA. 10c. 27.50
- 2 MILLS Red Fr. GA. 10c. ser. over 347000 30.50

CONSOLES

- 5 GALLOPING DOMINOS, 1938, with or without remote control with latest improvements, used 6 weeks, like new \$185.00
- 1 AFRICAN GOLF \$2.00
- 1 BALLY LEXINGTON FA 120.00
- 1 BALLY HOME STRETCH 140.00
- 1 NATIONAL CIGARETTE FS 80.00
- 1 CHUCK-A-LETTE 29.50
- 1 PACES RACES, 5c. check sep. No. 5354 145.00
- 1 PACES RACES, 5c. check sep. No. 5351 140.00
- 1 RAYS TRACK, check sep. 37.50
- 2 MILLS SQUARE BELLS 115.00
- 10 JENNINGS, 5c. 100.00
- 1 BALLY GOLF HOUSE 50.00
- 10 GALLOPING DOMINOS, Model 500, De control sep. 85.00
- 1 KENNEY TRACK TIME, 1938, cash or check, No. 8181 135.00
- 1 EXHIBIT RACKS, 7 coin slot, 5c. 35.00
- 2 PACES RACES, 5c. check sep. No. 5352 145.00
- 1 PACES RACES, 5c. check sep. No. 5353 85.00

COUNTER GAMES

- 4 WESTERN CIGARETTES 9.00
- 4 PENNY PAKES 5.50
- 4 DECES WILD, gum vendor 12.00
- 2 POKER FACE 10.00
- 2 MILLS WEST POCKETS FS 44.50

PHONOGRAPHS

- 3 ROCK-OLA IMPERIAL 20, factory models with electric grille and stand \$150.00 (Above are F.O.B.)
- 1 ROCK-OLA RHYTHM MASTER 16, factory rebuilt with electric grille and stand \$100.00 (Above are F.O.B.)

Write us for prices on any other machine you may desire. Increase in, as we can make prompt delivery F.O.B. factory or F.O.D. Richmond. Get our report before buying elsewhere, as we guarantee to meet any other competitive price.

MOSELEY VENDING MACHINE EX. INC., 300 BROADWAY, Richmond, Va. Day Phone 3-4511 Night Phone 5-6328

Fort Worth

FT. WORTH, Tex., Feb. 4.—The row is listening to tall tales of the recent CMAA Coin Machine Show, palavered by the Ft. Worth ops who attended. Ernest Walker and Essie Frankrich have been doing most of the talking, as they no doubt saw more of the convention and exhibitions than any other Ft. Worth op. It is reported that Ernest Walker will distribute the Electrical Products' cordless electric iron in Texas.

Herb Brown, Wichita Falls operator, spent a few hours in Ft. Worth on his return home from the show. Herb said he saw plenty of good machines on display at the big Sherman Hotel exhibition.

Johnny Wilson has been adding some new equipment to his route, mostly counter games.

Bob Martin, Clayton Center and Dick Dixon kept things moving along on the row while the Ft. Worth ops were mingling and hobnobbing in the Windy City. They report that all was quiet on the coin machine front during the show dates.

Helen Savage, Automatic Amusement Co., Dallas, stopped off long enough to say hello to the boys on the row on her return from the show.

Ops are putting the finishing touches to all their equipment preparatory to the opening of the big Southwest Live Stock Show and Rodeo, which will open early in March. Big crowds will swarm into this city during the seven big days and machine play always mounts to a new high.

Lonny Dewees, Houston, who traveled with the Texas delegation to the CMAA show, is one of the State's pioneer scale operators. Lonny knows the scale business up one side and down both ends. He features Walling Spring Scales and has a large string of them on location.

Leslie Frankrich was highly interested in a number of the new machines displayed at the big show. Les says that he hopes before long to have some shipments coming into Texas. Leslie heads the Frankrich Distributors, of Fort Worth, one of the State's largest operating organizations.

Texas operators paid visits to the refrigeration and air-conditioning show at the Stevens Hotel while they were in Chicago for the CMAA convention. Operators in this section are highly interested in seeing clubs to have and take install air-conditioning. A machine in any air-conditioned spot always doubles in receipts during the hot summer months. Nothing is more down the ops' alley than good air-conditioning for high locations.

London

LONDON, Feb. 4.—All space has been sold for the Amusement Trades Exposition to be held in Seymour Hall, Seymour Place, London, February 21 to 24.

Coin machine exhibitors will be C. Ahrens, rotary merchandiser for one, four, six and eight players; Amusement Equipment Co., Ltd., amusement machines; Automaticket, Ltd., automatic ticket delivery machines; W. & T. Avery, personal weighing scales; Holland's Amusement Machine Supply Co., Ltd., new-type commercials and working models; British American Novelty Co., Ltd., distributor of all types of machines; Bryan's Automatics, semi-players and amusement machines; D. Buckman, Ltd., jobber; Coin Amusement Machine Supply, Ltd., agent for Mills Novelty, Genco and Chicago Coin; Vernon Lockwood Mfg. Co., Ltd., electric score recording units; Shefras Automatics, Ltd., agent for O. D. Jennings; Kraft's Automatics, Ltd., jobber and agent for British Lines; Streets Automatic Machine Co., amusement machines; Samson Novelty Co., Ltd., agent for Groetchen Tool, International Microscope Reel, Roover Manipulator; International Coin-Counting Machine Co. Ltd., coin counting machines and devices; Scott, Adipke & Co., Ltd., agent for Exhibit Supply and Davall; M. J. Gubby, agent for Wurliitzer; Midland Automatic Supply; conventions;

that appeals to us is immediately stocked in such quantity that we can make deliveries without having to wait a moment after we receive the order.

S-A-C-R-I-F-I-C-E

- 5 DERBY CHAMPS \$42.50
- 5 AIR RACES 6.50
- 2 RALLY RESERVES 9.50
- 8 MILLS 1-2-3, with Lp. Reel-ther 29.50
- 9 BALLY GRANDSTANDS 110.00
- 1 BALL PARK 10.00
- 1 KENNEY DARK HORSE 25.00
- 2 BALLY FLEETWOOD 32.50
- 5 MILLS RIO 42.50
- 2 MILLS BIG RACE 32.50

1/2 Deposit, Balance C. O. D. All Orders Under \$20.00, Full Amount in advance.

WANTED

Keeney's Free Races, Multi-Free Races, and All Types of Free Game Machines.

ARUNDEL AMUSEMENT CO.
39 West St. Annapolis, Md.
Phone: Annapolis 3491.

8000 N. GRAND BLVD. ST. LOUIS, MO.
W. B. NOVELTY CO., INC.

PHONOGRAPHS

- MILLS DANCERMASTER \$17.50
 - MILLS DANCERMASTER De Luxe \$4.50
 - MILLS DO-REMI 44.50
 - SYMPHONOLA Model A 40.50
 - SYMPHONOLA Model B 50.50
- These machines are reconditioned and guaranteed—Ready to go. Locations. Write for our latest price list on Pin Games, Automatics, Consoles, Counter Games, Rock Machines, etc.

Western Novelities Co., agent for Gottlieb; L. Walton, Ltd., rotary merchandisers for four, six and eight players; Major Automatics, agent for British amusement machines; West London Automatics, Ltd., jobber; Rock-Ola Corp. of America, thru agent A. Gubby; Starlite Automatics, amusement machines; Goddard Novelty Co., Ltd., agent for Bally, Walling and Stoner. This list compares favorably with that of 1938 show. A comprehensive review will be dispatched during the course of the show by *The Billboard* representative.

Annual Ladies' Festival of British Automatic Machine Operators' Society will take place at Grosvenor House, Park Lane, on third night of exposition. This comprises dinner, dancing and cabaret. W. G. Green, managing director of British American Novelty Co., Ltd., will preside.

Acting secretary of British Automatic Machine Operators' Society is Philip Shefras, of Shefras Automatics, Ltd., who on visit to O. D. Jennings contacted many machine men in United States.



FRED W. WERTS, president of Werts Novelty Co., Munich, Ind., with his prize catch. This is the first fish entered in the Miami contest and measures seven feet two inches from tip to tip. It took one hour to land the monster.

KEYLITE

by Bally
Only \$74.50

Bally's New 5-Ball Novelty Sensation That Bought the Biggest Test Location Profits in History! Ready for Delivery! Write, Phone, Wire! Be First With Keylite!

JOHN A. FITZGIBBONS 453 WEST 47th ST. NEW YORK (Tel: Circle 4-4443)
362 Mulberry St. 2178 Amsterdam Ave. 217-219 Elizabeth St. Newark, N. J. New York, N. Y. Utica, N. Y.
622 North Eutaw St. Hotel Sylvania Philadelphia, Pa. Baltimore, Md.

- RITZ \$24.00
- FLYER 24.00
- RECORD 11.00
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- JUNBLE 15.00
- SHAPPY 8.00
- SWING \$15.00
- ELECTRO 8.00
- EL TORO 8.00
- ZEPHYR 8.00
- TRIPLE 37.50
- RESERVE 15.00
- ATLANTIC CITY \$15.00
- GAY TIME 11.00
- HARDICAP 27.50
- PAIM SPRINGS 21.50
- SMOKES 22.50
- SUPPERS 32.50

HERCULES MACHINE EXCH. INC., 1175 BROAD ST., NEWARK, N. J.

Calcutt Delivery Helps Boost Sales

PAYETTEVILLE, N. C., Feb. 4.—"One of the outstanding instances of this past year wherein a distributor has been able to save operators money on game operation was that of the Vending Machine Co.," declares Joe Calcutt. "The Vemco organization has made possible large savings to purchasers of Mills Vest Pocket Belts and other ma-

chines because of its overnight delivery service inaugurated early in 1938. Offices in strategic parts of the territory make it possible to deliver machines to operators hundreds of miles from headquarters on an overnight basis.

"This," declares Calcutt, "has been a marked factor in aiding operators to get the best locations. Hundreds of operators have reported to us that this fast delivery has saved them many dollars thru increased collections and better location good will.

"This secret is simply that any game

GOLDEN EGGS

Don't let the Goose that lays the Golden Eggs, for this little deal will really pay gold in your pockets!

1200 JAR-O-SLICES Tickets, 66 Seal Card, 100 Wipers, \$43.00

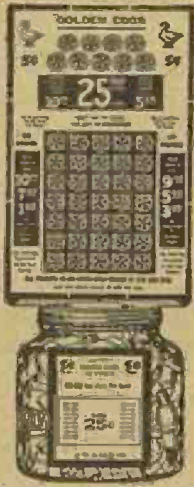
Takes in @ 5c \$24.00

Jar Payoff \$16.14

Card Average \$38.14

Total Payout Average \$38.14

PROFIT (Average) \$44.90



WERTS NOV. CO. Dept. B
MUNCIE, IND.

Keeney Improves Spinner-Winner

CHICAGO, Feb. 4.—Our original model of Spinner-Winner proved it could deliver console game earnings on counter game locations. We now have made improvement, such as way of indicating which of the eight selections have been played. This makes this console-action counter game even a bigger money-maker. Also," declared Ray Becker, Keeney & Co. sales manager, "the fact that Spinner-Winner is now furnished with number or dice characters on the dial has stepped up the volume of incoming orders."

"Spinner-Winner has an eight-coin selective slot which takes pennies, dimes, nickels or quarters, with changing odds on each play paying as high as 40 to 1. The dial comes to a positive and non-wavering stop, with no possibility of cheating because the last coin played is visible to merchants."

Detroit

DETROIT, Feb. 4.—Plans for a new line of coin machines are being made by Manfred Linick, one of the oldtimers of the business, he disclosed this week. Linick has in recent seasons confined most of his operations to an arcade at Edgewater Amusement Park. He plans to manufacture some new types of machines, probably in the amusement field, for the national market.

Rudolph Gattler, who has been in the business for 45 years and managed the Edgewater arcade last season, is associated with Linick. He is largely responsible for the development of the ideas on the new machines. Gattler formerly had his own manufacturing organization in Philadelphia.

William Shepman, who is one of the city's more active music machine operators, has moved his headquarters, formerly on Delaware avenue, downtown into the Edynton Hotel.

Fred G. Merrill, export manager of the A. C. Novelty Co., manufacturer of the Multi-Bell, has been busy shipping orders to London, Eng.

Sydney Laner & Co., Detroit distributing company, was formally taken over this week by Sydney Laner, Jack J. Laner and Hyman A. Pierce.

Morris Iden, former Detroit music machine operator, is now operating the Morris Tavern at Milwaukee Junction, Detroit suburb.

John Czyszewski, a fairly recent addition to the ranks of Detroit operators, is specializing in music machines. He has established headquarters on Maine avenue.

C. B. Ryan, who has been operating in a partnership for the past several months, has withdrawn from this and is planning to establish his own operating firm, with headquarters at 1300 West Grand avenue, in the north end. He is specializing in music machines and pin games.

One of Detroit's well-known operating partnerships, the Eagle Amusement Machine Co., which has specialized in both the pin game and vending machine field, was officially split up this week, with both partners continuing operations under separate names.

Both new companies will share the same space. Boris H. Siegel will call his new company the Associated Amusement Machine Co. and will carry on in both the pin game and vending field.

Julius Pearlman, known to many Detroit operators as Pop, will carry on in the amusement field only, giving up his interests in the vending units, and will call his new organization the Standard Amusement Machine Co.

Matt Kling, who entered the music machine field for himself about a year and a half ago, also connected with the business for some time previous to that, is pleased with what he has accomplished since entering the business and is gradually extending his routes. He recently added two new Wurlitzers.

SENSATIONAL NEW MACHINE FOR OPERATORS EVERLASTING AUTOMATIC SALESBOARD SNAP AND CLASS BEAUTIFUL APPEARANCE FASCINATING PLAYER APPEAL LOW COST



IMPORTANT OUTSTANDING FEATURE IS THAT PLAYERS CANNOT SEE HOW MANY WINNERS HAVE BEEN PAID OUT.

Push plunger here to drop attractive colored balls into ruled window which makes total sale easily counted.

Can be worked at any price per punch. Can be used over and over again. No refills; first low cost only cost! No servicing, just collections.

ACCURATE CHECK ON PAYOUT

Jobbers, Operators, write or wire for confidential price list.

TENNYSON and COMPANY

179 N. Wells Street

Chicago, Ill.

Release Pastime For Second Run

CHICAGO, Feb. 4.—"Repeat" orders on Pastime, our new match-point console game, have taken all of our first run; so we recently made ready for a second run so that there would not be any gap in deliveries," declared Keeney & Co. officials.

According to J. M. (Jack) Keeney, head of the firm, "It appears we will soon be making a third release as Pastime is even exceeding all predictions as to its high earning powers."

"Pastime has a nine-coin selective head, with the object of the game being to play some point which will match the total of the dice spots (or numbers depending on the type of top glass) coming up. Winning plays pay whatever odds are shown on the new type odds drum, and a double light feature doubles the odds shown if it stops over a played and winning number.

"Pastime is also made in a skilltime model for territories requiring a ball and plunger arrangement, and in either dice or number characters on the top glass.

417 Million Coins '37 British Output

LONDON, Feb. 4.—The production of coins in Britain in 1937 was more than double the average annual output for 10 years, more than 417,000,000 coins having been struck in the year, and the production of the coinage bars required the melting and blending of over 4,800 tons of metal.

Imperial coinage was responsible for 260,000,000 pieces, a number not reached since 1921 and, with the acceleration of industry, coin for home circulation was greatly required. Demand was also increased by the desire of people to keep specimens of the first coins to bear the effigy of King George VI.

In the first part of 1937 coins continued to be struck with the effigy of King George V and the date 1936. The new designs were authorized on March 18, 1937, and during the rest of the year the following coins of King George VI were struck: 418,000 crowns, 6,383,112 half-crowns, 9,810,047 florins, 1,397,633 shillings with the crest of England, 9,441,240 shillings with the crest of Scotland, 16,438,807 sixpences, 5,586,410 silver threepences, 88,880,000 pence, 14,364,000 halfpence and 8,131,200 farthings.



KICKING BUMPER on Kelly Mfg. Co.'s new Supreme Bag-ball novelty game fascinates Jack Fitzgibbon, Kelly Eastern regional distributor, and Jim Buckley, Kelly general sales manager.

MONARCH'S NEW CATALOG Just Off The Press!

The most complete listing of coin-operated games you've ever seen. Page after page of super-values. Legal Equipment — Counter Games — Amusement Tables — Novelty Games — Consoles — Phonographs — Payout Tables — Vending Machines. If it operates with a coin slot, it's our business. This remarkable Catalog will save you time and money. Send for yours NOW! Ticket users write for particulars.

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WURLITZER

Phonographs at Lower Prices

P-304, 12 Records \$47.95
P-412, 12 Records \$49.90
P-514, 16 Records \$59.00

Every Phonograph Guaranteed 100% Perfect Condition and Look Like New.

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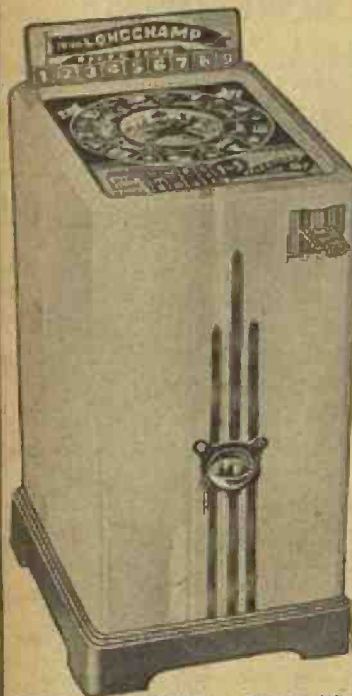
OHIO SPECIALTY CO.

12 W. COURT ST., CINCINNATI, O. | 718 E. BROADWAY, LOUISVILLE, KY.

Lou Wolcher in Oregon

PORTLAND Ore., Feb. 4.—Budget Wright, branch manager for Western Distributors, Inc., reports he recently spent an evening with his boss, Lou Wolcher, of San Francisco, who was on his way to Miami for some of the health-giving sunshine.

EXHIBIT'S 1939 'LONGCHAMP'



3 to 5 Mystery Selections Pays on Win, Place, Show and Daily Double. Up to \$6.00 Top. Changing Odds, Spinning Lights Under Dial.

The Sensational Vest Pocket Console.
World's Lowest Price, Only \$99.50

GET EXHIBIT'S
FREE PLAY
'CHIEF'
TODAY'S FASTEST SELLING
—TABLE GAME—
ALSO IN STRAIGHT NOVELTY MODEL

EXHIBIT SUPPLY CO.
4222 W. Lake Street, Chicago, Ill.

EASTERN FLASHES

NEW YORK, Feb. 4.—Variations in prices of machines have become a problem for both distributors, jobbers and ops. There is a move afoot to cure this situation. Manufacturers report that they find their costs increasing to a point where sales are unprofitable to them. And with conditions here being what they are, the ops refuse to pay any more for the novelty games. So the middle continues and some of the better distributors are trying to cure it as best they can.

Art Olson, of Permo Point needles, will soon visit New York with a new idea which he is planning with one of the popular costmen here. . . . Eddie Rosa, of Baltimore, spent much of his time in Chicago getting info on workings of phono ops in all parts of the country. . . . Eddie Ginsburg, of Atlas, will visit New York soon again. . . . Harry Fabricant is thoroly sold on the beverage venders. Harry plans starting his operation as soon as he can get delivery. . . . Lester Paul, Jimmy Martin, Lewis Jaffe, Ben Kullek and other S & M men now back on the job claim that these shows brought them the greatest biz in their history. . . . Sam and Harry Malkin, of Malkin-Ilion Corp., Newark, who went to the CEMA and NATD shows in Chicago, were there with that new coin ejector unit and claim that many manufacturers are interested. . . . Art Seeger, of Asbury Park, visited CEMA shows to see the new products, and was much satisfied with his trip. . . . Al Cohen, of Aco, Newark, now has the "ex" on Northwesterns and is putting in a lot of effort for these venders.

Bernie Sosen, who represents Dave Bond's Snacks in New York, spent only one day at the NATD show and came a flyin' back to the excitement of the CEMA show. "where," Bernie says, "there was at least something doing every second." Cue magazine, January 21 issue, has an interesting article on the 10,114 venders in the I. R. T. subway stations. These machines take in over 1,000,000 pennies each day, article states. Highlights of the article concern purchases and complaints as well as seasonal sales jumps. Second part of article is scheduled for January 28 issue. Because of the new miniature size, counter game popularity has sprung into greater prominence than ever before. . . . Many ops from all over country reported that they will be present some time during summer in New York to take in the World's Fair. Many distributors here are preparing their offices for the boys to visit while here.

Creation of a costmen's club is under way which will bring leaders together for consideration of better fraternal relations with the public. . . . Frank Hart, of Eastern, Newark, is going to town with that Tid-Bit counter game of legal vintage. Frank is reported by Barney Kahn, who builds games, to have placed biggest orders of all distributors. . . . Mike Soffer, Ponsor New York City manager, reports that free-play model Side Kick by Daval is best hit of '39. . . . Dave Firestone, now working with Hal Mooka on that 1-cent Charms candy vender, was all over CEMA show telling leading ops about it. . . . Howard and Archie Kass, of Maceo, Newark, are reported to have purchased 100 peanut machines as additional equipment for their candy bar venders.

Freddie Law has been in charge of Hercules, Newark, for the past two weeks, while Irv Ornstein is enjoying the sunbays in Miami. And Law is doing a swell job. . . . Harry Pearl and Evelyn Rabinow are sharing executive responsibilities at Aco, Newark, while Jack Kay is spending time in Miami with Irv Ornstein and Iz Rothstein, of Banner, Philly. . . . Herbert Weinberg, Newark op, wants to see his name in print. Well, here it is. . . . That "New Deal Trade Stimulator" manufactured in Newark, N. J., is going to town in a big way. Leading distributors and ops report it is one of the best ideas ever originated. Police chiefs, lawyers and courts have certified its legality, according to its plan of operation. No coins show; no coins work in the machine. It is truly a trade stimulator in every sense of the word. The firm is opening offices in New York City from where it will start a national campaign



OVER 100 STYLES TO SELECT FROM.

THE ORIGINAL RED-WHITE & BLUE
THE LEADER OF ALL JAR DEALS.
90 WINNERS. Each \$1.10
1850 Tickets. Each (in Disc Lots) \$1.00
Takes in . . . \$92.50
Pays out . . . 72.50
Profit . . . \$20.00
Also, 30c Extra.
Please State Your Business When Writing Us.
Write us for Full Particulars on Our Complete Line of Jar Deals.
ALSO SEND FOR CATALOG.

WIS. DELUXE CORP.
1000-12 North 3rd Street, Milwaukee, Wis.

on the machine. Dave Buckman, of London, has taken over British distribution.

Frank Hart is doing a great job with the Tid-Bit, profit-sharing novelty counter vender. Frank's mechanic Mike Beller also proved his ingenuity when he helped the manufacturers of the machine. Sales are at a high point and are going higher. . . . Modern Vending Co. is preparing for another milestone in the progress of its organization with the S. & M. soft-drink vender, which it represents in New York, New Jersey and Connecticut. Nat Cohn reports orders received call for more than 250 of the machines.

Believe it. The CEMA show at the Sherman Hotel was the very first convention that Dave Robbins (D. Robbins & Co., Brooklyn) ever missed. This time the big bad gripe got him and Robbins endured 104 degrees of burning fever. . . . George Ponsor, who has again become distrib for Exhibit Supply Co., is clicking with his new Chief. George believes that the new games which he has received from the manufacturers he represents are the best they've ever sold.

Mike Munves and Hymie Budin are two of the busiest distributors in the country. The sales of Chubbie continue to grow and the boys are being hard pressed getting delivery for all their customers. Chubbie has simply tipped the top of the lid light off the market, they say. . . . Bill Alberg and Charley Aronson (Brooklyn Amusement Machine Co.) are already preparing the second floor of their present quarters for the new grilles they are bringing in. Charley reports that since notification they are distributors of this product they have been visited by photo ops from all over the East. . . . Joe Calcott (Vemco, Fayetteville, N. C.) passes the 5,000 mark on Mills Vest Pocket Bells and attributes it to the overnight delivery service which his firm has been able to make and which has been saving ops anywhere from \$5 to \$15 by getting the games to the locations so much more quickly. "In this way," Calcott said, "the men are first on the location and earn the difference we state while in most cases they would first be awaiting delivery."

Morris Hankin, of Atlanta and Columbia, S. C., whose success with Wurlitzer phones and S. & M. cig venders is well known, is now certain that the S. & M. soft-drink machine will be just as big a hit in his territory. Hankin is distrib for the vender. . . . Mike Munves and Hymie Budin are now distributors for D.

Gottlieb & Co., Chicago. Dave Buckman (D. Buckman, Ltd., London) wound up his American trip with a blaze of good times in New York. Buckman definitely won the affections of the American coin industry. Dave promises to come back soon and bring Mrs. Buckman with him.

Mike Soffer, George Ponsor's New York City sales manager, who has been bacheloring it for about three weeks while the charming Mrs. Soffer enjoys Florida's sunshine, rushed a telegram to her to "Come home soon. All is forgiven," he reports. . . . Irv Nathanson, Monticello, N. Y., spent a few days in town last week completing a few deals and reported that his liquor store up Monticello way is getting all set for the boys that will be coming up the mountains this summer. Claims conditions are dandy. . . . Jack Fitzgibbon has been in constant telephone contact with Jimmy Buckley and Ray Moloney at the Bally factory due to the terrific demand that has started for the Bally Beverage Vender here. Fitz believes that the machine will open a new era for many ops here.

How much do pin games mean to the retailer? Prominent cigar stand in one of the bigger buildings on Fourth avenue was forced to remove game because of new renting agent. Owner immediately called the Amalgamated and told Joe Pagan that the game was responsible for his remaining in business due to the fact that it actually paid his rent and also helped the sales of cigars and cigarettes, especially in the afternoon, and begged Joe to intercede for him with new renting agent so that machine could be replaced. . . . Rubin Murphy, of Murphy Bros., Jersey City's largest merchandise machine ops, enjoyed the great reception given him and his bride, the former Lillian Moskowitz, of New Haven, at the swank Essex House in Newark right after the rabbi pronounced them man and wife.

Al Cohen, of Aco, Newark, who claims that Cries-Cross counter game (he is New Jersey distrib) is one of the best money getters ever built, points to Henry Smith, former long-distance mover, who has just entered the biz, purchasing 25 of the games. Smith reports he is doing better than he ever did in his own biz.

Dave Stern, Royal Distrib, Elizabeth, N. J., will be breaking with some big news soon, he reports. Dave is making arrangements to blossom forth as one of the East's leading distributors for certain important manufacturers. He may open offices in the Big Town, he says, to conduct biz with New York ops as well. Royal has been at work for the past six months on arrangements for this move.

How much do phono mean to taverns? Just ask owners of the Long Bar, Elizabeth, N. J., who admitted the other day that this music not only livens the spot but is definitely responsible for better business. Part 2 of Cue magazine's article relating to the I. R. T. subway venders is even more interesting than the first chapter. The caption for this item is one of the best we have ever yet seen. It is, "Insert One Cent." Both these articles (the first appeared in the January 21 issue of Cue) should help tremendously in curing the slug evil the venders generally. . . . Jack Mitnick reports that the Biz phono cabinet he is sponsoring for G. Ponsor Co. is going over.

Change at North Tonawanda, created a buzz of exciting conversation among phono ops here. . . . Al S. Douglas, president of Daval Mfg. Co., Chicago, who has given the ops here some great money-making, sent a letter to Joe Fishman regarding manufacturing costs that should be read by every op in the country, a great explanation of the many price jumps which affect the manufacturer in the coin biz.

JOBBER'S SPECIALS

All Machines Reconditioned, Ready to Put on Location.

31 KENTUCKY CLUBS	\$100.00
10 1938 TRACK TIMES	130.00
42 RED HEAD TRACK TIMES	70.00
6 GREY HEAD TRACK TIMES	30.00
12 GRANDSTANDS	10.00
15 SPORT RACES	10.00
18 SCRIBIGUITS (Trinidadian, one track old)	110.00
40 FAIRGROUNDS	25.00
7 WINNING TICKETS	10.00
3 TRIPLE ENTRIES	60.00
8 1-2-3 (old restored)	45.00
12 1-2-3 (new)	110.00
11 BLUNT TOP DERRY DAYS	45.00
14 FLAT TOP DERRY DAYS	35.00
2 TANTORANS	65.00
6 PAGES RACES	25.00
1 AK-SAR-BENS	35.00
13 PRAEMESSES	25.50
7 FLEETWOODS	45.50
3 BALLY ENTRIES	25.50
4 EXHIBIT RACES	24.95
2 JOCKEY CLUBS	34.95

1/3 Deposit, Balance C.O.D.
MODERN AUTOMATIC EXCH., INC.
2615 Carnegie Ave., Cleveland, Ohio.

truly amazing
WANAK
SLUG REJECTOR
Patented Chew and Chew Separator also extra protection. Individual checks available for each operator—no added income safeguard! See your jobber or write
A. DALKIN CO.
4311-13 Ravenwood Ave., Chicago.



DAVID BUCKMAN, of D. Buckman, Ltd., London, England, who was hailed as "a jolly fine fellow" at the CEMA Coin Machine Convention, brought good tidings from the British Isles.

★ **SLOT MACHINES** ★ **PHONOGRAPHS** ★ **PAY TABLES** ★

EXPORT

ORDERS FOR ALL TYPES OF COIN-OPERATED DEVICES BOTH NEW AND USED IMMEDIATELY SHIPPED TO ANY PORT IN THE WORLD! SAVE MONEY! BEFORE MAKING ANY PURCHASES

CABLE: "Coinslots" U.S.A.

The Vending Machine Co., Fayetteville, N.C., U.S.A.
References: Dun & Bradstreet; any Bank in Fayetteville, N. C., or your own Bank.

★ **NOVELTY PIN GAMES** ★ **VENDING MACHINES** ★ **COUNTER GAMES** ★



JOE CALCUTT
... assures every importer complete and expert knowledge of his needs—the result of over 20 years' experience in export shipping—and the finest merchandise regardless of price.

★ **CONSOLES** ★ **ARISTOCRAT BILLIARD TABLES** ★

MILLS VEST POCKET BELL

Mills Novelty Company
4100 Fullerton, Chicago
Price \$49.50 f.o.b. Chicago

Push Production on Western Baseball

CHICAGO, Feb. 4.—"Baseball, baseball, baseball! That was all everyone heard at the recent Chicago show," commented a Western Products, Inc., official.

"The game Baseball, made by Western, shown in both the booths and in the exhibit rooms at the Hotel Sherman, was the center of attraction. It was without doubt the big hit, the home run of the show," he continued.

"Thousands of operators saw it and played it. After the show was all over they evidently decided that it was the outstanding machine of the show because Western's plant has been kept busy in an effort to keep up with the orders taken at the show and also those which have been received since.

"Baseball is one of the finest games of its kind ever offered the public and it is of the legal type equipment so much in demand these days. It is strictly a game of real amusement and skill."

Officials of Western Products are highly elated over the results obtained at the show and the repeat orders which have necessitated another production line in their plant being turned over to Baseball.

Wexelblatt Speaks Before Philly Ops

PHILADELPHIA, Feb. 4.—Philadelphia Coin Machine Operators' Association recently listened to an address by H. H. Wexelblatt, executive secretary of the Amusement Machine Operators of Pennsylvania.

Wexelblatt urged the Philadelphia group, which numbers nearly 100 men, to join the State group en masse. "It is essential that we co-ordinately all the



H. H. WEXELBLATT, executive secretary of the Amusement Machine Operators of Pennsylvania, is shown in the photograph above. He is wearing a suit and tie and is looking towards the camera.

operator groups in the State in order to get the legislation that is vital if our industry is to survive," he said. The Philadelphia group will vote next week on Wexelblatt's proposal.

Wexelblatt also announced that petitions have been distributed to dealers and operators all over the State to be presented at the present session of Legislature to obtain a change in the present Mercantile License tax as applied to coin machines. The organization is also seeking legislation to legalize prizes for machine players.

Two local groups similar to the Philadelphia organization have been formed, in Central Pennsylvania—in Allentown and Reading. The State group aims to organize similar local groups all over the State.

Houston

HOUSTON, Feb. 4.—Harold W. Dally, owner of South Coast Amusement Co., is now distributor for Mills phonographs. Dally is well known both locally and State-wide. He is president of Texas State Association of Music Operators and a member of Music Operators of Houston.

Operators Fred McClure, Lester Hearn, William Pascock and C. O. Harrington represented M. O. A. of H., Inc., at the big meeting held in Dallas to protest proposed legislation held to be detrimental to phonograph-operating industry in Texas.

P. S. Olancy, prominent local operator, recently returned from Chicago and St. Louis, where he made an extensive investigation as to the merits of affiliation with National Phonograph Operators' Association. He expressed himself as favoring the plan.

State Association of Music Operators held a special called meeting at the Texas State Hotel, Houston, on January 31 to decide what action should be taken concerning bills introduced at the present session of the State Legislature.

State President Harold W. Dally, of Houston, presided, with John Beckman, of Dallas, as secretary. A fair representation of Southern Texas operators was present, also A. C. Hughes, of Electro Ball Co., Dallas, and Earl Reynolds, of Rudolph Wurflinger Co., Dallas.

Dally after reading and commenting on the bills, announced that the State association had retained a firm of attorneys on an annual salary basis. He closed his address by an appeal for a stronger and more active State organization.

Hughes and Reynolds spoke from the viewpoint of the manufacturer and jobber. Hughes also advocated a sound plan for increasing association membership.

In view of the fact that Houston has one of the strongest local associations in the country (M. O. A. of H., Inc.), it was agreed to intrust that association with the duty of enrolling as many Southern Texas operators as possible in the State association and thus provide funds and create influence to protect the phonograph industry in Texas.

ALL THE PROFITS ALL THE ACTION
of a Slot in 3-Bar Jackpot

All Tickets Are Actual 3-Color Reproductions of Slot Symbols.

Jackpot Dumps 13 Times.

No. 2423 — 2400 Holes.
Take In \$120.00; Average Payout, \$65.56;
Average Gross Profit, \$54.44.

PRICE \$5.50 EACH
Send for Folder NC-17 — It's Packed With New Profit-Makers.

HARLICH MFG. CO. 1413 W. Jackson Blvd., CHICAGO, ILL.

EVERY MACHINE GUARANTEED REGARDLESS OF PRICE!

Daily Arcade	\$14.50	Classics (Auto)	\$ 8.50	Bally Zephyr	\$ 7.50
Bambino	18.50	Chorus (Auto)	22.50	Problems (Auto)	6.50
Exp. Society (Free Play)	28.00	Keeney Multi-Play	22.50	Staces	22.50
Exp. Buttons	24.50	Chico Kings	22.50	Keeney's TRUCK TIME	125.00
Exp. Review	28.50	Genco Recording, Free Play	12.00	Late 1938 Models: Exhibit	110.00
Daily Fleet	22.50	Genco Ritz	18.50	LONGSHIPS: 5 SALES	110.00
Genco Triple Play	28.50	Chico Buzzard	15.50	GALLOPING DOMINOES: 5 SALES	110.00
Free Play	28.50	Genco Splice	18.50	PACES RACES, Brown	110.00
Genco K-Ball, Free Play	34.50	Genco Bowling	14.00	Chico; Keeney TRIPLE EX-TRY	110.00
Genco Globe Trotter	34.50	Keeney Races	0.00	New and Used Games	110.00
Genco Grand Slam	48.50	Chico Baseball	8.00	Brooklyn, N. Y.	
Genco Jungle	18.50	Genco Mix	7.00		
Terr. Champ (Auto), 75.00		Genco Long Beach	5.00		

1/3 Deposit With Order, Balance C. O. D. or P. O. O. D.

BROOKLYN AMUSEMENT MACHINE COMPANY
8-10 Varet Street, Brooklyn, N. Y.

JENNINGS CIGARETTE MACHINES, 5c Play
 \$110.00 Each || JENNINGS CIGARETTE MACHINES, 5c and 10c Play | \$125.00 Each |
WINNING TICKETS, Practically New, Same as Floor Samples	110.00 Each
1 ROCK-OLA WORLD SERIES, 5c	80.00
1 BALLY GRANDSTANDS	100.00 Each
1 SPORT PAGES	85.00 Each

All of These Machines Are in Perfect Condition. 1/3 Cash, Balance C. O. D.

SOUTHERN VENDING MACHINE CO.
228 ORANGEHEAD ST., DANVILLE, VA.

BUBBLES
with 3 WAY Scoring!

Setting the pace for ALL novelty games. The player wins on one or all of the three ways to score. Fully metered.

BUBBLES, Regular, **\$79.50**

FREE PLAY, **\$99.50**

PRODUCED BY F. O. B. CHICAGO.

Brandt Co. Gets World's Fair Biz

MILWAUKEE, Feb. 4.—The Brandt Automatic Cashier Co., maker of coin-counting machines, recently announced that it would supply both the New York and San Francisco world fairs with hundreds of coin-changing machines. The firm is well known in the coin machine field, operators using its machine to separate and count coins.

The type of machines to be used at the fairs are coin changers. This particular machine makes it possible to deliver change in a fraction of a second simply by pressing the key showing the price of admission. If, for instance, the admission is 25 cents and 21 is tendered the cashier merely presses key 35 and 65 cents is returned in a delivery cup to the patron. The Brandt Co. has supplied these machines to all recent fairs and expositions.

The machine most familiar to coinmen is the coin sorting and counting machine. It handles mixed lots of coins eight times faster than is possible by hand, according to officials of the firm. Coins of each denomination are automatically deposited in separate receptacles with counter dials showing the amount of each denomination going thru the machine.

The coin-counting and packaging machine counts as many as 2,650 coins a minute. The Brandt Co. was formed in 1890 and now sells internationally.

Asbury Park, N. J.

ASBURY PARK, N. J., Feb. 4.—Homer Zink and Art Seger have returned from Chicago.

Molly Brooks, secretary of the King Amusement Co., says she doesn't care for this cold weather, so she's going to Florida for a stay.

Long Branch is getting a treat from the Spinner, by Daval, which has been installed at Leon Goldberg's cigar and news stand. The spot, in addition to being a rendezvous for all who like good tobacco, is a New York-Asbury Park bus stop, which adds greatly to the receipts of the machine.

Bus White and Allen Cramer are new employees of the King Amusement Co.

Lester Rooney, of the Beach Amusement Co., is on a vacation. He is anticipating a big season with his games when the big time begins Decoration Day.

Mae Levine, in charge of the service department dealing with Seeburgs for the King Amusement Co., is leaving on his annual vacation. He'll spend it with friends in Brooklyn and will be on the alert for new games and times.

An interesting item has come to light



Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS

Not Coin Operated!

A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin slot—operator in control; flow way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner red.

Absolutely 100% profit! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!

Convenient Size—12" wide, 17" high, 3" high.

LOW PRICE!

At Your Jobber, or Write: Wire or Phone Haymarket 7630.

C. EVANS & CO.
3520-1930 W. Adams St., Chicago, Ill.

regarding a rapid Bing Crosby fan. Bob Sherman, of the Hotel Crossman down at Lakeside, has a Seeburg with 20 of Bing's numbers on it. Believe it or not, it is one of King's top machines, and the receipts are in a category near the top of the list.

Frank Norris, of Sportland, is readying his place for the boom after Decoration Day. The Asbury promenade is going to be a very bright place, he says.

Mention must be made of the good job Exhibit Chief is doing at Bob Heist on Main street, Asbury Park. Heist sells a complete line of stationery and tobacco, but the Chief is doing an excellent job in helping to pay the rent. The machine was installed in this popular spot by King Amusement Co.

Jerry Gerber is remodeling his place. Business is going on just the same, and Alpa, by Chicago Coin, is commanding much popularity.

Hy Bromberg, who pianist with Jack Arnold Press' Orchestra at the Berkeley Carteret Hotel, is an ardent games fan. The games at the hotel are operated by the Casino Amusement Co. Sol and Julia Lasky are in charge.

SEABOARD SALES Factory representatives offices for the entire Atlantic Seaboard.

GENCO, INC.
2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

POKER BOARD!

All the appeal and color of poker on a salesboard! GOLD BELL profits and player appeal built into this newest Superior sensation. 2400-holes of color and action. Tickets bear five-card poker

beat, and pay off in the same way as in the actual game. Royal Flush wins chance to punch in Table Stakes jackpot with the possibility of winning \$25. Weekly Commitments invited.

We sell to operators only; inquire for full details.

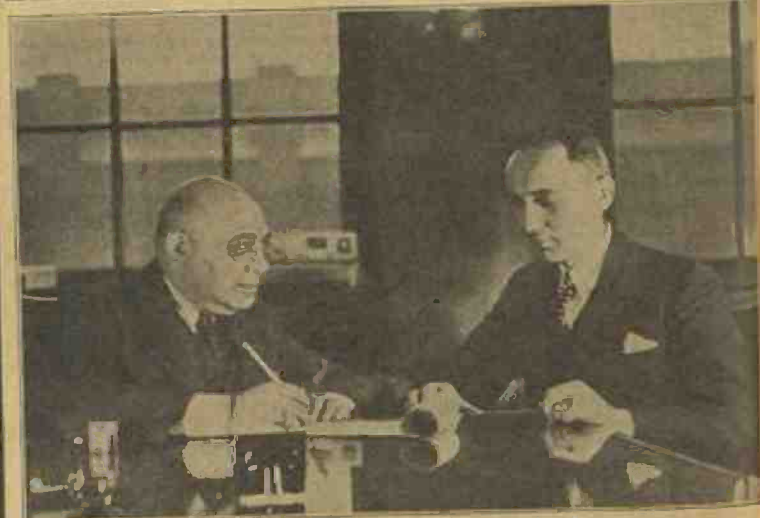
SUPERIOR PRODUCTS
14 N. Peoria St. Chicago, Ill.

BEAT THESE PRICES IF YOU CAN
All Used Equipment Shipped in A-1 Condition

PAY TABLES	
WINNING TICKET	\$110.00
FIBD BAG	85.00
QUINELLA—6-Coin Multiple	41.50
AK-SAR-BEN MULTIPLE	35.00
DERBY CHAMP	45.00
STONER CHAMP	37.50
FLASHER	35.00
PADDLES—Multiple	32.50
BREAKERS	19.50
FLEETWOODS	35.00
RAY'S TRACK—Late Serial	35.00
BALLY TURF SPECIAL	25.00
BALLY LINCOLN FIELDS	37.50
BALLY SKILL FIELDS	40.00
1938 SKILL FIELDS	39.50
EVANS BANG TAILS	72.50
JENNINGS LIBERTY BELLS	33.50
JENNINGS DERBY DAYS	42.00
JENNINGS DERBY DAYS, Plat Top	35.00
Late 1938 TRACK TIMES	130.00
Late 1938 SKILL TIMES	135.00
RED HEAD TRACK TIMES	75.00
GREY HEAD TRACK TIMES	49.50
EVANS GALLOPING DOMINO	42.50
KEENEY KENTUCKY CLUBS	94.50
1/2 Deposit, Balance C. O. D.	

COTTLES MULTIPLES	\$ 35.00
FAIRGROUNDS	35.00
ONE-TWO-THREE—Revised Model	45.00
Key Reel	79.50
ONE-TWO-THREE—Late Model	82.50
SPORT PAGE	110.00
GRANDSTAND	47.50
HEY DEY	110.00
SEABISCUIT	35.00
ACROSS THE BOARD	35.00
CONSOLES	
PAMCO ROSEMONTS	\$ 22.50
EXHIBIT RACES—7-Coin Head	40.00
EXHIBIT RACES—Single Coin Head	32.50
SHOOT THE MOON	25.00
TANTORANS	27.50
KEENEY DARK HORSE	95.00
TRACK GODS	79.50
LONG CHAMPS	27.50
CLUB HOUSE	27.50
BLACK CABINET PACES RACES	79.50
(Check Separator)	
BLACK CABINET PACES RACES—Plain	64.50
BROWN-CABINET PACES RACES—Late Serial	134.50
WE BUY, TRADE OR SELL.	

AVON NOVELTY SALES CO., INC.
8923-25 PROSPECT AVE. CLEVELAND, OHIO



A.S. DOUGLAS and Ernest Marley (right) discuss Daval's products, such as Sidekick Double Treasure, Penny Pack and Tails. Douglas is president of Daval, and Marley is sales representative for the firm in the Mississippi States.

ATLAS VALUE PARADE

CLOSE-OUT SPECIALS

KEENEY'S BIG TEN FREE PLAY \$75.00
 KEENEY'S HIT NUMBER FREE PLAY 64.00
SPECIAL \$21.50

Recommended Photographs Guaranteed

SEEBURG MODEL A	30.50
SEEBURG MODEL B	30.50
SEEBURG MODEL C	30.50
SEEBURG REX (20 Reels)	150.50
WURLITZER #12	48.50
WURLITZER #12	59.50
WURLITZER #12	109.50
WURLITZER #12A	124.50
MILLS DO RE MI	44.50
MILLS SWING KING	44.50
ROCKOLA RHYTHM MASTER	59.50
ROCKOLA REGULAR	49.50

PAY TABLES

WESTERN MEY DAY	3 70.50
MILLS BIG RACE	40.50
KEENEY DERBY CHAMPS	69.50
WESTERN PADDLES	48.50
BALLY BLUE BIRD	80.50
SPORT PAGE	90.50
ARLINGTON	31.50
SPEED KING, Wash Check	24.50
STABLES	44.50

Still Game Strong
MILLS VEST POCKET BELL
 ONLY \$49.50
 Will Accept Your Old Counter Games
 by a Trade-In. Write for Particulars

ILLUMINATED GRILLS Installed on Any Photograph \$10.50
 Individual Price 12.50

Write for Our New Price Bulletin Listing Complete Line of New and Second-Hand Photographs, Coin-Operated Photographs, Novelty Games, Dice and Counter Games.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. 1001 Fifth Ave., PITTSBURGH, PA.
 Associate Office: ATLAS AUTOMATIC MUSIC CO.,
 3151 Grand River Ave., DETROIT, MICH. Cable Address: "ATNOVOO"

AMERICA'S LARGEST DISTRIBUTORS

FOR SALE

FOLLOWING SLIGHTLY USED MACHINES

10 FAIRGROUNDS	\$75.00 Wash
5 BREAKNECK	45.00 "
5 CLASSIC	30.00 "
1 PHOTO FINISH	30.00 "
1 HIGH CARD	35.00 "
1 PAROO RACER	55.00 "
7 CAROUSE	10.00 "
5 DERBY DAYS	15.00 "
15 BALLY RESERVE (Lament)	18.00 "
1 BALLYVIEW	22.50 "
2 DAILY RACES	10.00 "
1 RED SAILS	7.00 "
5 MAMMOTH	5.00 "
1 EXHIBIT PLAY BALL	22.50 "
5 SOCKETS	5.00 "
5 BALLY DERBYS	15.00 "

DIXIE MUSIC COMPANY
 517 CANAL ST., NEW ORLEANS, LA.

FLIP FLOP FLUZZEE

Watch the Pennies



STAR MFG. & SALES CO.
 3901-05 WAYNE - KANSAS CITY, MO.

McCALL'S WEEKLY SPECIALS

TOPP KIBOZ	\$14.50
CARNIVAL	8.50
HOMER BYRON	8.50
WOMEN'S RACES	8.50
HAPPY DAYS	10.50
LONG BEACH	4.50
LONG OUT	4.50
LION	24.50
EXCEL	8.50
BATTER UP	12.50
CARGO	12.50
MERCURY	4.50
RUNNING WILD	4.50
TRACK MEET	8.50
ELECTRIC SCOREBOARD	22.50
MYSTIC FLASH	8.50
EVER	8.50
KNIPPER TICKET GAME	8.50
EXHIBIT, BUY, SELL OR EXCHANGE.	8.50
2547 Local No. 1	8.50

BY CALL NOVELTY CO.

WANTED AT ONCE

SLOTS — PIN TABLES — VICTROLAS.
 HIGHEST PRICES PAID.
 We also Loan Money on All Slots and Equipment.
SIMCO
 COIN MACHINE EXCHANGE
 Simco Will Loan U Dough.
 24 13th Street, Augusta, Ga.

Prize Winners at Recent Convention

CHICAGO, Feb. 4.—A full list of exhibitors who won awards offered by exhibitors at the recent OMMA coin machines show at the Sherman Hotel reveals the following names:

Herman J. Seiden, Troy, N. Y.; Mike Orlos, Minneapolis; F. W. Wircal, Chicago; Arthur Eggleston, Chicago; George H. Berghman, Maywood, Ill.; Thomas Welling, Chicago; Joe Frank, Nashville, Tenn.; Mrs. P. Fraser, Chicago; W. J. Brus, Milwaukee; Ed Buerniele, Toledo; Art Nagel, Cleveland; Mrs. Betz, St. Louis; H. M. Tonnell, Appleton, Wis.; George Lutsch, Michigan City, Ind.; Ed Goldstein, Chicago; Ed George, Akron; Julius Price, New Orleans; Hy Greenstein, Minneapolis; Al J. Buensal, Moline, Ill.; Theo Skivers, Chicago; H. Volbert, Chicago; E. Grossman, Chicago; E. Mitchell, Chicago; Frank N. Brasaw, Montpelier, Vt.; Sam Gentilich, New Orleans; Art Nyberg, Baltimore; H. Laster, St. Paul; J. Asbury, Dayton; O. Don Pelein, Chicago; Harry Hansen, Omaha; H. W. Slink, Chicago; L. G. Casey, Pueblo, Colo.; John G. Warner, South Bend, Ind.; James H. Beasler, St. Paul; Carl Hoelzel, Kansas City, Mo.; G. H. Johnson, Minneapolis.

The prizes which were won by the above list of persons were donated by the following firms, exhibitors at the OMMA coin machine show:

A. B. T. Mfg. Co., Chicago; Automat Games, Chicago; Bally Mfg. Co., Chicago; Block Marble Co., Philadelphia; Chicago Coin Machine Mfg. Co., Chicago; Daryl Mfg. Co., Chicago; H. G. Evans & Co., Chicago; Exhibit Sales Co., Philadelphia; Gardner & Co., Chicago; Gay Games Co., Muncie, Ind.; Gecco, Inc., Chicago; D. Gottlieb & Co., Chicago; Great States Mfg. Co., Kansas City, Mo.; Gresteban Tool Co., Chicago; Independent Lock Co., Fitchburg, Mass.; International Microscope Reel Co., New York; King & Co., Chicago; Louisville Novelty Mfg. Co., Louisville, Ky.; D. A. Pachter Co., Chicago; Pan Confection Co., Chicago; D. Robbins & Co., Brooklyn, N. Y.; Shyvers Mfg. Co., Chicago; Townsend Mfg. Co., Baltimore; Western Products, Chicago; Electrical Products Co., Detroit.



VINCE SHAY, Mill's sales manager, relates the main features of the new Chrome Bell to Bill Hefregel (right), Keystone Novelty and Mfg. Co., Philadelphia.

Meet Chubbie's Twin
Free Play Chubbie



* You'll like Free Play Chubbie. In addition to the free game feature, it has all the tantalizing play appeal of Chubbie. The 15 numbered and illuminated bumpers, the unique extra ball feature — and the free ball play, it's fully metred and priced.

at only
\$84.50

Stoner Corp. AURORA, ILL.

THIS WEEK'S SPECIALS-PRICED LOW

BOUNTY	\$42.50	ARROW HEAD (L.R.)	\$72.50	PALM SPRINGS	\$25.00
ODD BALL	40.00	HANDICAP	24.00	FLLET	20.00

STILL GOING STRONG — STONER'S CHUBBIE
 1/2 Deposit, Balance C. O. D.
 Write for Complete List of Used and New Games at Lowest Prices.

BUDIN'S SPECIALTIES, Inc., 174 S. Portland Ave., BROOKLYN, N. Y. Tel: Novins 8-7528

WHERE QUALITY AND PRICE MEET

GAM

Your FREE COPY Is Ready!
THE GAMCO MESSENGER
 The Trade Paper of the TICKET GAME INDUSTRY
INVESTIGATE
 ABC and TICKETTE SYSTEM
 Write now for details.
GAM SALES COMPANY
 Manufacturers Only
 1319-21 S. Adams St. Dept. M. Peoria, Illinois

WE BUY, SELL AND EXCHANGE WANTED TO BUY

All types late novelty games — Base Balls — Model P. Targets. The following games can be furnished in any quantity desired.

ONEGLES		Roomants	20.00	Winged Turtles	\$110.00
1938 Skill Time	\$130.00	Bang Tails	40.50	Mills 1-2-3, Reel	45.00
Track Times, Red Head	75.00	Longchamps	60.00	Mills 1-2-3, Bally Pay-out	115.00
Track Times, Gray Head	40.00	Track Odds	35.00	Across the Board	35.00
Kentucky Clubs	100.00	1938 Skill Time	50.00	Fairgrounds	35.00
Triple Entry	100.00	PAYOUT TABLES		AK-See-See	30.00
Derby Days, Blue Top	25.00	Grandstands	\$110.00	Presses	10.00
Derby Days, Flat Top	35.00	Sambocetta, Thillippen	110.00	Handicappers	65.00
Tantrums	25.00	Thillippen	110.00	Water	10.00
Shoot the Hood	30.00	Sport Page	22.50		

CLEVELAND-CHICAGO AMUSEMENT SALES CO.
 3725 PROSPECT AVENUE, CLEVELAND, O.

KEYLITE

by Bally



THE NOVELTY hit that comes close to earning payout profits—thanks to fascinating COLOR LINEUP idea—FAST, EASY TO NAVY, packed with SKILL APPEAL and SURPRISES! If you're looking for a game that will get you "off the nut" in a hurry and stay on location month after month—earning a "hat full" every week—order KEYLITE today!

5-BALL PLAY ADJUSTABLE

\$74⁵⁰
WITH METERS

44 in. by 22 in.

Write for literature on Bally's complete line.

BALLY MFG. COMPANY
2640 BELMONT AVENUE • CHICAGO

MUST SACRIFICE

ALL GAMES IN PERFECT CONDITION
JUST OFF LOCATIONS

GRANDSTAND	\$115.00	DERBY DAY CONSOLES..	\$35.00
THISTLE DOWNS	115.00	LIBERTY BELL	
SKILLTIME (1938)	115.00	CONSOLES	35.00
KENTUCKY CLUB	100.00	PRAKNESS	15.00
TRACK TIMES		AK-SAR-BEN	35.00
(Red Head)	65.00	ONE-TWO-THREE	
TRACK TIMES		(Late Model)	90.00
(Gray Head)	55.00	HIGH CARD	15.00
TRACK ODDS	85.00	GOTTLIEB DERBY DAY ..	15.00
DERBY CHAMPS	60.00	WINNER	7.50
FAIRGROUNDS	35.00	CAROM	7.50
FLIGHTWOOD	35.00	ACROSS THE BOARD ..	35.00

1/3 Down, Balance C. O. D.

J. C. NOVELTY & MUSIC CO.
5511 Euclid Avenue Cleveland, Ohio
Henderson 5050

USED MACHINE CLEARANCE

Each.	Each.		
Patrol All-Star Console, 2c, 10c & 25c Play	\$22.50	Exhibit Rotary Claw Candy Vendors, 2 1/2'	\$75.00
Patrol All-Star Console, 1c Play	17.50	K-10, Rotary Merchandise, 5 at	65.00
Patrol Deluxe, Almost New, 5c & 10c Play	40.00	Rock-Ola 1000 Regular, 12 Records, 2 in. ..	35.00
Mills Side Fronts, also Blue Fronts, just Relinquished to Brown, Serials from 322,000 to 395,000	20.00	Waffle Player, 2 at	40.00
Mills Cherry Bells, 5c, 10c & 25c Play	40.00	Rolling Fronts, Bally Entry, Western Pedals, Jennings Flashing Three	25.00
Mills Water Bells, 5c & 10c Play	45.00	Jennings Flitzer, Caron	10.00
Walling Treasury, 5c Play, Orig. Cartons ..	45.00	Banish, Baseball, Daily Limit, Jimmy Stop & Go	7.50
Walling Roll-A-Top, 5c Play, Orig. Cartons ..	40.00	Ragtime Free Game	45.00
Walling Treasury and Roll-A-Top, 5c Play, Floor Gamble	40.00	Kacey Big Ten and Many Free Games ..	65.00
Walling Wonders, 1c Play, Almost New	20.00	Paramount Novelty, 340,001 Serial	25.00
Carla Doughboy, 5c Play	15.00	Waffle	15.00
Patrol Races, Late Model, Almost New, 5c ..	200.00	Loag Beach	12.50
Patrol No. 601E, No. 601Z	35.00	Tracy Road, Daily Wonders & Indian Days ..	7.50
Gottlieb Console Derby, 2 at	35.00	Hold & Draw	
Jordan Derby Day, 2 at	35.00	Bumper, M. De No. Country Club, Line-Up ..	
Edson Galloping Dominos, Black Cabinet ..	65.00	Round the World, Wizard, Live Wire ..	
Rock-Ola 1008 Monarch, 10 Wins, Almost New ..	175.00	Electric Scoreboard, Boks, No & Tech ..	
All Merchandise Colored Subject to Prior Sale and F. O. B. Nashville, One-Third Deposit, Required.		Hot Air Balloons	5.00

H. G. PAYNE COMPANY 512 Broadway NASHVILLE, TENNESSEE

Guesser Scale Well Received

CHICAGO, Feb. 4.—"The all-mechanical Guesser Scale, recently presented to the coin machine trade, has gained popularity overnight," declared C. R. Kirk, president of C. R. Kirk & Co. He continued, "O. H. Davison, Northern California distributor, wired, 'In my many years in the coin machine business I have never seen a coin machine of this type so completely sell itself as the Guesser does. With my customers, it's a case of see and buy.'"

"The Kirk Guesser, embodying many new features, is equipped with the famous Chatillon Iso-Elastic Spring, which is not affected by over 180 degree change in temperature and shows no fatigue after 1,000,000 rapid deflections."

"Guess your weight, mister," has been a familiar cry all over the world for the past 50 years," said Kirk, "at carnivals, fairs, circuses and the like. Midway men all claim that it's their most profitable concession. We've taken this money-maker, streamlined it and enabled the operator to bring this enticing machine to any corner of the globe. Its all-mechanical operation will permit its installation on thousands of locations where heretofore a scale with the Guesser feature could not be placed."

San Francisco

SAN FRANCISCO, Feb. 4.—Northwesterns, Toppers, U-Select-It and Silver Kings remain the most popular bulk vendors this sales period, according to Einar Wilslev, of Viking Specialty. He has just purchased the R. O. King Scales business in San Francisco and will handle this line as an exclusive from now on. Peanut machines and counter games remain his biggest export items, he states. Recently he shipped 150-counter games to New Zealand, which was something of a record, even for him.

Advance Automatic names Stoner's Chubbies, Genco's Bubbles and Daval's Side Kick as the most popular games. Helms Grusenmeyer, tricked out in a new spring suit, is holding forth while Owner Lou Wolcher chases rainbows in Miami. He reports a terrific turnover of new as well as used games. "Not one dull week yet in 1939," he brags.

Wolf Sales ditches the run on used games and names Al Giomotti of Menlo Park, as his biggest single buyer of the week. Australia remains his biggest account for exports.

Frank De Saeste, self-crowned penny king of San Francisco, has purchased the Northwestern route from Johnny Mollaca, which extends down the peninsula to San Jose. He plans to operate this in addition to his jobbing house on Golden Gate avenue. He says



"A NEW IDEA in counter machines is Mills Smoker Bell," declares Mills official. Kay O'Brien (Mills Coin Machine) likes the cigar roll grip.

OPERATORS PREFER—DAVAL'S DIVIDER MODEL PENNY PACK..



because

This World-Famous Penny Cigarette Counter Game now comes with the remarkable Daval Coin Divider and Two Separately Locked Cash Boxes—one for the location owner and the other for the operator! Eliminates all settlements and errors, saves time and results in even Greater Profits! Order Yours Now!

PRICE—ONLY \$27⁵⁰

DAVAL • 315 N. HOYNE CHICAGO

Grandstands ..	\$120.00	1938 Machines ..	\$120.00
Sport Pages ..	25.00	1938 Tracklines ..	120.00
Fairgrounds ..	20.00	Wabuckey Skill ..	110.00
Derby Days ..	37.50	Tracklines (Red Head) ..	55.00
Derby Days ..	45.00	One-Two-Three ..	80.50
Tantrum	34.50	Across the Board ..	35.00
AK-SAR-BEN	45.00	One-Two-Three ..	35.00
Relay	47.50	Old Gattlieb's Pin ..	14.00

AMUSEMENT SERVICE CO.

2606 Detroit Ave., CLEVELAND, O.

added to his store a second-hand parts department, which he believes will prove an invaluable asset to the operators in this vicinity.

Johnny Richhino accompanied Al Giomotti to San Francisco on his buying spree recently and picked up a few games for his own route.

Charlie Pressley proved to be a good customer from Sacramento. He purchased new games for his rapidly growing route.

Al De Voto dug himself out of the snow above Sonoma and traveled to the Bay district for new games and equipment.

A. J. Nakan, of Santa Cruz, purchased counter games in the city recently, while Harry Hines, from the same territory, bought new equipment for his spots.

Carl Gairdano purchased new games for his Sacramento route. He echoes Charlie Pressley's story about that territory being very good.

Davis, of Ontario and McKibben Co. in Sopora, was another of the big buyers in town. Mr. and Mrs. V. E. Meeker from Ukiah purchased phonographs, while Mac McCarty from the same city took home pin tables and peanuts for his route. L. R. Turner enlarged his Redding route with nut machines which he picked up himself. L. E. Brown purchased candy and nuts for his route in and about Sacramento. Bill Murphy took back the same order for his machines in Santa Cruz. Frank Marty and Sid Simpson were in from San Jose.

Viking Specialty has been given the contract for apple vending machines on the Golden Gate fairgrounds. Einar Wilslev announces that he will handle this thru a local operator.

Challenging ANY Game at ANY Price on ANY Location
in APPEAL — BIG PLAY — PROFITS!

DERBY CLOCK *Western's* 1939 BASEBALL

1 BALL PAYOUT TABLE
WITH
TWIN JACKPOTS
\$50 TOP
IN EACH

*The Greatest Play
Making Feature
in Paytable
History!*

IMMEDIATE DELIVERY
See Your Jobber

NOW IN THE
10TH MONTH

and
STILL THE
FAVORITE
EVERYWHERE!

LEGAL
Mechanically
OK!

WESTERN PRODUCTS INC.
925 W. NORTH AVE. CHICAGO, ILL.



Hurry! Hurry! Rush Your Orders—A-1 Guaranteed! While They Last At These Prices

TRIPLE ENTRY	\$175.00	PAYOUT TABLES	\$125.00
1939 BARTAIL W WOOD	175.00	RALLY'S SEA DISCOITS	125.00
1939 MILL TIMER	125.00	GRAND STANDS	125.00
1939 TRACK TIMER	115.00	NEW MILLS 1-2-3, a Week Old	115.00
KENTUCKY CLUB	100.00	MILLS FLASHER	60.00
RUCKLEY TRACK ODDS	100.00	RALLY KLONDIKE	75.00
KEENEY RED HEADS	70.00	WESTERN'S NEW DERBY TIME	110.00
KEENEY GREY HEADS	50.00	KEENEY WINNING TICKET	75.00
JENNINGS PARLEY RACE	100.00	KEENEY DERBY CHAMP	60.00
JENNINGS DERBY DAY CONSOLE	100.00	PAMCO PHANTOM	20.00
Late Model	50.00	PREAKNESS	20.00
SHOOT THE MOON	35.00	FOTO-FINISH	10.00
TANFORAN	30.00	PAMCO TOUT	7.50
RECORDETS	25.00	BALLY RAMBLER	10.00

Will Buy Old Records, Best Prices.
BEST NOVELTY CO. 1047 ST. CLAIR AVE. CLEVELAND, OHIO

Bubbles Likened to Sparkling Drink

CHICAGO, Feb. 4.—"As a widely publicized ginger ale is advertised the 'Champagne of Ginger Ales,' so do we consider our recent release, Bubbles, the champagne of novelty games," said Meyer Ginsburg, officer of Genco, Inc.

"It's a sparkling, invigorating game that tickles the fancy of the player just as the bubbles in a sparkling drink refresh the drinker. What Bubbles has done for locations is a story in itself. Suffice it to say that hundreds of operators discovered their locations capable of returning a greater profit than they had dreamed possible.

"The tip and zest of play on Bubbles lies in the three-way scoring theme. Simplicity and speed of play, plus brilliant design and light-up scoring rack, add much to the drawing and earning power of Bubbles.

"Bubbles, moderately priced, is available in both straight novelty and free play models."

RECONDITIONED & GUARANTEED

CONSOLES AND SLOTS:

3 Peas Race, Dr. Cash 5,000, Chk.	\$129.50
15 Keeneey Ball Times, 1938	120.50
4 Keeneey Ball Times, 1937 2nd Heads	30.50
2 Exhibit Race, 7-GoldenHead	40.50
10 Keeneey Galloping Gnomes	65.00
4 Bally Ball Fields	39.50
10 Jenn Co Ditzel Melon Ball, Grand New, in Original Case	65.50
14 Jenn Co Dice Chicks	22.00
5 Mills Co Melon Ball, Ball Outter, S. V.	65.00
3 Mills Co Melon Ball, No 5865	40.50

PAYOUTS:

Grandstands \$119.50	Mill Hi-Way \$35.00
Fairgrounds 37.50	Prizeball 24.50
Fleetside 25.00	Tot 24.50
Col. Mult. 35.00	Prizeball No 24.50
Bally Stable 29.50	Tot 24.50
One-Two-Three 24.50	Foto Finish 24.50
Arlington 27.50	Old. Wnt. 24.50
Ing Wood 35.00	Caron 24.50
Racing Fern 12.50	Classic 24.50
Col. Hi-Cord 12.00	Col. Derby 24.50
1/3 Deposit With Order, Bal. C. O. D., P. O. B. Baltimore, Md.	

GUARANTEED PERFECT MACHINES — READY TO OPERATE

10 Dr. Q. T. Guaranteed Perfect	\$22.50 Ea.	11 Rom. 27	\$ 5.50 Ea.
4-6 Q. T. Guaranteed Perfect	25.50 Ea.	10 A. S. Y. Big Game, Rows with Ball Gun Attachment	12.50 Ea.
1 Dr. Blue Front, Single Jack, 420,000 Serial	30.50 Ea.	10 Cocktail 5c Play Daily Races, Jr.	8.50 Ea.
25 Bally Bays, NEW, Each with Cig. Truck, Rubber and Spilling Paper	10.75 Ea.	12 1c Grotches Olinger, Wood Base, Latest Model	16.50 Ea.
4 New Bally 1939 Wheel	10.75 Ea.	10 Grotches Olinger, Wood Base, Latest Model	17.50 Ea.
15 Crystal Games, NEW, 1939 Model	0.75 Ea.	1 Grosvenor Turf Flash, York 89 Oline	10.00
10 Devil Bad Book	0.50 Ea.	4c Play	6.00 Ea.
8 Devil 75-0 Pops	0.20 Ea.	2 Beckley 5c Pool Cigarette Machines	6.00 Ea.
15 Stevens 5c Play Ball Machines, Like New	7.50 Ea.	3 Red Grippers	6.00 Ea.
		10 Mills Tickers	2.00 Ea.
		2 Beach Oline	4.50 Ea.

1/3 DEPOSIT, BALANCE C. O. D.
MANY OTHERS TO CHOOSE FROM—WRITE US YOUR NEEDS. WE BUY—SELL—TRADE.
COUNTER MACHINE EXCHANGE, 3307 ARMISTEAD AVE., CHICAGO, ILLINOIS.

SALESBOARDS AT FACTORY PRICES.
CAN BE PICKED UP OUT OF STOCK OR SHIPPED SAME DAY ORDER RECEIVED.

BUY These HITS ▶ "COLORS" AND "BIG ROCK"
THE OUTSTANDING BOARDS OF THE INDUSTRY.

ROYAL DISTRIBUTORS 409 NO. BROAD ST. ELIZABETH, N. J.

FREE Illustrated price list published every two weeks. Get your copy. Write now!

EXPERTLY REBUILT-LOOK AND WORK LIKE NEW!

BUTTONS	25.00	RIF NUMBER	\$47.50
FLEET	27.00	SWING	10.00
HI-LO	24.00	SUSPENSE	24.00
		TURF KINGS	8.00

1/3 Deposit, Bal. C. O. D., P. O. B., N. Y.
WRITE US FOR PRICES ON — CHUBBIE — THE BIG SENSATION!
NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

EXPORT We Cover the World! Cable Address: "NATNOVCO," Merrick, N. Y.

Seattle

SEATTLE, Feb. 4.—Operators are optimistic over a splendid tourist season ahead due to the celebration of Washington's Golden Jubilee in 1939, 60 years of statehood. It has been nationally advertised to attract tourists. Recent survey shows that 794,500 tourists visited the State last year and spent an average of \$104.41 per person, to the tune of more than \$82,000,000 total. Operators look forward to an even greater harvest from new national advertising this year, and also to the fact that this is Fair Year on the Coast and that tourists to the Golden Gate Exposition will drift upwards to their locations in Seattle.

SAVOY VENDING CO.
416-B W. FRANKLIN ST., BALTIMORE, MD.

" SINCE 1912 "

HEADQUARTERS FOR ALL PENNY ARCADE EQUIPMENT

Arcades, Parks, Piers, Carnivals and Resorts—Write for Our New 1939 Price List and Circulars!

MIKE MUNVES CORP.
145 PARK ROW • NEW YORK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Soy Bean vendors for toasted soy beans, to be consumed like peanuts from tall glass cylinders, have made their appearance in Seattle.

Special counter racks for vending apparatus in the open and not under glass have been set up in downtown Seattle spots, such as the Olympic Hotel ground-floor cigar stand, the YWCA and other strategic centers where the rosy apples make their appeal from these trusting devices of an entirely new type.

IMAGINE IT, BOYS!

THE ONLY COMPLAINT—
"CASH BOX TOO SMALL"

TRACK RECORD

4-WAY PLAY
RESERVE JACKPOT

New, tantalizing, gyrating ball action never before seen! New, lively, wide open field . . . no springs! New field roll of live gum rubber! New catalin bumper posts ringed with live rubber!

\$50 TOP AWARD!

Jackpot Reserve with \$50 top award! Free step-up of Reserve! Free Multiple feature! Winning holes light up for Win, Place and Show! Mystery Selection and Odds! Fully adjustable by simple new control-board switches! No complications! May be operated 4 ways by simple change of switch . . . Multiple with Reserve or without, Single with Reserve or without. More new features than any 1-Ball Payout on the market! See it! You'll agree it's the greatest money-maker of recent times!

\$199.50

A C Operated



FIRE ALARM

5-BALL NOVELTY
FULLY METERED

Fires players' enthusiasm with new skill features and play! 2 Mystery Captive Balls stop up players' points! Numerous opportunities to score extra thousand points, controlled by lights! Bell rings, 3-color lights flash on field and back-ground, blazing progress of play! Free Ball roll-over contacts!

1001 NEW THRILLS!

Every inch of the colorful field and backboard packs a wallop of excitement and surprises! New lively ball action. Massive backboard with realistic fire scene! Magnificent cabinet! New simplified mechanism, absolutely fool-proof!



\$74.50

A C Operated

IMMEDIATE
DELIVERY
ON ALL
MACHINES

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST.,
CHICAGO, ILL.

DE LUXE GRIP SCALE

3-Way Strength Tester
100% Legal!

In production one solid year and no let-up! Has button indicator Control for competitive play . . . Tension Adjustment . . . Bell Adjustment . . . Non-Clog Slot . . . Suction cup base holds it securely to counter. Most Scales \$2.50.



Duo-Grip, 3-Way Tester plus Reels . . . \$24.50

OPERATOR'S CARD COUPON GAMES

BEST
SELLERS
SMALL
QUICK
TURN-
OVER



513 Coupons . . . \$23.65
Average Payout . . . 16.40
Average Profit . . . \$ 9.25

GAY GAMES, INC.
MUNCIE, IND.

Caille Manager Sees Good Year

DETROIT, Feb. 4.—M. Caldwell, general manager of the Caille Bros. Co., announced recently that Caille machines will be distributed in Europe by Auto Machines, Ltd., London. Said Caldwell, "This arrangement was made thru personal contact following the CMAA convention with David Buckman, whose sparkling personality typifies the modern British business man."

Caldwell was enthusiastic over the business outlook for the remainder of 1939. He commented, "In looking back over an association of 18 years with the Caille Bros. Co. in the manufacture of coin machines I can recall a number of dark spots which seemed to imperil the future of the industry, but there has always been a silver lining and after studying present conditions I am convinced that 1939 will bring the greatest sales volume that we have enjoyed for a number of years."

He also reported that the de luxe bell machine given away at the CMAA show was won by Herber Leffleur, of Saginaw, Mich.

Hart Reports Boom Biz on Tid-Bit

NEWARK, N. J., Feb. 4.—Frank Hart, of Eastern Machine Exchange, reports that the Tid-Bit profit-sharing novelty counter vendor, has started a boom here.

Said Hart, "When Tid-Bit was first introduced we had to start off many operators of merchandising machines who had never before used any vendor with novelty action. Since then all of our troubles have been delivery problems."

"The action and size of Tid-Bit are perfect. It is one game on which the operator can depend for real income. Not only is it strictly a vendor of ball gum in every sense, but it gives the gum purchaser that additional thrill of the novelty action games which makes the purchase so much more pleasing and



GLOBE 1939 SPECIAL

3520 HOLES PLENTY of ACTION 5 CENTS DARREL STYLE TICKETS.

Each Combination repeats 12 times. Field Rows contain 100 Tickets; 1 Each \$15, \$12, \$10, \$9, \$8, \$7, \$6, \$5, \$4, \$3, \$2, and \$1.00.
Action Rows contain 15 Tickets; 2 \$25.00, 1 \$10, and 12 \$5.00.
Takes in \$126.00. Average Payout, \$84.00.

Price \$4.90 Ea.

GLOBE PRINTING CO.

7023-27 Race Street, PHILADELPHIA, PA.
WRITE FOR OUR 96-PAGE CATALOG.

BARGAINS IN SLOTS

WAR EAGLES (Dime and Quarter) . . . \$10.50
MILLS FURY (Nickel) . . . 25.00
MILLS BLUE FRONTS (Nickel) . . . 27.50
Dime) . . . 27.50

ALSO HAVE VARIOUS SLOTS AT \$18.00 EACH.
LARGE ASSORTMENT OF COUNTER GAMES, \$8.00 EACH,
Cash Year Order Today for immediate Delivery.

Phone: Wabash 8484 SOUTHERN AUTOMATIC MUSIC CO., 842 South Second Street,
Wabash 9827 LOUISVILLE, KY.

so much more profitable for the operators.

Royal Distributors Planning Surprise

ELIZABETH, N. J., Feb. 4.—Dave Stern, of Royal Distributors, reports that the firm is ready with a surprise announcement which will thrill hundreds of ops in this territory.

He stated: "For some months now Royal has been at work arranging for some new distribution methods. We feel that within a few weeks we will be ready to announce our new connections and that the operators throughout the New York-New Jersey area will be tremendously pleased."

"We may open offices in New York upon demand of the operators. At the same time we are arranging for a better set-up in our present quarters."

RED WHITE BLUE

Lowest Prices Ever Offered
The Cheapest But Still the Best

TAKE — PAYOUT — PROFIT
1850 Red, White and Blue Tickets . . . \$92.50
Definite Payout . . . 72.00
ACTUAL PROFIT . . . \$20.50
In Dozen Lots — 90 each
Labels Furnished. Jan. 30 Each.

WRITE TODAY!

JAR SPECIALTY CO., Muncie, Ind.

MACHINE CLOSEOUTS

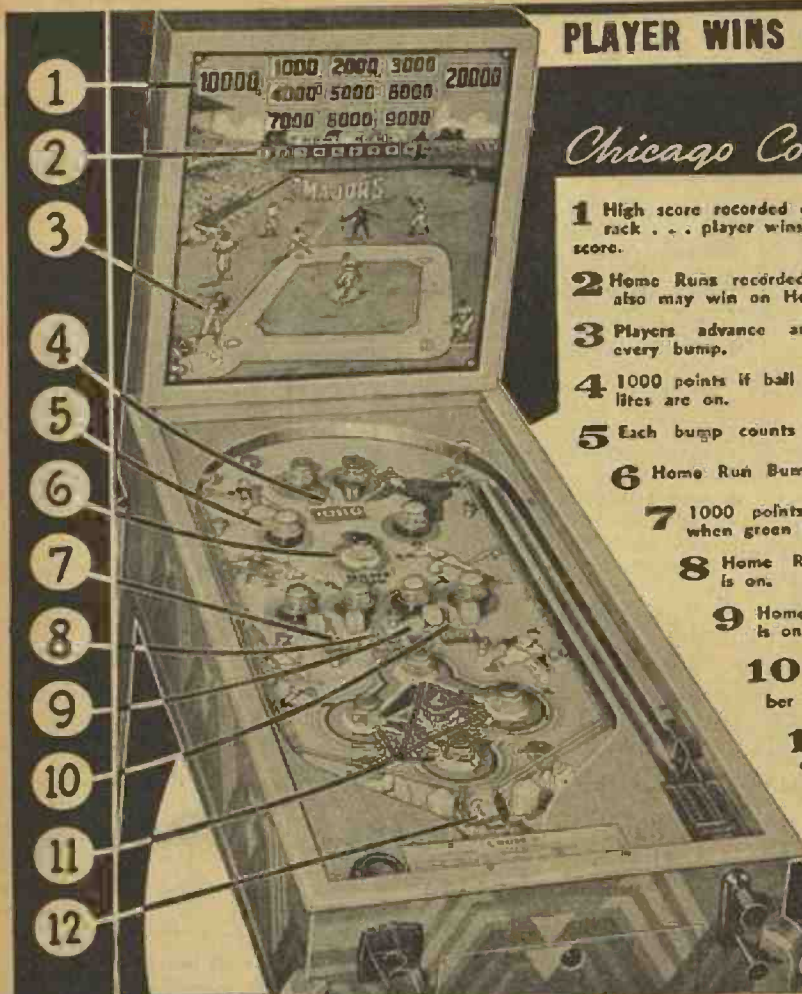
25—BANG-A-DEERS, Practically Brand New . . . \$149.50
30—FALLS, Used Ten Days . . . 149.50
40—BALLY RESERVES, Free Case Slot With 2 Meters . . . 15.00
1—KENNEDY'S DERBY CHAMP . . . 59.50
14—BALLY EAGLE EYES . . . 69.50

Robinson Sales Co.
2935 Grand Blvd., DETROIT, MICH.
Temple 2-5424.

DIGGERS — ROTARIES

Must be sold at once. No reasonable offer refused. 2-1 condition and ready to operate. Five Machine, Gray Machine, one KENNEDY ROTARY, 1/8 inch. Machine C. O. D.
PERCIBON FURNITURE COMPANY,
7218 Harvey Blvd., Houston, Tex.

PLAYER WINS ON HIGH SCORE -- HOME RUNS OR BOTH



Chicago Coin's

MAJORS

- 1 High score recorded on back-rack . . . player wins on high score.
- 2 Home Runs recorded. Player also may win on Home Runs.
- 3 Players advance around diamond with every bump.
- 4 1000 points if ball passes thru when red lites are on.
- 5 Each bump counts 100 points.
- 6 Home Run Bumper.
- 7 1000 points if ball passes thru when green lites are on.
- 8 Home Run when green lite is on.
- 9 Home Run when amber lite is on.
- 10 1000 points if ball passes thru when amber lite is on.
- 11 Each bump counts 100 points. When all lites are on, each bump counts 1,000.
- 12 If all lites are on, ball going thru gives Home Run.

The Hottest Game You've Seen in a long long time!

MAJORS NOVELTY **\$79⁵⁰**
 MAJORS FREE GAME **\$89⁵⁰**

Immediate Delivery!

CHICAGO COIN MACHINE MFG. CO.
 1725 DIVERSEY BLVD. CHICAGO, ILL.



\$49⁵⁰
 1/3 Deposit
Mills Vest Pocket Bell--Automatic Payout

The Unique Automatic Slot Machine in the world with mystery payout. Only 8x7 1/2, weighs only 13 lbs. Vest Pocket Bell will earn for you the same profits as the large slot. A convenient machine to operate in closed territory. Cash box holds \$45.00 in tickets.
SICKING MFG. CO. Inc.
 922 FREEMAN AVE., - - CINCINNATI, O.

SALES BOARD OPERATORS!
 You cannot afford to be without our latest catalog of money-making premium deals. Write today for your copy, also for big list of close-out cash and step-up boards.
H. G. PAYNE COMPANY
 312 Broadway, Nashville, Tenn.

N. Y. Coinmen Plan Banquet

Seventh annual banquet of Amalgamated to be held at Billy Rose's Feb. 19

NEW YORK, Feb. 4.—Seventh annual banquet of the New York coin machine industry will be held at the new hit spot, Billy Rose's Diamond Horseshoe in the Hotel Paramount, on February 19, according to Joe Fishman, general manager of the Amalgamated Vending Machine Operators' Association.

"Every leading manufacturer has promised to be present. All operators throughout the five boroughs of New York, including the leading operators in surrounding territories, will be present," he declared.

"We feel that this banquet comes at a most appropriate time. It makes for a better understanding among the men and it opens a better path to more friendly relationships.

Leaders here have also promised to induce their many friends and visitors to be present in large groups. Already reservations for tickets are going ahead at a rapid rate and the interest is mounting every day.

"Invitations are also being extended

to all surrounding areas, especially to the associations in these areas. Discussion is expected to arise on many pressing legal matters and the coming New York World's Fair."

Saul Kabeon, who manages the destinies of the Greater New York Vending Machine Operators' Association, Brooklyn division, reports a great interest among the members of their organization as is apparent in the New York association.

The interest apparent throughout the territory makes it certain that the seventh annual banquet of the combined New York operators will be one of the largest ever held in their history. Reservations can be obtained at the offices of any jobber or distributor or directly from the association headquarters in both New York and Brooklyn.

Budin Gets His Chubbies

BROOKLYN, Feb. 4.—Herman Budin, of Budin Specialties, states that Stoner has finally started to make sufficient deliveries to take care of all his customers.

"Whether or not The Billboard is responsible for this condition," Budin tells us, "is a matter of question, but I would like to thank The Billboard for the publicity and advertising copy requesting more deliveries of Chubbies. At this time the game is still hitting on all four and we are in a position to use as many Chubbies as Stoner can send along to us. At the same time I am glad that the games are coming in sufficiently fast to supply the immediate demands of operators and jobbers in my territory."

ATTENTION OPERATORS & JOBBERS

25 GAMES IN ORIGINAL CRATES, FACTORY CLOSEOUTS, AT REDUCED PRICES. WRITE FOR COMPLETE LIST.

De Luxe Centerboard	6 2.50	Reserve	1 2.50	Shades	1 39.50
Penny Push	7 2.00	Red Ball	1 2.50	Problems	1 22.50
O-Max Getz	1 3.00	Lighting	1 37.50	Pop-Flash	1 19.50
Olsons	1 14.50	Arrow	1 22.50	Pop-Flash	1 64.95
Milk Q. Y.	1 23.50	Zebr	1 27.99	Poolwood	1 54.50

TERMS: 1/3 Deposit, Balance C. O. D.
GRAND NATIONAL SALES CO., 2304-06 ARMITAGE, CHICAGO, ILL.

ACCLAIMED
 A 3-WAY WINNER!
 GET ON THE BIG PROFIT
 Bandwagon with Genco's
BUBBLES
 HIGH SCORE or FREE PLAY
 MILLS
 PROVEN MONEY MAKERS
 Vest Pocket Bell....\$49.50
 MILLS MOVIE MACHINE
 SQUARE BELL
SEABOARD SALES, INC.
 615 TEAR, AVENUE, NEW YORK, N.Y.
 Phone BR 6-6611

GUARANTEED NOVELTY GAMES

Bally Reserve	1 318.50	Exhibit Buttons	1 324.50
Only Do.	1 318.50	World's Fair	1 35.00
Bally Ar	1 22.50	Paramount	1 45.00
Code	1 45.00		
Odd Ball	1 45.00		

PHONOGRAPHS

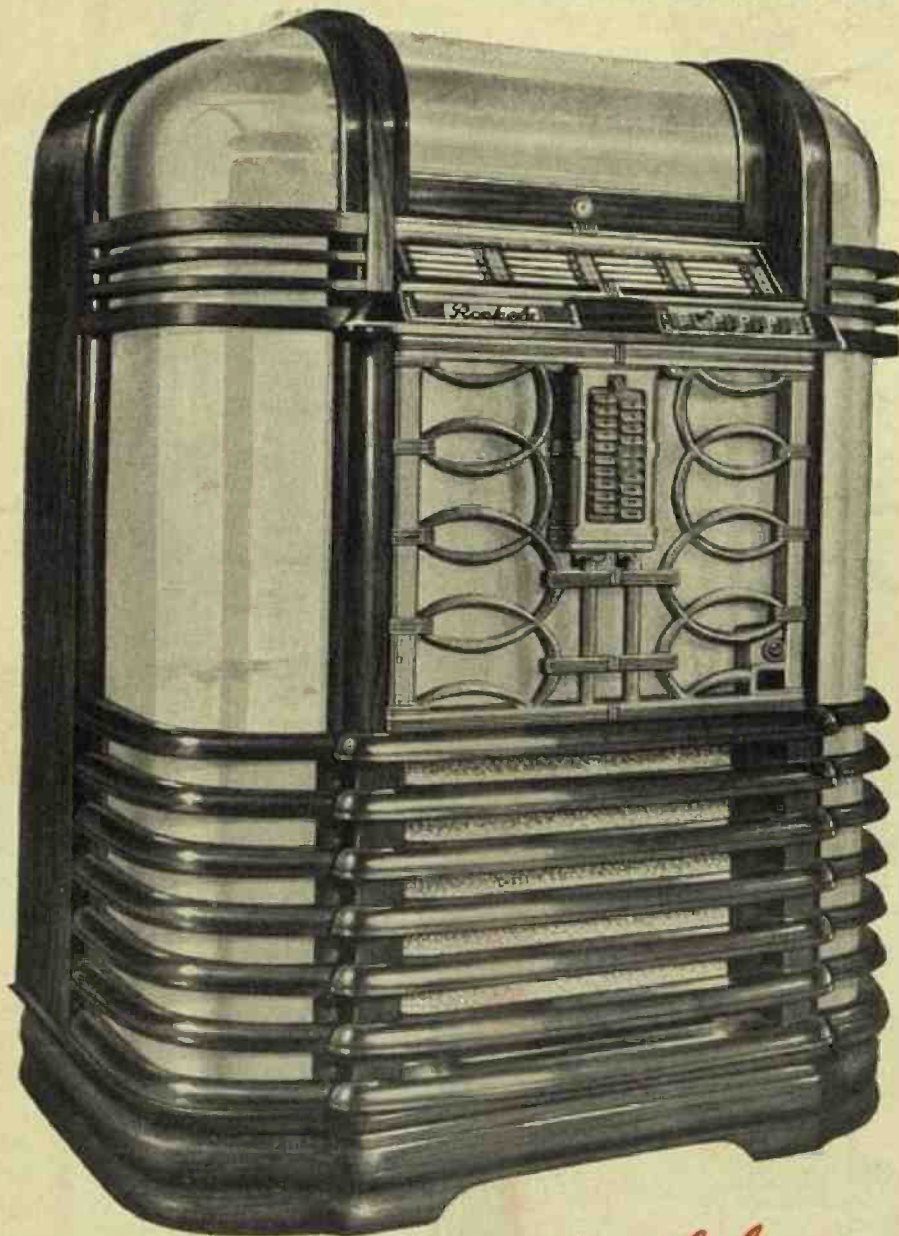
Rockola 12	1 330.00	Waltzer	1 330.00
Med. A	1 330.00	Waltzer	1 330.00
Rhythm	1 330.00	#-12	1 330.00
King 12	1 35.00	Gold's Charm	1 330.00
Rockola 28	1 48.00	US	1 1037
Pop	1 48.00	Jarvis	1 35.00
Rockola 18	1 68.00	Extra	
Imp	1 68.00		
Bankola 20	1 68.00		
Imp	1 68.00		

1/3 Deposit, Balance C. O. D.
MILWAUKEE COIN MACHINE CO.
 2304-W. North Ave., Milwaukee, Wis.

Send your correspondence to advertiser by mail - enclosing The Billboard.

YOUR 1939 PHONOGRAPH

has Coast to Coast Distribution!



ROCK-OLA

Luxury Lightup

PHONOGRAPHS

The demand for Rock-Ola's 1939 "Luxury Lightup" Phonographs extends from Coast to Coast. A vast "Nation-wide net work" of Rock-Ola Distributors stands ready to serve. Whenever you are, YOUR Distributor is near. Just lift the telephone and start those new Rock-Ola's, coming your way.

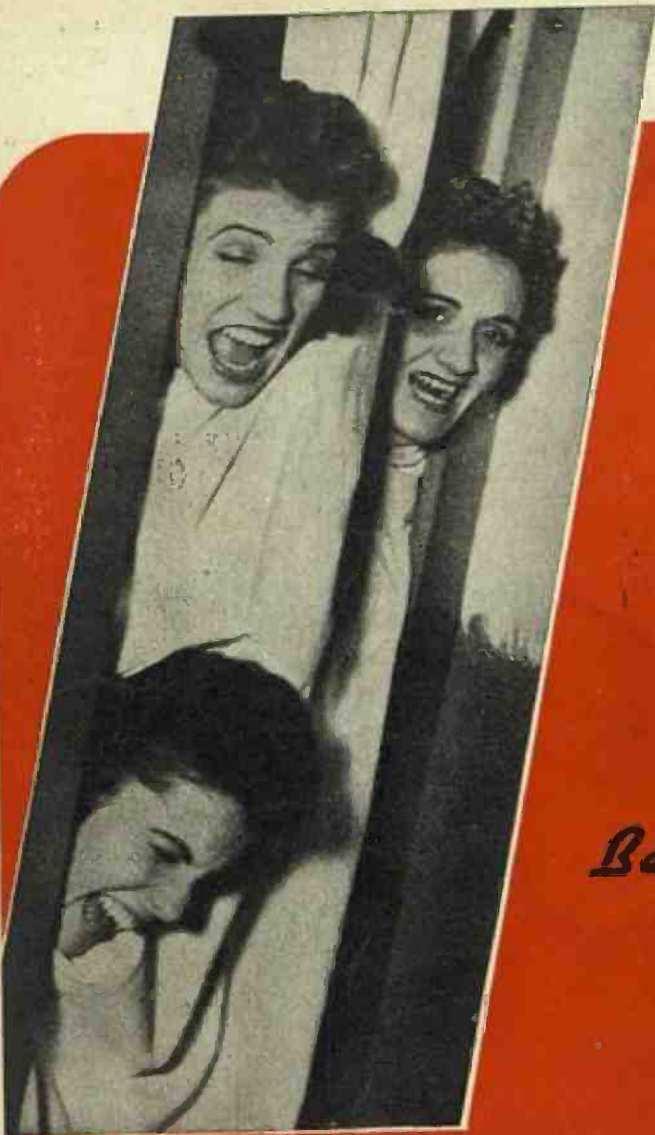
ROCK-OLA MFG. CORPORATION
800 NORTH KEDZIE AVENUE
CHICAGO

LIBERAL FACTORY TRADE-IN
ALLOWANCE ON OLD PHONOGRAPHS

★ **1939 ROCK-OLA DELUXE**
(AS ILLUSTRATED)

★ **1939 ROCK-OLA STANDARD**
(SLIGHTLY SMALLER)

ALABAMA, Birmingham
Birmingham Vending Company
2117 Third Avenue N.
ARIZONA, Little Rock
Standard Automatic Mfg. Co.
104 W. 31st Street
CALIFORNIA, Los Angeles
Wm. Nathanson
1321 West Pico Street
CALIFORNIA, San Francisco
C. M. McClelland
100 Golden Gate Avenue
CANADA, Toronto, Ontario
W. H. Cole Machine Exchange
115 Dundas Street West
HAWAII, Honolulu
Solovay
ILLINOIS, Denver
Denver Distributing Co.
1316 Arapahoe Street
INDIANA, Fort Lauderdale
H. G. Hyde
122 S. E. River Drive
IOWA, Des Moines
L. Woodlin
1117 Hillwood Drive, N. E.
KANSAS, Chicago
Wm. Anderson
2011 N. LaSalle Ave.
Albert M. Kopio
2000 N. Kimball Ave.
Frank Wiscel
1117 W. Madison Avenue
KENTUCKY, Louisville
Central Sales Co.
143 S. Keyser Ave.
LOUISIANA, New Orleans
Central-Dist. Co.
1117 Poydras St.
MAINE, Portland
Maine Automatic Service Co.
111 Taylor
MARYLAND, Baltimore
A. A. Becker
Hotel Royal Hotel
MASSACHUSETTS, Boston
Young
246 Washington St.
MICHIGAN, Detroit
Young
184 Cass Avenue
MINNESOTA, Minneapolis
Miller
1700 Hennepin Street
MISSISSIPPI, New Orleans
Novelty Sales Co.
100 Corporate Avenue
MISSOURI, St. Louis
Novelty Company
177 Main Street
NEBRASKA, Omaha
Novelty Company
1117 Main Street
NEVADA, Las Vegas
Novelty Company
704 B Street
NEW YORK, New York City
Fred Gray
Park Central Hotel
NEW YORK, Syracuse
Ros. Amosworth Company
710 S. Fulton Street
NEW YORK, Utica
C. F. Sullivan
Hotel Utica
OHIO, Cleveland
Art Negel
2923 Progress Avenue
OHIO, Canton
W. C. Denton
114 W. Summit St.
OKLAHOMA, Oklahoma City
Boyle Amusement Company
321 North West Third St.
PENNSYLVANIA, Philadelphia
E. D. Lator Company
629 Spring Garden St.
PENNSYLVANIA, Pittsburgh
B. D. Lator Company
1240 Forbes Street
TENNESSEE, Memphis
Earl Montgomery
1074 Union Avenue
TENNESSEE, Nashville
H. G. Payne Co.
114 Broadway
TEXAS, Dallas
Fisher Bros.
2906 S. Harwood Avenue
TEXAS, Houston
Dalla and Horton
1313 Louisiana St.
TEXAS, San Antonio
United Novelty Company
310 South Alamo St.
UTAH, Salt Lake City
J. M. Rutter
133 Second Avenue
VIRGINIA, Richmond
Novelty Vending Machine Exch.
60 Broad Street
WASHINGTON, D. C.
Silent Sales System
1020 14th Street, N. W.
WASHINGTON, Seattle
Northwest Sales Co.
3144 Elliott Avenue
WASHINGTON, Spokane
Standard Sales Company
177 South Post Street
WISCONSIN, Appleton
M. J. Foss
1422 River Drive
WISCONSIN, Fond du Lac
Wisconsin Novelty Company
99 N. Main Street
WISCONSIN, Milwaukee
Badger Novelty Co.
3546 N. 50th St.



Busiest Act in
SHOW BUSINESS!

THE
**ANDREWS
SISTERS**

Between showers they are . . .

on the air . . .

"HONOLULU BOUND"
for HAWAIIAN PINEAPPLE CO., LTD.
(produced by YOUNG & RUBICAM, Inc.)

with **PHIL BAKER**
WABC - CBS, New York to Honolulu
Saturdays 9 to 9:30 p. m. EST

in cafes . . .

OPENING SOON—
BILLY ROSE'S
CASA MAÑANA
NEW YORK

in music machines . . .

The record that's sweeping the country
"HOLD TIGHT, HOLD TIGHT"
exclusively for DECCA
Walter Winchell Says: Newyorchids
The ANDREWS SISTERS new Decca platter
"HOLD TIGHT", their best since B. M. B. D. S.

in theatres . . .

Two appearances within five months at the
PARAMOUNT THEATRE, NEW YORK
HELD OVER BOTH TIMES
and returning for a third
engagement in April! . . .
Also breaking box-office records
in theatres throughout the land.

Personal Management **LOU LEVY**

Rockwell
GENERAL AMUSEMENT CORPORATION
NEW YORK • CHICAGO • DALLAS • HOLLYWOOD • LONDON